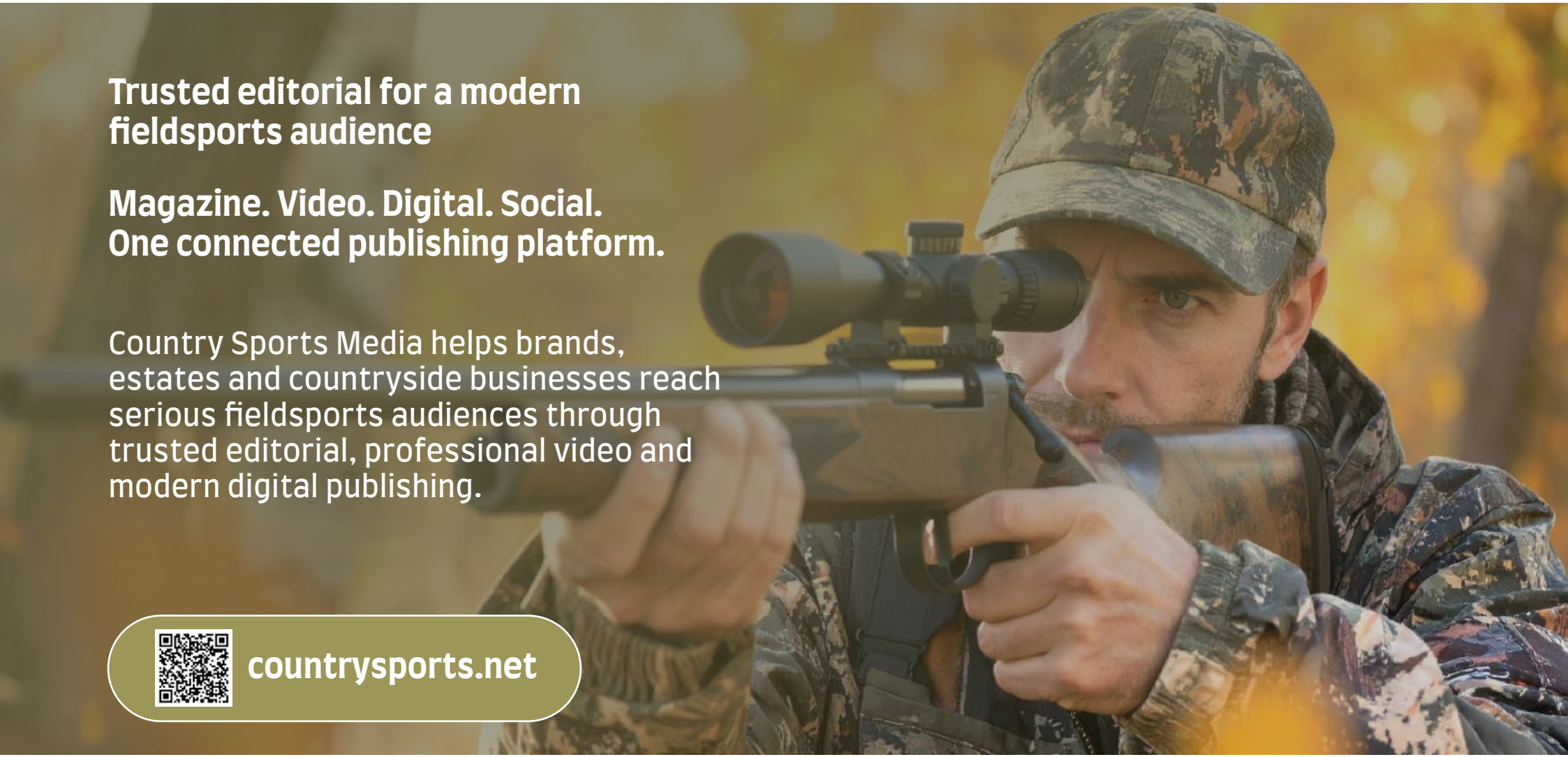
COUNTRY SPORTS

MEDIA PACK



Trusted editorial for a modern fieldsports audience

Magazine. Video. Digital. Social. One connected publishing platform.

