



**GunsOnPegs**

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Media Pack  
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gunsonpegs

Buy Shooting

Sell Shooting

Syndicates

Classifieds

Shooting World

Shop

Shooting Insurance

Sign In or Register

PURDEY  
Since 1814

Buy and sell shooting online for free through the UK's No.1 shoot finder

Featured Shoot - Leighton, Shropshire  
Fantastic high bird shooting to be had on the stunning Leighton Estate for individuals and full teams.

View

Membership Options

Free Membership

Club Membership

Find shooting - Quick search

lenovo

*Introduction*



GunsOnPegs was created in 2007, as a free to use impartial service for both member guns and shoot owners to buy and sell shooting. Founded by James and Chris Horne, initially as a hobby and later as full-time business, it is now home to the largest online shooting community in Europe. Our founders have shot for most of their lives, while James also has experience as a shoot owner himself. They know just how challenging it is to fill days on a commercial shoot.

As an indication of how the company has grown, GunsOnPegs now forms part of the ITap Group, home to sister companies; ShootPay, RodsOnRivers and GunDealer as well as a shooting insurance portfolio and Eventemo, a payment service for events agencies.

Today, GunsOnPegs provides an online platform for shoot owners to sell full days and single guns to the 75,000 (July 2015) plus group of high-net-worth members that use the website to find shooting and keep in touch with what is happening in the shooting community through our various channels.

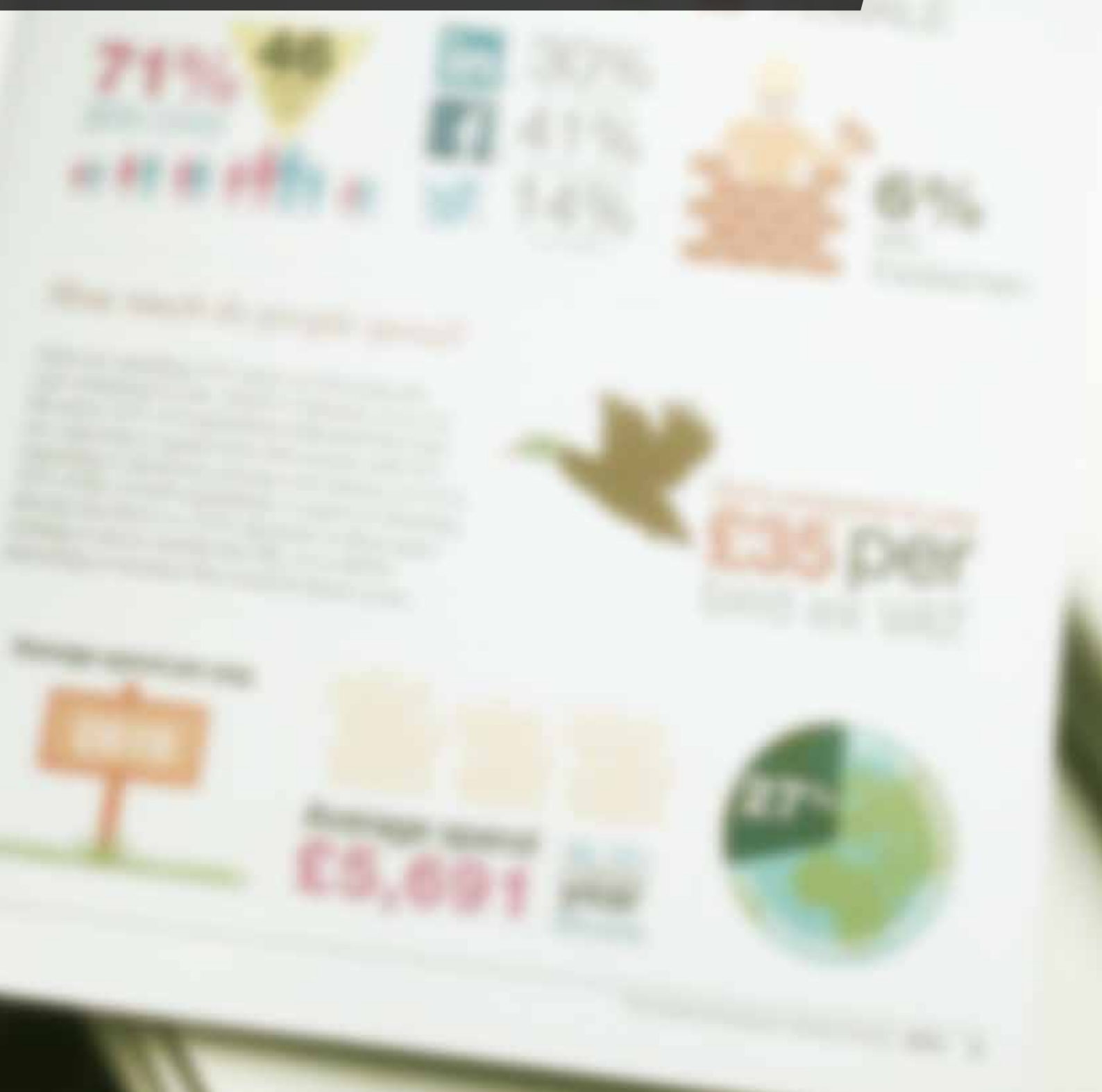
The GunsOnPegs team interact with member guns and shoots on a daily basis. This gives us an acute knowledge of the sport and are constantly developing our service to maximise exposure for shoots who wish to attract high-net-worth individuals.

