

TIME FOR SOMETHING NEW!

Clay target shooting is no different. The growing numbers of American shooters that now travel to Europe for top Sporting competition is equally matched by those Europeans that list the major US Sporting and FITASC Championships as 'must attend' events. Add to that the domestic demand for coaching and masterclass sessions from high profile British names (and vice versa) and the use and advice of British target setters for top US events, and it soon becomes apparent that our sport is becoming more international — and it doesn't end there. The major manufacturers and retailers of shotguns, shells and clothing have long and keenly eyed both the European and US market as a single market.

Our sport, on both sides of 'the pond', also share common concerns — whether it be pressure from the anti-shooting brigade, the administration of our sport, its profile with the public and, on occasions, the lack of razzmatazz that prevents us attracting ever more people to enjoy clay target shooting.

As markets change, opportunities arise. For some years now, Brunton Publications, an industrial and leisure magazine publisher and printer based in the UK, has published 'Clay Shooting' — Europe's only monthly magazine exclusive to clay target shooting. Our plans for an American sister publication have been on the drawing board for over two years — but now the time is right, and I hope you'll enjoy reading this launch issue.

THE DAYS OF INSULAR PHILOSOPHIES AND ATTITUDES ARE NUMBERED. WHETHER IT BE BIG CORPORATE BUSINESS OR MAJOR PRODUCT BRANDING, THE HOT TOPIC IS GLOBALISATION AND INTERNATIONALISM. 'THE WORLD IS BECOMING A SMALLER PLACE' — AND ITS EFFECTS ARE FELT THROUGHOUT OUR DAILY LIVES, INCLUDING MOST MAJOR SPORTS.
MICHAEL BRUNTON PUBLISHER



Most importantly, this will not be 'just another shotgunning' publication. Initially published every other month, this magazine will be solely dedicated to the Sporting disciplines — no trap, skeet or hunting. While fully reporting on all aspects of the US Sporting scene, it will also have an international flavor — something that has long been demanded by those that shoot the fast-growing Sporting disciplines. I also anticipate that these two sister publications will act as the catalyst to extend the marketing opportunities for US manufacturers, encourage and assist shooters to compete at a more international level and provide the platform to launch a new series of Classic Sporting,

FITASC and Five Stand Championships in the USA.

The launch of ClayShootingUSA requires a significant market commitment by our company. To this end, I have opened offices in San Antonio and have appointed my son, Ben Brunton, as Assistant Publisher. Now resident in USA, Ben is well known to many of you and as a top-ranking Sporting shooter and former FITASC World Champion I know that you will now see him regularly at all major US Sporting events. He is totally committed to the sport and will, I know, ensure that ClayShootingUSA meets the demands of all sporting shooters.

All that leaves is your commitment to ensure that the word about this new magazine is

passed around the circuit. It will be a fast growing subscription base that ensures the future success of ClayShootingUSA. Enjoy!

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