

Three's a Crowd...

For the team here at ClayShootingUSA the challenge this season is to see the magazine continue to expand – not just in content and size, but its readership among sporting shooters. Part of that expansion has been our recent acquisition of The Clay Pigeon newspaper title and its subscription database. Neil Chadwick, Debbie Phillips and their team of contributors have done a great job, since 1997, keeping their readers up to speed with everything they needed to know about the sport.

But times are changing. Publishing in general is a tough game, and none more so than among the numerous magazines targeted at shotgun sports – sporting, skeet, trap and hunting. Each must fight for the loyalty of its readers and advertising dollars from many of the same manufacturers – few of which have the resources to keep increasing their advertising budgets year on year.

In the sporting clays sector, the same rules apply – and three publications was just one too many. The privileged position of the NSCA supported magazine that is despatched to their membership as part of the association membership fee makes it difficult for any independent publication to compete on an equal playing field.

The integration of The Clay Pigeon title into ClayShootingUSA this New Year has to be a positive



move. A 'best read' magazine relies solely on content, content and content. With that firmly in mind, our team of existing freelance writers are delighted to have now been joined by several of the best read contributors to The Clay Pigeon – adding further weight to our claim that this is a publication truly written and produced by shooters, for shooters. In addition, the combining of The Clay Pigeon subscription database with our own gives ClayShootingUSA an enormous potential for future expansion.

Another benefit of this deal is that ClayShootingUSA will now be published eight times a year – with no increase in the subscription cost! In the slower winter months it will be published on alternate months but during the season it will move to monthly to ensure you are regularly kept up to date with all the news and reports

surrounding State, Zone and National events.

Be sure that the 'new and stronger' team at ClayShootingUSA are fully aware that we now remain the only 'independent voice of sporting clays'. We are committed to the task in hand and will not dodge our responsibility to bring you timely, accurate and extensive coverage of your favorite sport – typified by this issue. It includes various shoot reports – including what was the last TM Open – an in depth technical article on shot size selection, gun test, new product reviews, an interview with Bob Brister, Girl Talk, a visit to the Browning factory in Belgium, a full report on Wendell Cherry's recent shooting trip to England – and plenty more!

Enjoy the issue – and I hope you'll return the compliment this New Year – and support us with your regular readership.

THE CHRISTMAS DECORATIONS HAVE BEEN PUT AWAY FOR ANOTHER YEAR AND FLORIDA NOW BECKONS. FOR MOST, THE CARIBBEAN CUP (12TH – 15TH FEBRUARY AT SPORTING CLAYS INTERNATIONAL) AND SEMINOLE CUP (18TH – 22ND FEBRUARY AT TM RANCH) REPRESENTS THE START OF THE NEW SEASON THAT PROMISES SO MUCH.

**MICHAEL BRUNTON
PUBLISHER**