Given the dramatic change the internet has made to the way an individual chooses where to shoot, it is vital that expectations are delivered by the hosts. With ever increasing competition and costs to shoot, shoot owners must constantly review their offering in order to maintain their position and build their customer base.

With the wealth of knowledge that we have, we are able to provide shoots with advice on selling shooting, marketing and growth. Whether you are a small shoot, selling one or two pegs, an established shoot or a new shoot seeking clients, we can help.

# *Build your brand*

Reach 75,000 (July 2015) GunsOnPegs members with a passion for shooting, including high-net-worth individuals.

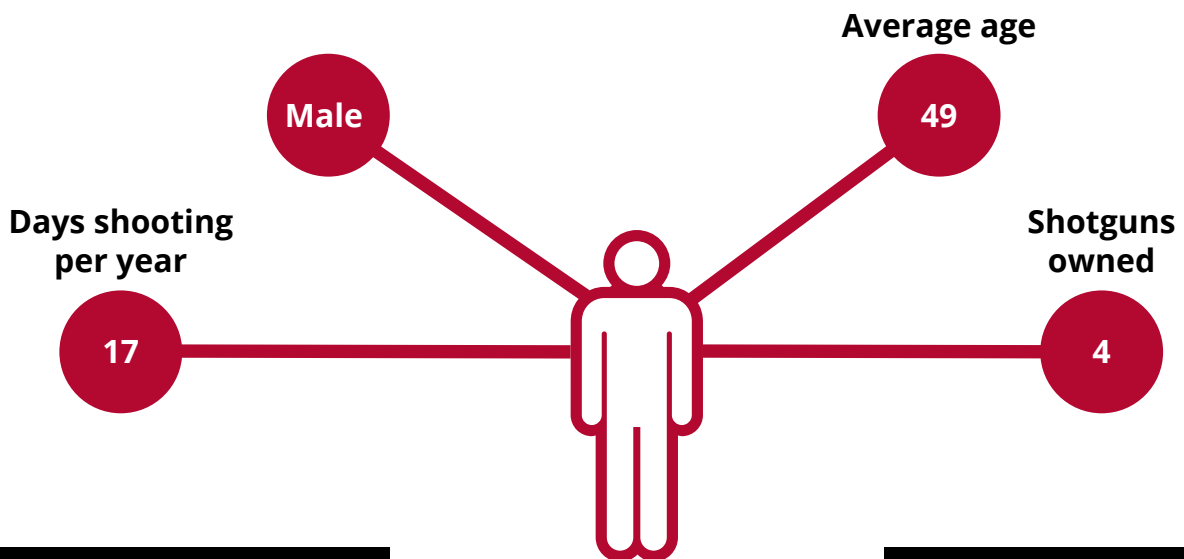


# Profiling GunsOnPegs

GunsOnPegs is free to use for the buying and selling of shooting. We do not charge either the shoot owner or the gun to start using GunsOnPegs, which enables us to offer an impartial service.

Our profile in the sport of shooting offers a unique opportunity for brands to reach our 75,000 (July 2015) high-net-worth members.

## Profiling our members



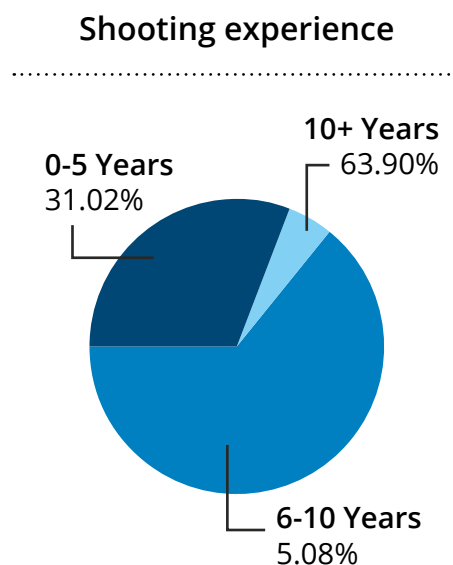
**Average annual spend**

Average per person:  
£10,770

Total member's spend:  
£797,024,400

Total market size:  
£850,000,000

Figures from Shooting & Fishing Census 2014 and 13,000 shoot enquiries through GunsOnPegs



**Shooting frequency**

1-5 times per year:  
15.50%

6-10 times per year:  
21.50%

11-20 times per year:  
22.20%

21+ Times a year:  
40.80%

Average days per member:  
17.44

# Audience profile



97% male

49

Average age



10% own more than 100 acres



33% live in London and South East



