

**NZGUNS**

D I G I T A L  
M E D I A K I T





**IS THE DIGITAL HUB  
FOR NEW ZEALAND'S  
FIREARMS, HUNTING AND  
SHOOTING COMMUNITY.**

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## **WHY DIGITAL ADVERTISING WORKS**

- + Online advertising is fast, flexible, and trackable.**
    - + Promote to your specific target markets.**
      - + Targeted advert placement.**
    - + Drive traffic to your website & products via direct URL linking.**
  - + Instant access and exposure to your products.**
    - + Lower your marketing costs.**
    - + Actively promote and support your promotional campaigns.**
  - + Your advert viewed across multiple pages in multiple locations.**
    - + Global reach.**
    - + Your competitors are doing it.**
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# ADVERTISEMENT SPECIFICATIONS

Header Rectangle  
510pxW x 360pxH

Square  
360pxW x 360pxH

Half Square  
360pxW x 180pxH

Full Skyscraper  
360pxW x 900pxH

Half Skyscraper  
360pxW x 520pxH

## Advertisement Specifications:

### Accepted file formats:

Static: JPG, PNG, GIF or SWF.

Animated: GIF.

### Advert sizes:

All advert dimensions are in pixels (width x height).

### File specs:

All adverts must be supplied in the RGB colour mode and at 72dpi.

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## Advertisement Creation:

NZGUNS offers full service advert creation and can design new, or update your existing, advertisement collateral.

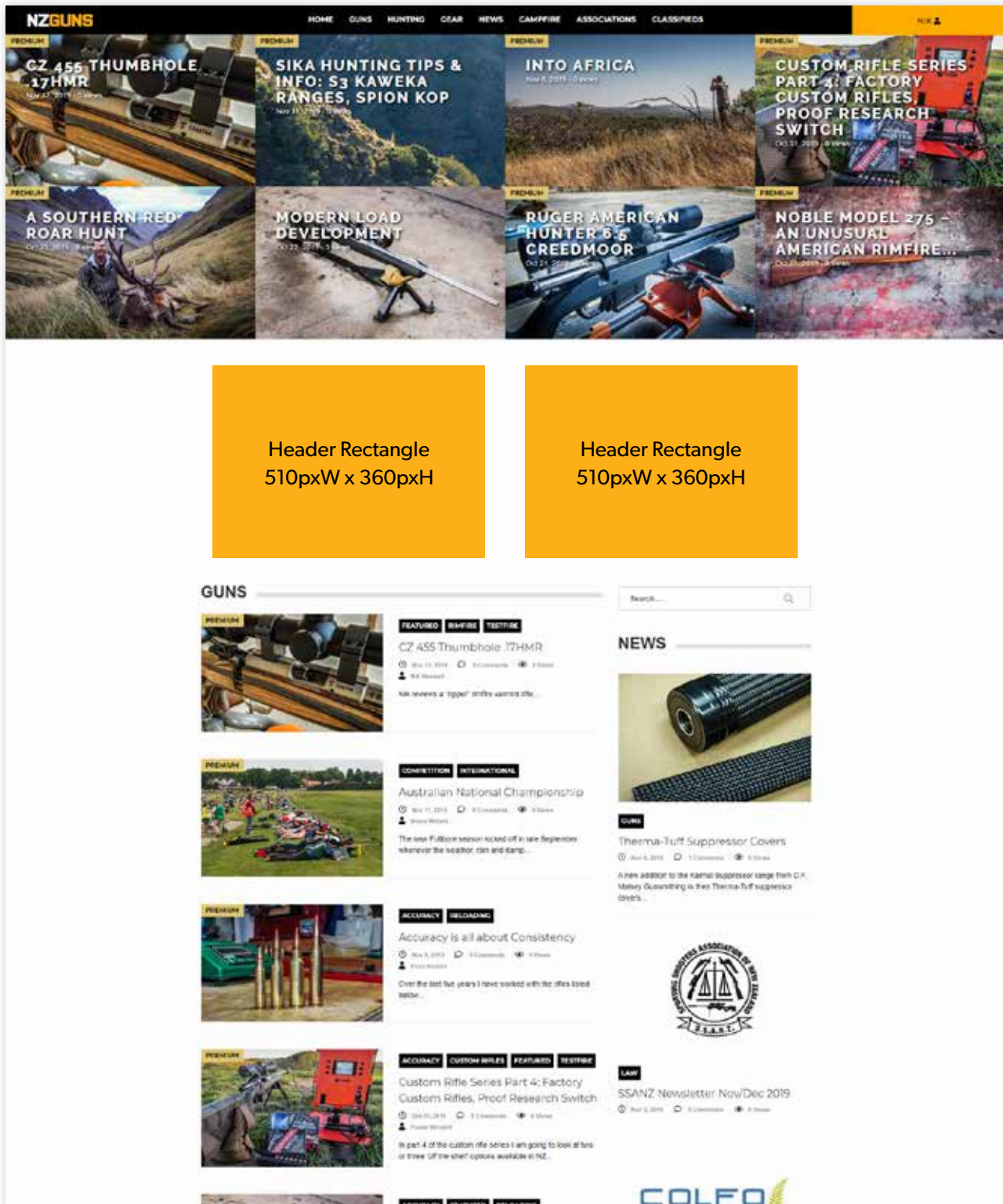
Please contact us at:

**nik@nzguns.co.nz**

to discuss your advertising requirements.