Country Sports Media helps brands, estates and countryside businesses reach serious fieldsports audiences through trusted editorial, professional video and modern digital publishing.

countrysports.net

THE COUNTRY SPORTS MEDIA STORY

MORE THAN A MEDIA PACK
SEE HOW WE WORK

Every publisher can produce a rate card.

What matters is understanding the people behind it.

This short film introduces Country Sports Media, explains how we've evolved, and shows how trusted editorial, professional video production and modern AI workflows combine to create integrated marketing campaigns for today's fieldsports industry.

Whether you're a long-standing client or discovering us for the first time, we hope it gives you a clearer picture of who we are, what we do and where we're heading.

Technology changes. Trust doesn't.

Scan the QR code or click the video to watch.

IS IT TIME TO RETHINK YOUR FIELDSPORTS MARKETING SPEND?

The way people discover, research and engage with fieldsports products has changed.

A magazine advert can still create awareness. A well-produced video can demonstrate a product in use. An independent article can explain it properly. Searchable website content can continue bringing people to it long after the original campaign has ended.

The strongest results come when those elements work together.

Country Sports Media combines established editorial experience, specialist fieldsports knowledge, professional video production and digital publishing within one connected platform.

We do not simply sell space around somebody else's content.

We create credible, useful material that gives audiences a reason to stop, read, watch, listen and engage.

Nocpix NITE D70R

Paul Austin takes a close look at the latest high-end digiscope tech from Nocpix: a day/night digital riflescope with serious resolution, built-in rangefinding and plenty of smart-scope trickery.

The market is moving towards a true all-in-one digital solution and the Nite is a serious contender

Digiscopes have come a long way. Not so long ago, "day/night" meant something of a compromise. You gained the ability to shoot after dark with IR, but daylight performance could feel flat, grainy or just a bit too video-game-like for anyone used to decent glass.

The truth is, the IR part of the digiscope equation appears to have reached its zenith. All recent high-end digiscope releases, regardless of manufacturer, have consistently ticked all the boxes after hours, and the NITE D70R is no exception. Team it up with a quality IR and perhaps a bit of moonlight, and it will reach out to 400m or more.

The new challenge is to make the daylight shooting experience more glass-like, thereby tempting more traditional day shooters over to the dark side to embrace a fully digital system.

The NITE D70R is aimed at moving that argument on. This is not a budget night-vision add-on, nor a simple digital sight with a few modern extras bolted on. It is a high-end digital day-and-night riflescope built around a conventional-looking 30mm aluminium tube, but inside it is a very different beast.

> "This is not a close-quarters woodland optic or rattin' scope; the D70R feels much more at home across open ground"

At its heart sits a high-resolution digital sensor, an AMOLED display, onboard recording, Wi-Fi connectivity and an integrated laser rangefinder. The pitch is simple enough: one optic that can handle daylight, last light and full darkness.

That makes it a very interesting proposition for foxing, rabbit control, pest work, deer management and general field use. It also places the D70R firmly in the modern "smart scope" camp.

BIG SENSOR, BIG AMBITION

The headline figure is the 3536 x 3536 4K Ultra CMOS sensor, quoted as a 12.5MP unit with a 2µm pixel pitch. In plain English, Nocpix has thrown plenty of pixels at the problem.

That matters because digital magnification always asks a lot of the image. With lower-resolution units, detail can vanish quickly once you start winding up the zoom. The D70R's high pixel count is there to preserve detail.

The scope uses a 70mm f/2.0 lens, with 5x base magnification and up to 40x digital zoom. That tells you quite a lot about its natural habitat. This is not a close-quarters woodland optic or rattin' scope. Five-times base mag is already fairly serious, so the D70R feels much more at home across open ground, field margins and the sort of distances where rabbits and foxes tend to make life interesting.

The quoted field of view is 5.8° x 5.8°, or 101m at 100m. Again, that is worth noting. This is not a wide-angle scanning tool. It is a rifle-mounted aiming optic with a relatively narrow

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No sign of Charlie at rimfire range, but a nice illustration of the NV image quality on offer

I was a bit sceptical about 40x, but it's still very shootable in the day-time - given a very steady shooting position

view, so close, fast targets will require a little more care.