57% have a gundog



69% own a 4x4



Spend £4,602 on average on their main gun



Shoot 17 days on average per year



Own 3.7 shotguns on average



57% shoot with an over/under

42%

42% own 2.7 rifles on average



49% organise shooting on behalf of others



75% say hospitality is important to them



85% go driven shooting

TEAMS

54% are part of a syndicate in some format



76% travel to shoots outside their local area



66% are interested in shooting abroad



88% buy shooting accessories regularly



86% buy shooting clothing regularly



82% prefer fibre wadded cartridges when shooting game



58.6% go fishing



68% follow rugby, 45% ski



They go on 2 holidays a year on average, over 40% go on 3 or more



40% use Facebook

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These statistics are calculated from the 2014 Shooting and Fishing Census conducted by GunsOnPegs and Strutt & Parker, which surveyed 74,000 GunsOnPegs Members.

### **Spend on shooting**

Calculated total spend on shooting by GunsOnPegs members per year:  
£797,024,400

Estimated total spend on game shooting per year (excluding grouse):  
£850,000,000.

### **Cartridges**

53,000,000 cartridges estimated to be used by GunsOnPegs members per year.

This does not include simulated days, clay pigeon, live pigeon etc. Of these, 83.2% prefer fibre wad and 15.3% prefer plastic wad. 1.5% prefer to use another form.

### **Shotguns**

Each member owns 3.7 shotguns on average, 273,800 in total. The average spend on a gun is £4,602, a total of £1.26b of guns purchased by our members. Of these, 26% use a side by side, 49% use an over/under and 23% shoot with both. 1% shoot with a single barrelled gun.

