



www.shootclay.co.uk

www.shootclay.com

webmaster@shootclay.co.uk

matt.rutherford@shootclay.co.uk

Telephone : 07989 353014

Twitter : @shootclay

ShootClay.co.uk – Media Info

About ShootClay

ShootClay was launched in March 2011 to provide independent news, views and information about Clay Pigeon Shooting – with over 570,000 shotgun certificates in the UK; we believed it was time for a fresh look at our favourite sport. We designed and built shootclay.co.uk to provide easy access to content through a clean uncluttered web design.

ShootClay will...

- Be a trusted destination for information about Clay Shooting, with sensible, real-world reviews and a clear concise writing style.
- Connect readers with the information they need, without bias and with respect for other sites on the web.
- Engage its readers through rich content without excessive advertising.
- Build a strong social media presence and innovate with an up to date & accurate Shoot Directory, Live Blogging from key events and consolidated Twitter Streams.

ShootClay Facts – June 2011

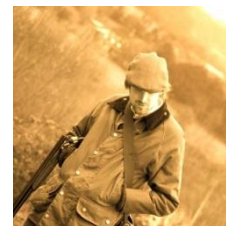
Volumes	3994 Unique Visitors / 6275 Visitors / 31703 pages served / 223,569 hits
Growth	36% visitor growth (vs May 2011)
Geography	UK : 1601 visits / US : 1372 visits
Loyalty	New Visitors : 77.34% / Returning Visitors : 22.66%
Depth of visit	29.8% of visits have 2 page views or above
Length of visit	287 seconds

ShootClay Authors



Matt Rutherford – Shooting since 2009 – but with an IT background. Based in Berkshire, and shooting around Berkshire and Buckinghamshire. Shoots a Beretta 686 E Sporter.

Matt Eade – Shooting for 12 years, first with a local club and then at various shoots in Berkshire and beyond. Shoots a Beretta 682 Gold.



ShootClay.co.uk – Press Coverage

Clay Shooter – July 2011

(full page review of Clay Shooting from Scratch DVD by John King)

A passion for clay shooting

Matt Rutherford, from www.shootclay.co.uk, gives a big thumbs up to John King's DVD, *Clay Shooting from Scratch*

With over 50 years of experience, and 30,000 pupils under his belt, John King is the ideal person to put together a DVD such as *Clay Shooting from Scratch*. Filmed at the beautiful Barburv Shooting

He kits out Zoe Salmon with a 28-bore and Iwan Thomas with a 20-bore, and walks them through the method as they attempt to break a nice easy right-to-left crosser. He goes through the process of deciding the kill point, setting the

Clay Shooting – Summer 2011

(pull quote from social media commentary on redesign)