The display is a 0.72in circular AMOLED unit with a quoted resolution of 1920 x 1200 pixels. As with every digital scope, what you see through the eyepiece is the combined result of sensor, processing and display. On paper at least, Nocpix has clearly aimed for a high-detail image rather than a basic digital picture.

RANGEFINDER BUILT IN

For me, one of the most useful features is the integrated laser rangefinder. The D70R is quoted as ranging out to 1200m, though I would treat that as a maximum claim rather than an everyday guarantee.

Instead of lifting your head, reaching for a separate unit and then trying to relocate the animal, you can range through the scope. For foxing, rabbit control and any shooting where range estimation matters, that is very useful.

Range and an LRF-derived hold point appear on the horizontal centreline of the reticle. The ranging box may appear in different positions depending on how the scope is mounted and the zoom level selected.

BUTTONS AND MENUS

The D70R follows the familiar modern digital-scope pattern of employing short and long presses to access different functions. Function selection is a little unusual, as you roll clicklessly through the menu items, which are selected when highlighted. The next press automatically triggers a change when you click again. I would prefer a standard clicked dialling system, as you do need to pay closer attention to the menus and button presses, but it's not a deal-breaker.

The top-mounted button handles menu operation and display settings, while the ranging button is tucked away on the back of the left turret. The left turret also houses the USB Type-C port and power/standby control.

The top menu button opens the quick menu with a short press, while a longer hold takes you into the main settings. The LRF button gives you single ranging with a short press and continuous scanning with a longer one. Video recording is also handled from the ranging button.

Zoom is controlled by the eyepiece lever. Nocpix describes the system as stepless, and in one sense that is correct. The physical zoom control moves freely rather than clicking through set positions. However, the image still shows a slight stepped zoom effect as magnification changes.

Is that a deal-breaker? No, not at all. But it is worth saying, because "stepless" may lead some buyers to expect a perfectly fluid optical-style zoom. This is still digital magnification, and it behaves as such.

Not 'smooth zoom' in the sense of an optical scope but still impressive when combined with the LRF and built-in ballistics

2 WWW.COUNTRYSPORTS.NET

Good content should do more than fill a page. It should continue working.

WHAT IS COUNTRY SPORTS MEDIA?

Country Sports Media is a specialist publishing and production business built around one central principle:

The best fieldsports marketing begins with content people genuinely want to consume.

Our work brings together Country Sports Magazine, The Country Sports Channel, CountrySports.net, social distribution, audio features, interactive publishing and bespoke commercial projects.

This allows us to develop a single strong idea across several formats rather than treating each platform as a separate purchase.

A product review can become a magazine feature, a detailed website article, a professional film, a series of social extracts and a long-term searchable resource.

A visit to an estate or countryside business can generate an experience-led feature, location film, photography, shorter promotional material and digital content that continues to represent the organisation after the event itself.