### **Dogs**

57% of members own an average of 1.98 dogs each, 83,290 in total. Average food consumption is 330g a day, equating to 10,032 tonnes a year.

51.5% own a Labrador, 28.7% own an English Springer Spaniel, 25.5% own an English Cocker Spaniel, 3% own a Retriever, 4.1% own a Terrier.

### **Rifles**

42% of members own an average of 2.8 rifles. Therefore we can estimate 31,080 members own 87,024 rifles, spending an average of £2,226 per rifle resulting in a total spend of £176,310,624 in rifle ownership.

### **Shooting abroad**

Our members spend an estimated £34.2m on shooting trips abroad each year.

### **Hotels**

Members spend on average 3.97 nights away for shooting each year, a total of 293,780 hotel nights. At an average cost of per night including dinner and wine of £140 per head, this totals £41.1m a year.

### **Shooting lessons**

1.48 is the average number of lessons taken per person per year - 109,520 lessons in total.

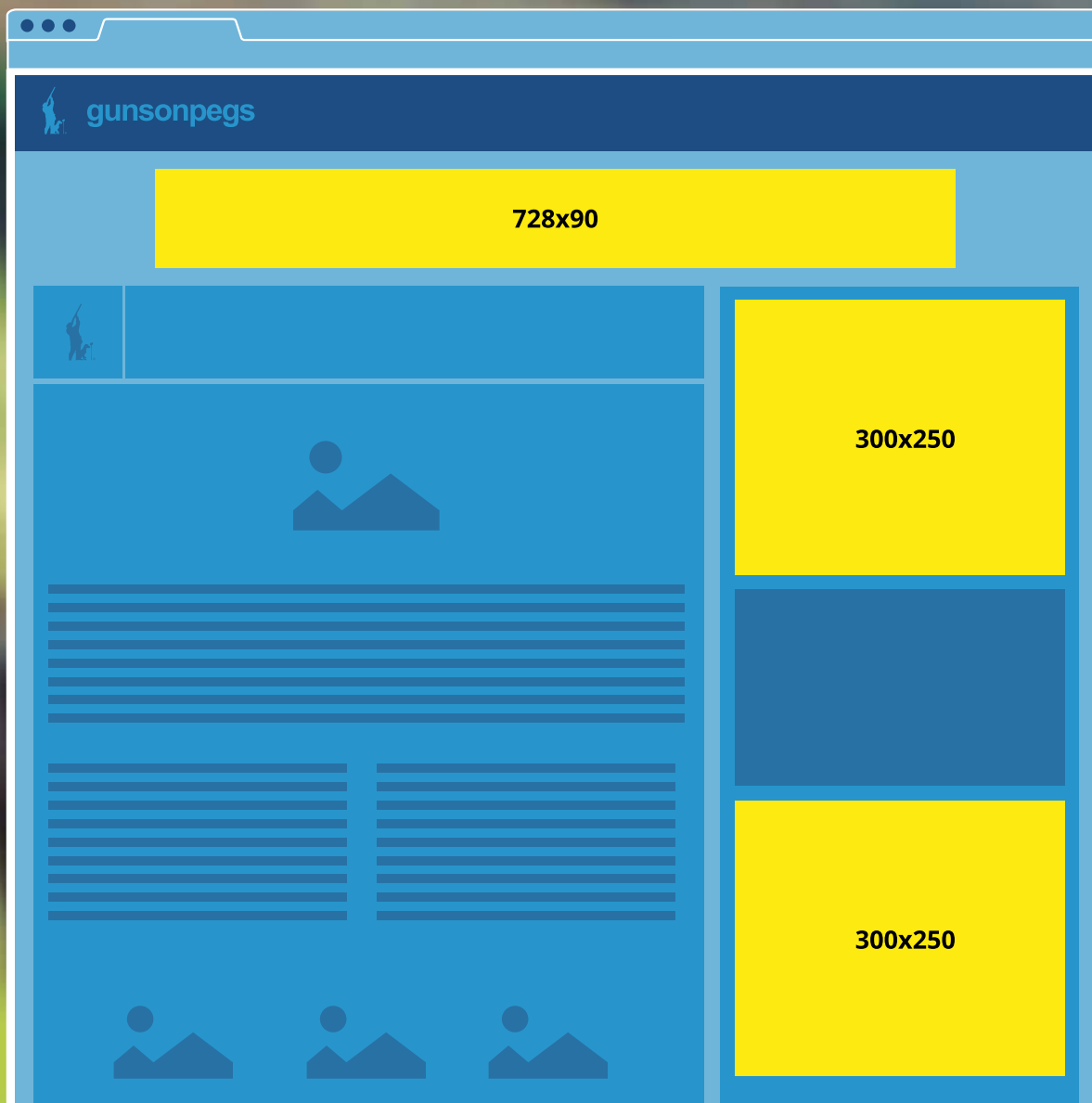
### **Simulated game**

Members shoot 1.78 days simulated game on average per year, 131,720 days in total.

### **Fishing**

58.6% of members fish, of which 76% fly fish. 50% of those that fish, do so for salmon and 64% fish for trout in its various forms. The average spend is £1,588 per person, a total spend of £68.8m from GunsOnPegs members.

# Display advertising





# Display advertising explained

Advertising with GunsOnPegs is priced on a CPM basis (cost per 1,000 impressions). An impression can be likened to a page turn in a magazine i.e. the reader turns the page and sees an advert.

Online advertising is one of the most cost effective forms of advertising as you only pay for the impressions you receive. If your advert is not displayed, you don't pay! Seasonality does not affect website advertising.

GunsOnPegs offer three advert positions, which can be seen on the previous page. They are:

- **728x90 pixel advert**, in the header before the website content
