



COUNTRY SPORT
SCOTLAND

Membership Pack

Overview

Country Sport Scotland is the **premium directory and marketing platform** for deer stalking, fishing, shooting, and accommodation in Scotland.

We are highly regarded in the industry, boasting heritage, expertise, integrity, and authority on the subjects that matter, with reach and engagement in our authentic content.



Our Portfolio

The premium directory allows visitors to search for world-class shooting, deer stalking, fishing, and accommodation opportunities across Scotland.

We attend events across the UK and internationally to market country sports, as well as advertising campaigns in leading fieldsports publications and through our own marketing channels.

We provide political representation to showcase the value of country sports tourism in Scotland, and work closely with the Scottish Government to ensure problems facing the sector are confronted effectively.

183K **35%**

Global Yearly Page Views

Yearly International Users

800K **11K**

Yearly Social Media Reach

Print Distribution with
Shoot In Scotland

Reporting Google Analytics 2021-22. Meta Business Suite 21-22.



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Partners we work with



Multimedia Platforms



Our Platforms

Website Directory

Visitors can search for their preferred sport and accommodation opportunities in their chosen region of Scotland. It also hosts many other useful pages, including; sporting offers, news, blogs, events, and travel information.

Each sport has an educational page including seasons and there is plenty of information to cater to every consumer's needs such as beginners, ladies, clothing and equipment, sporting etiquette, and a conservation section.

We manage our SEO effectively and use specific ad campaigns to track and ensure we reach the right clientele.

Advertising

We run yearly print and digital campaigns with leading fieldsports publications, targeting both the domestic and international markets.

In collaboration with Future Publishing, we produce two issues of **Shoot In Scotland** magazine a year, in which our members feature, alongside Scottish-related content to a distribution of 11,000 per issue.



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Events

We market Scotland's premium directory and its members by attending UK and International events.

Running training events in collaboration with our board members to help members maximise the potential of country sports tourism to Scotland. .

Our Marketing Channels

We produce monthly e-newsletters, with the latest articles and sporting offers from members. We reach 16,000 followers across our social media channels with regular and engaging content, plus targetted promotions.

Political and Stakeholder Engagement

We conduct regular surveys to inform the representations we make to the Scottish Tourism Alliance Council, the Scottish Tourism Emergency Response Group (STERG), and the Scottish Government.

We also educate politicians about the importance of country sports tourism to Scotland.

FAM/Press Trips

Members have the opportunity to host familiarisation/press trips with international and UK fieldsports publications.



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Opportunities



Membership Rates

Standard Membership

To include all details in the Member Pack, but with the following added;

- Unique website listing, including 12 images, full description of sporting, accommodation and other activities, URL link, social handles link, contact details, and direct referrals.
- Inclusion in our marketing platforms, including e-newsletters, blogs, events and social media.
- Two additional sporting offers, that can be listed at any time throughout the year (interchangeable).

Yearly Rate £500

Membership Plus

To include all details in the Member Pack and standard membership, but with the following added;

- Print media promoting suppliers individual businesses for distribution on the CSS Stands at leading UK Shows, to a collective annual audience of +50,000.
- Rotational banner appearance on the homepage.
- Targetted social media promotion, with boosted adverts with reach of +100,000.

Yearly Rate £995

Gold Membership

To include all the details of the Member Pack and the standard membership and Membership plus, and then additionally;

- Individual representation at some International Events with your personalised print media in association with CSS.
- Content creation, including a short video clip and supporting imagery representing their product or service on the CSS Website for 1 year.
- An online advertorial piece in one of the leading fieldsports publications.

Yearly Rate £1,995

One-Off Advertising Rates

Platform	Option	Rate
Social Media - Facebook	Unique Facebook Sponsored Post. 5 image, 50 words blurb, URL. £100 reinvested to boost post	£200
E-Newsletter - Headline Banner	Headline banner on our monthly e-newsletter, with a URL link. (Inclusion in 3 e-newsletters).	£200
Website - Online banner	6 month MPU Banner, URL Link	£250
Website - Sporting Offers	One sporting offer on our website, with boosted social media support (max term 3 months)	£200

Please contact us by email for further details if you are interested in purchasing one of our one-off advertising packages.

Become a supporter

Country Sport Scotland continues to work closely with partners across government agencies, the country sports lobby, Scottish Land and Estates, and the Scottish Tourism Alliance to ensure the value of our sector. This approach allows us to be heard by ministers, civil servants, media, and opposition politicians alike.

We are focusing on enhancing our communications and marketing. Importantly we cannot do this alone but hope to provide a mechanism to act as a force multiplier for the marketing initiatives of individual sporting businesses. Our role has never been more important and we need to ensure adequate funding is in place.

Your contribution as a supporter is enormously significant to us; and fundamental in supporting the work we do to represent the sector and goes towards maximising the potential of country sports tourism to Scotland.

By becoming a valued supporter, you will also receive a copy of the two issues of Shoot in Scotland magazine and a twice-year report on our marketing outputs.

Yearly Rate

£80



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Testimonials

'Country Sports Scotland is an organisation that works tirelessly to promote the very best of Scotland to domestic and international markets. Their teams run great campaigns in leading magazines and game fairs to market country sports and drive local business growth.'

'Working with them is a real pleasure, it's a good open partnership, one that has 100% benefited our business, with plenty of guests coming directly from their website and other marketing channels. I can't recommend them enough from that perspective.'

Chris Dalton, South Ayrshire Stalking

'Country Sport Scotland has been very helpful in raising the profile of our country's sporting activities at Murthly & Strathbraan Estates.'

'As a partner to work with, the experience is very collaborative and I've never felt pushed into doing anything that I didn't feel I had proper control over or didn't want to do. I'm delighted with the coverage that we've received so far.'

Thomas Steuart Fotheringham, Murthly & Strathbraan Estates

'The CSS provides a superb 'go-to' hub of information detailing the great sport, fabulous accommodation, and array of activities and facilities available throughout Scotland.'

'It connects holiday-makers, fishers, deer-stalkers, and shooters of all game and target disciplines to a huge variety of outfitters and service providers. Their terrific new website is filled with facts, advice, and useful contacts. Over the years, my business has benefitted greatly from being a member.'

Cara Hutchens from International Hunting Scotland



Get In Touch

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