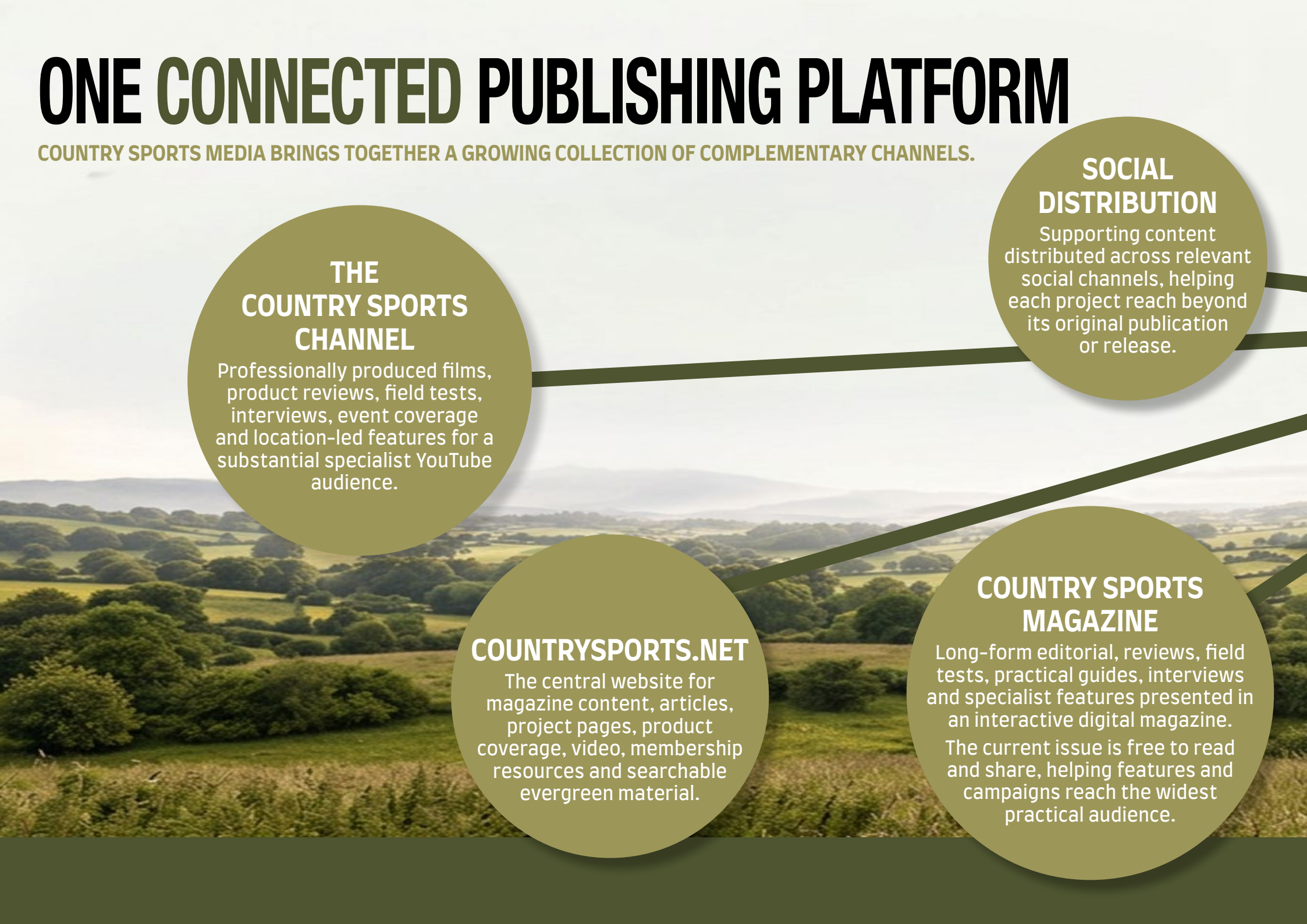
We are not a traditional magazine selling advertising space, and we are not a generic marketing agency attempting to understand the fieldsports market from the outside.

We are publishers, editors, filmmakers and fieldsports specialists.

We understand the subject, the audience and the publishing process.

ONE CONNECTED PUBLISHING PLATFORM

COUNTRY SPORTS MEDIA BRINGS TOGETHER A GROWING COLLECTION OF COMPLEMENTARY CHANNELS.



THE COUNTRY SPORTS CHANNEL

Professionally produced films, product reviews, field tests, interviews, event coverage and location-led features for a substantial specialist YouTube audience.

SOCIAL DISTRIBUTION

Supporting content distributed across relevant social channels, helping each project reach beyond its original publication or release.