- Two **300x250 pixel adverts**, in the sidebar

The amount of times you appear is dependent upon the amount of impressions you purchase.

## Rates

Impressions per month	Equivalent print advert	Campaign length			
		Up to 3 months (£28cpm)	6 months (£25cpm)	9 months (£22cpm)	12 months (£20cpm)
25k	Quarter page	£700 /month	£625	£550	£500
35k	Half page	£980	£875	£770	£700
50k	Full page	£1,400	£1,250	£1,100	£1,000
70k	Double page	£1,960	£1,750	£1,540	£1,400

All prices exclude VAT

## Measuring response

Through GunsOnPegs, advertisers can reach our high-net-worth audience. Website visitors can instantly access your offering by clicking on an advert, where they are redirected to a landing page defined by you. GunsOnPegs can track precisely the interest in your campaign. The key statistic for any campaign is click-through rate or CTR, calculated by **clicks / impressions x 100%**.

“

This is the second year we have worked with the GunsOnPegs and it has been a pleasure. From our display advertising to the annual Gunmakers Evening, which allows us to meet potential clients. The team have dealt with us with professionalism, integrity, and fairness.” **Elaine Stewart, Longthorne Guns**

Shoot Rights, Henley Offer & Syndicate Pegs - Message (HTML)

From: GuroOrPegs <GuroOrPegs@GuroOrPegs.com> on behalf of GuroOrPegs <GuroOrPegs@GuroOrPegs.com>  
To: Simon Steggel <simon.steggel@steggel.com>  
Cc:  
Subject: Shoot Rights, Henley Offer & Syndicate Pegs

Mr. James, 150 bird days available in Yorkshire and 250-300 bird days in Herefordshire plus Holland and Holland launch their new collection, see Hull cartridge new grouse load and more!



### The Game Card



**Stoke Edith Estate, Herefordshire**

Mark Coleman Sporting have rejuvenated this classic estate, showing some of the most sporting birds the county has to offer & the finest hospitality.

Few spaces left on single gun days along with a handful of full team days.