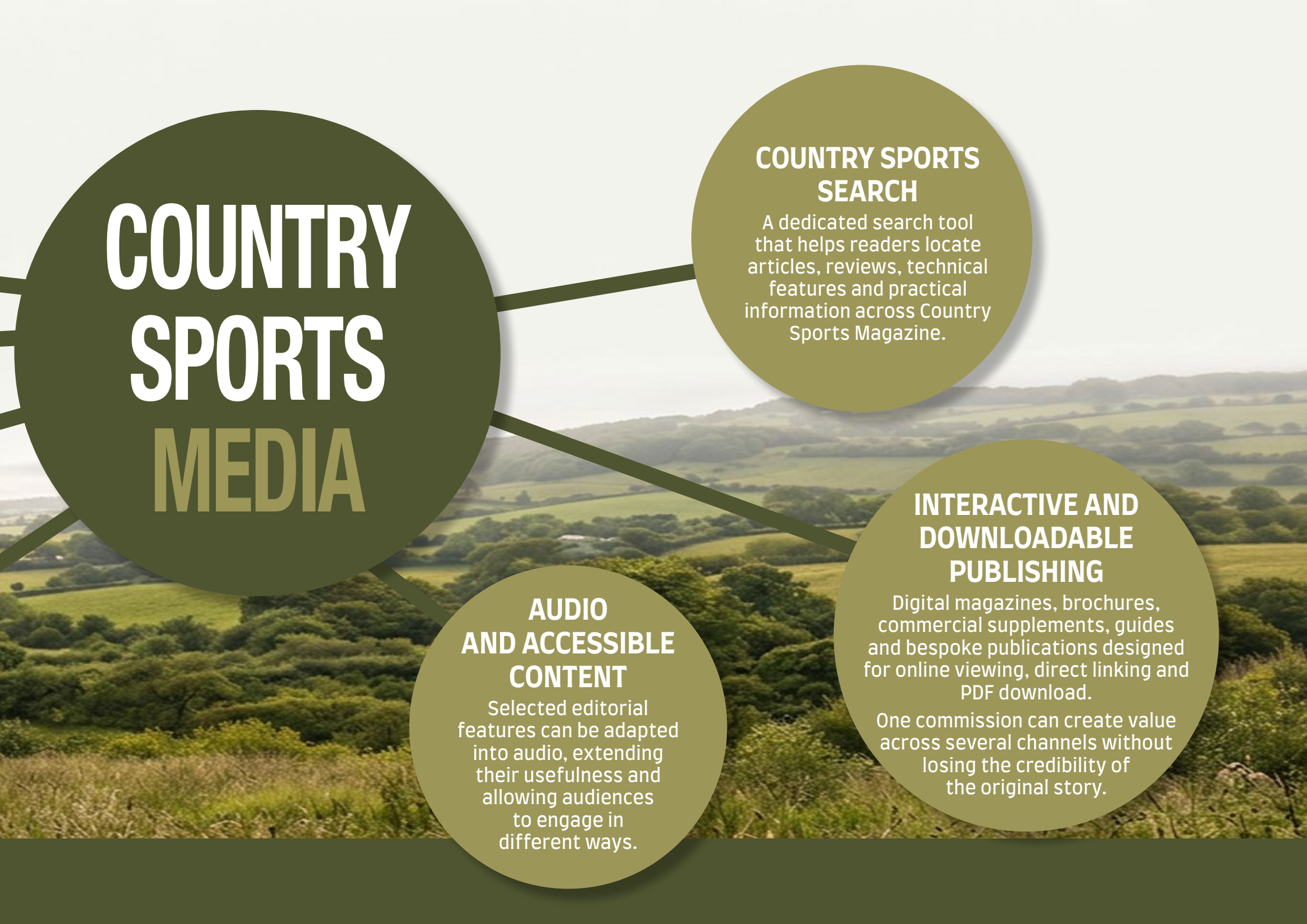
COUNTRYSPORTS.NET

The central website for magazine content, articles, project pages, product coverage, video, membership resources and searchable evergreen material.

COUNTRY SPORTS MAGAZINE

Long-form editorial, reviews, field tests, practical guides, interviews and specialist features presented in an interactive digital magazine.

The current issue is free to read and share, helping features and campaigns reach the widest practical audience.


COUNTRY SPORTS MEDIA
COUNTRY SPORTS SEARCH
A dedicated search tool that helps readers locate articles, reviews, technical features and practical information across Country Sports Magazine.
INTERACTIVE AND DOWNLOADABLE PUBLISHING
Digital magazines, brochures, commercial supplements, guides and bespoke publications designed for online viewing, direct linking and PDF download.
One commission can create value across several channels without losing the credibility of the original story.
AUDIO AND ACCESSIBLE CONTENT
Selected editorial features can be adapted into audio, extending their usefulness and allowing audiences to engage in different ways.