[View available days](#)



**HOLLAND & HOLLAND**  
Established London 1855

**IN PURSUIT OF EXCELLENCE**  
Explore the new collection

Click on a photo to see social network updates and email messages from this person.

*Email marketing*

## Game Card

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The Game Card presents an incredible opportunity to reach an audience of over 46,000 (August 2015) game shots. This makes it the largest weekly shooting digest (online or offline) within the sport. The Game Card is received by more individuals than most traditional shooting magazines.

This unique platform offers brands an incredible opportunity to gain instant awareness. The Game Card boasts impressive interaction rates, where responses to adverts and features can be tracked in real-time.

Feature: £495 +VAT

Double Sized Advert: £595 +VAT

## Keeper's Tips

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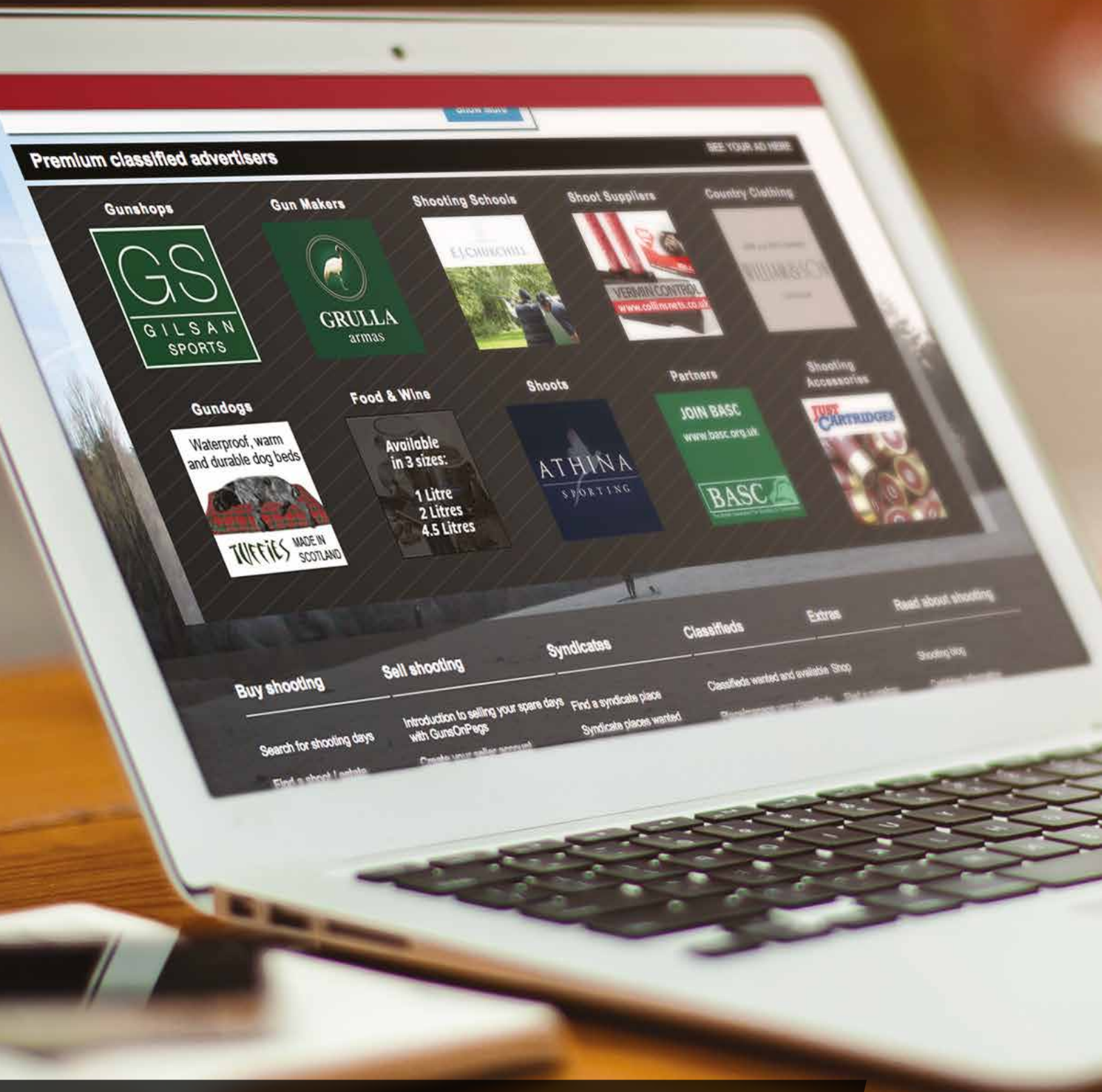
Our monthly shoot owners communication is received by over 2,800 (August 2015) shoot owners, managers and keepers. This email offers you the perfect opportunity to promote your brand to a select group of individuals, alongside articles from leaders in the sport.