COUNTRY SPORTS MAGAZINE

Country Sports Magazine combines the depth and authority of traditional specialist publishing with the reach and flexibility of digital distribution.

Each issue brings together experienced writers, reviewers and practical fieldsports contributors covering shooting, stalking, pest control, conservation, equipment, countryside management and rural life.

The magazine is designed to be read rather than glanced at.

That means proper reviews, detailed features, strong photography and informed opinion produced for readers who understand the subject and expect useful information.

For commercial partners, the magazine can provide:

- Independent editorial and product coverage
- Full-page and double-page advertising
- Interactive links from adverts and articles
- Sponsored features and special projects
- Technical and practical long-form content
- Campaign support across the wider Country Sports Media platform

The current issue remains free to read and share, while the growing archive forms part of the wider Country Sports Premium offering.

Traditional editorial values, delivered through a modern digital platform.

THE COUNTRY SPORTS CHANNEL

Video allows audiences to see products, places and experiences in a way that static advertising cannot.

The Country Sports Channel has built an established specialist audience through detailed reviews, field-based testing, interviews and practical films.

With more than 44,000 YouTube subscribers, the channel provides access to viewers who have actively chosen to engage with fieldsports content.

Our approach is editorial rather than formulaic.

We take time to understand the product or subject, film it properly and present it in a way that informs the viewer without turning the result into a conventional corporate promotion.

Depending on the project, video production may include:
- Detailed product reviews
- Launch and demonstration films
- Field testing and practical use
- Interviews and expert commentary
- Estate and location features
- Event and experience coverage
- Shorter social edits and campaign extracts
- Supporting photography and written editorial

The resulting content remains searchable, shareable and useful beyond the initial release date.

A strong film does not simply announce a product. It helps the audience understand it.

A GROWING AND ENGAGED AUDIENCE

Country Sports Media reaches readers and viewers across magazine, website, video, search, social and audio platforms.

Our emphasis is not simply on accumulating the largest possible headline number. It is on reaching a relevant specialist audience through content they have chosen to consume.

WEBSITE GROWTH

Unique visitors increased from 5,730 in November 2025 to 14,959 in May 2026. July received 21,834 visitors – that's over a 25% month-on-month increase!

That represents audience growth of 161% in the first six months alone.

Over the same period, website page views increased from 34,167 to 46,779. These figures do not include all magazine reading activity, as the Country Sports Magazine flipbook operates on a separate publishing platform.

VIDEO AUDIENCE

The Country Sports Channel has more than 44,000 subscribers, with an established library of searchable specialist films.

A MULTI-PLATFORM APPROACH

Readers may first encounter Country Sports Media through a search result, magazine feature, video, social post, recommendation or direct link.

The connected platform allows them to move naturally between those formats.

14,959
Increased from 5,730 to 14,959

46,779
Increased from 5,730 to 14,959

44,000
44,000 subscribers

161%
Website audience increased by 161%

Website audience increased by 161% between November 2025 and May 2026.

WHAT WE DO FOR BRANDS

INTEGRATED CAMPAIGNS

Coordinated magazine, website, video and social coverage built around a central product, launch, event or story.

EDITORIAL AND PRODUCT REVIEWS

Detailed, informed coverage written for an experienced fieldsports audience.
Our reviews focus on how a product performs, where it fits and what the reader needs to know, rather than repeating manufacturer specifications.

ESTATES, VENUES AND EXPERIENCES

Editorial and video projects that communicate the character of a location, the quality of the experience and the people behind it.

CONTENT REPURPOSING

A strong central feature can be developed into website articles, shorter videos, social posts, audio content, sales material and evergreen digital resources.
Create once. Publish intelligently. Extend the useful life of every project.

PROFESSIONAL VIDEO PRODUCTION

Field-based product films, explainers, interviews, experience-led features and campaign videos produced for The Country Sports Channel and wider use.

BESPOKE DIGITAL PUBLISHING

Interactive brochures, technical guides, digital supplements, downloadable PDFs and specialist publications produced for direct distribution or online hosting.

CASE STUDY: DRUMLANRIG

Presenting an experience, not simply promoting an event
The Drumlanrig simulated stalking project provided an opportunity to demonstrate how Country Sports Media approaches a location-led commercial commission.

The objective was not simply to record the day or produce a short promotional film.

It was to communicate the scale of the estate, the structure of the experience, the quality of the organisation and the character of simulated stalking at Drumlanrig.

THE APPROACH

Country Sports Media attended the event and experienced it directly. This allowed the resulting content to be built around genuine observation rather than a supplied promotional brief.

The project combined professional filming, photography, editorial coverage and digital distribution.

THE OUTPUT

The commission generated a connected package of material including:

- A principal location and experience film
- Country Sports Channel distribution
- A detailed Country Sports Magazine feature
- Website and project-page coverage
- Supporting photography
- Short-form and social material
- Reusable links and digital assets
- An audio adaptation of the editorial feature

Simulated stalking

Mark Ripley heads to Drumlanrig Castle to try a new rifle experience that brings wind, ground pressure and proper fieldcraft into the mix.

WATCH VIDEO

There are estates that feel as though sport has been stitched into the very fabric of the place. Drumlanrig Castle is one of them.

Set in Dumfries and Galloway, with that great pink sandstone castle rising from the Queensberry Estate, it has the look and feel of serious country. Hills, woodland, rides, open ground, hidden hollows and enough variation to keep any sporting man or woman occupied for several lifetimes.

This is no little country playground either. Drumlanrig runs to around 95,000 acres, and that matters. Not just because it looks impressive in a brochure, but simulated sport is only as good as the ground beneath it.

A clay target can be thrown almost anywhere. A steel target can be bolted to any safe backstop. But if you want something that starts to feel like a proper stalk, you need contour, cover, wind, distance and uncertainty. You need ground that asks questions.

"The stalk may be simulated, but the pressure, the fieldcraft and the grin at the end are very real."

That is exactly what Drumlanrig is now offering with its new simulated stalking experience. The estate already has an established reputation for simulated game shooting, fishing and wider country pursuits, but this is something a little different. It is not simply a rifle range with a prettier view. Nor is it pretending to replace live stalking.

Instead, it sits in a very useful middle ground: a realistic, non-lethal training and experience day built around the decisions that matter before, during and after the shot.

For the newcomer, that means a structured introduction to rifle craft and stalking scenarios without the immediate responsibility of a live animal at the end of the process. For the experienced stalker, it is a chance to put kit, judgement and technique under pressure on unfamiliar ground.

And for anyone who has ever stood behind a rifle and felt the wind push across a hillside, it offers something paper targets rarely provide: context. A good simulated stalk does not just test whether

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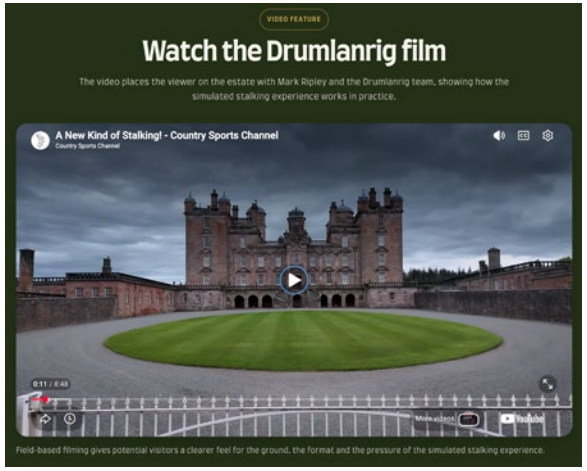
THE RESULT

Instead of a single piece of time-limited promotion, the project created a collection of editorial and visual assets capable of working across several platforms.

The main film shows the experience in context. The magazine feature provides greater depth. Website and social content make the project easier to discover and share. The resulting assets continue to represent Drumlanrig after the original event.

One visit. One central story.
Multiple useful outputs.



Scan the QR code or click the image in the digital edition to watch the completed film.

HOW A PROJECT COMES TOGETHER

1 THE BRIEF

We establish what needs to be communicated, who needs to see it and what the finished material needs to achieve.

2 THE STORY

We identify the strongest editorial angle rather than beginning with a list of promotional claims.