Feature: £350 +VAT

Double Sized Advert: £450 +VAT

“

Working with GunsOnPegs has proven to be very successful for us. In one campaign, views of the William & Son's gun craftsmanship video rose by 500% as a result of promotion through GunsOnPegs. The GunsOnPegs team are great to work with and are always looking to help and offer advice wherever possible.” **William & Son**



*Premium classified advertising*

## Premium classified advertising

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**125x125**

Premium classifieds appear just above the footer of every page on GunsOnPegs. They are one of the most clicked advert slots on the website and are ideal for those looking to stand out from other competitors on a modest budget.

There are 10 categories to suit all business types (advertisers may choose more than one category):

- Gunshops
- Gun Makers
- Shooting Schools
- Shoot Suppliers
- Country Clothing
- Gundogs
- Food & Wine
- Shoots
- Partners
- Shooting Accessories

Advertisers receive a minimum of 500,000 advert impressions over the year.

Price: £750pa (£62.50 per month, £2 per day!)

“

I would like to congratulate GunsOnPegs on their great website. Earlier this season, I had a trip to the UK come up on rather short notice. Through the website I inquired about two consecutive shoot days. Shortly thereafter I received an email to say a shoot organiser would contact me soon. Within a few days everything had been arranged. The GoP website is fantastic, easy to use and the two shoot days turned out to be some of the most memorable shooting days of my life. I cannot think of a better and easier way for shooters coming from abroad to the UK to find a shoot that suits them. Well done, GunsOnPegs!”

**Erich Meyer, Member Gun**

## Messages from our community

See more testimonials at [gunsonpegs.com](https://gunsonpegs.com)

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“

I have to say what a comprehensive first class web site you run. It provides me with everything the shooting man could possibly want and I can think of nothing else with a service like.” **Member gun**

“

Thank you so much for all the new shooting members and teams who have been introduced to us through your marvellous website. The website is even easier to use, and informative, than I had realised! A fantastic idea, a marvellous service and team, I am sure you will go from strength to strength (whilst keeping that personal family touch). We are indebted to you.” **Shoot owner**

“

You do of course realise that GunsOnPegs are responsible for the greatest sea change in fieldsports connectivity in the last 50 years or so. Think of the friendships that have come out of this, the benefits are far reaching from clothiers, gunshops, pubs, hotels, employment etc. Something to be really proud of.” **Member gun**

“

I'm a great fan of GunsOnPegs, which allows me to sell any available shooting on our Estate, even at short notice. And by connecting guns with shoot owners in real-time, it provides me with an infinitely higher level of support than anything on offer from print media with a shelf-life of seven days or less. **Shoot owner**

“

I have to say your site is the best thing to happen to game shooting that I can remember. Your site has opened up the game shooting world where people have greater choice and can buy shooting according to their budget, capability, how many they want to shoot or geographical preference. Keep up the good work and thank you. **Member gun**





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