3 PRODUCTION

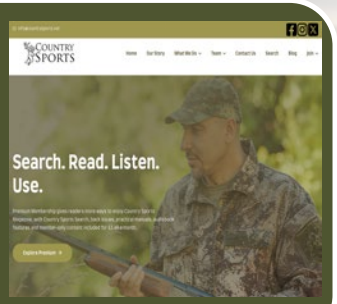
This may involve field testing, filming, photography, interviews, editorial research or attendance at a location or event.

4 THE MAIN FEATURE

The central piece may be a magazine article, professional film, digital publication or combined campaign.

5 SUPPORTING CONTENT

The principal story can then be developed into website material, shorter edits, social posts, audio and additional campaign assets.



6 LONG-TERM VALUE

The resulting content remains available to read, watch, search, share long after the initial launch period.

The process begins with a credible story, not a predetermined advertising format.

WAYS TO WORK WITH US

Country Sports Media projects can be commissioned individually or combined into a wider campaign.

INDIVIDUAL COMMISSIONS

A focused piece of work such as a magazine feature, product review, professional film, advert, interview or digital publication.

INTEGRATED CAMPAIGNS

A coordinated package built around several Country Sports Media channels, allowing one central story to reach audiences in different formats.

LONGER-TERM PARTNERSHIPS

Planned programmes of editorial, advertising, video and supporting content developed over several months.

BESPOKE PROJECTS

Original publications and campaigns created around a particular launch, location, event, product range or commercial objective.

ADVERTISING OPPORTUNITIES

Country Sports Magazine also offers conventional advertising options, including full pages, double-page spreads and interactive digital links.

Advertising can be booked independently or incorporated into a wider editorial and content programme.

Detailed specifications, deadlines and rates are available separately, allowing the main media pack to remain focused on the overall Country Sports Media proposition.

There is no requirement to force every project into a fixed package.

We begin with the objective and build the right combination of content around it.

WHY COUNTRY SPORTS MEDIA?

SPECIALIST KNOWLEDGE
We understand fieldsports, shooting, equipment, estates and the expectations of the audience.

EDITORIAL EXPERIENCE
Country Sports Media is built on decades of specialist publishing, journalism and magazine production experience.

DIRECT INVOLVEMENT
Projects are managed by people who understand both the subject and the finished content, from initial discussion through to publication.

PROFESSIONAL PRODUCTION
Editorial, photography, video and digital publishing can be combined within one coordinated project.

CONNECTED DISTRIBUTION
Magazine, website, video, search, social and audio formats allow strong content to travel further.

CREDIBLE COMMUNICATION
We aim to produce material that is useful to the audience and commercially valuable to the client without undermining editorial trust.

LASTING VALUE
Well-produced features, films and digital publications continue to be discovered, viewed and shared after the original campaign has ended.

Hawke Vantage HD 34 FFP 3-15x44 SF Mil Pro II

Paul Austin gets behind Hawke's newest Vantage HD 34 FFP - a compact first focal plane optic that brings precision-shooting features at a price point that won't terrify people

There was a time when the Vantage name meant one thing: sensible scopes for sensible money.

Nothing wrong with that. Plenty of rabbits, foxes and paper targets have been accounted for through Vantage glass over the years, and the range earned its reputation the old-fashioned way - by doing the job without emptying your bank account.

This new Vantage HD 34 FFP, however, is a rather different animal. On paper, the 3-15x44 SF FFP Mil Pro II looks like Hawke has dragged the Vantage badge into far more serious territory. This is no basic hunting scope with a familiar reticle and capped turrets. It's a 34mm first focal plane optic with side focus, illuminated glass-etched reticle, exposed adjustment, Zero Stop elevation and a full Mil/Mil layout.

In other words, it's aimed at the shooter who wants to dial, hold, range and correct - but doesn't particularly fancy paying Frontier money for the privilege.

We do not simply place brands in front of an audience. We create reasons for the audience to engage with them.

LET'S CREATE SOMETHING WORTH READING, WATCHING AND SHARING

Whether you are launching a product, developing a brand, promoting an estate or planning a complete fieldsports campaign,
Country Sports Media can help turn the brief into credible, connected content.

Paul Austin
Founder, Country Sports Media

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