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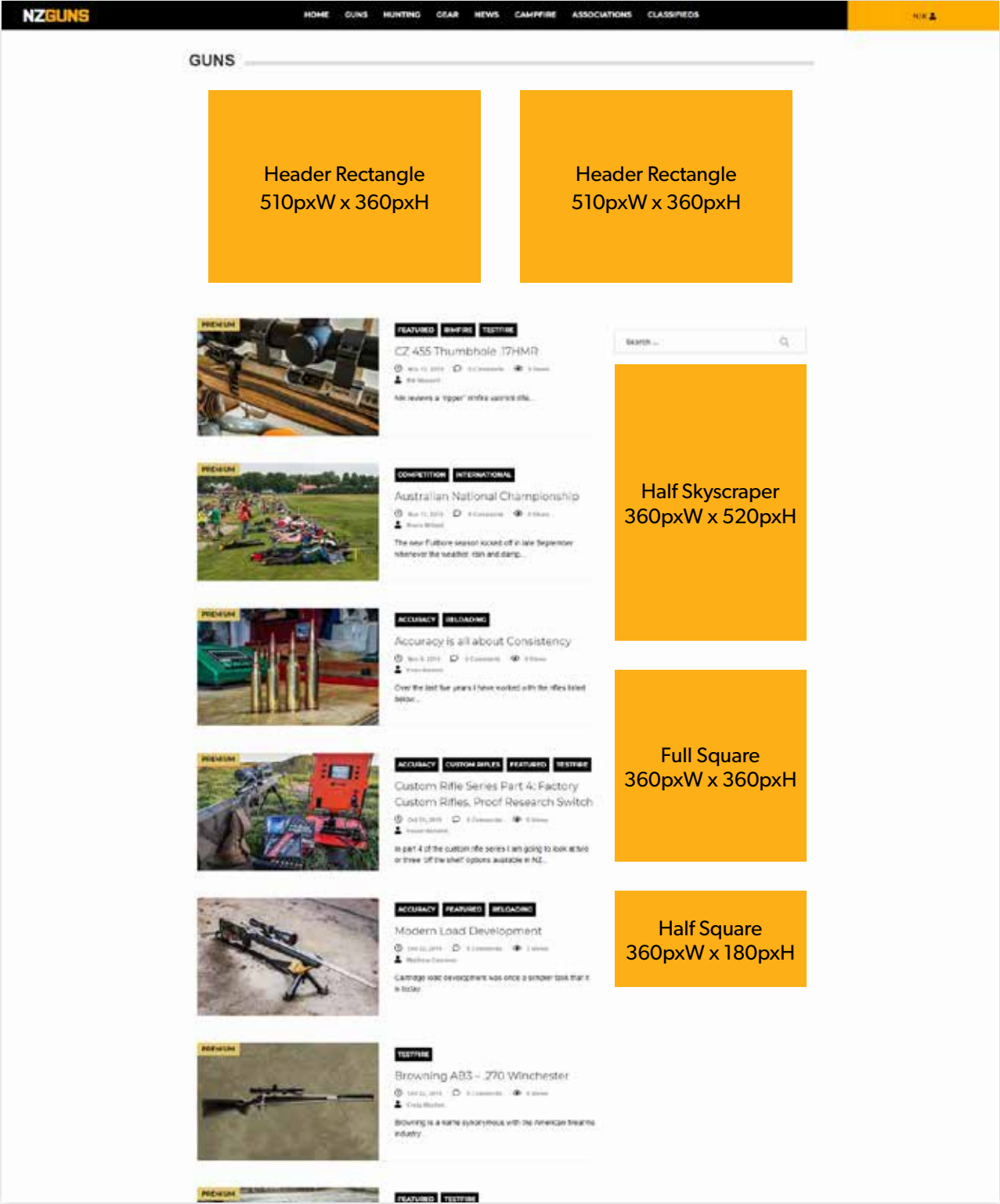
# ADVERTISEMENT PLACEMENT HOME PAGE



## ADVERTISEMENT DIMENSIONS & PLACEMENT EXAMPLES



# ADVERTISEMENT PLACEMENT SECTION



ADVERTISEMENT DIMENSIONS & PLACEMENT EXAMPLES

# ADVERTISEMENT PLACEMENT ARTICLE

NZGUNS
HOME
GUNS
HUNTING
GEAR
NEWS
CAMPFIRE
ASSOCIATIONS
CLASSIFIEDS
NEW

Guns > Custom Rifle Series Part 4: Factory Custom Rifles, Proof Research Switch

ACCURACY
CUSTOM RIFLES
FEATURED
TESTIMONY

## CUSTOM RIFLE SERIES PART 4: FACTORY CUSTOM RIFLES, PROOF RESEARCH SWITCH

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In part 4 of the custom rifle series I am going to look at two or three "off the shelf" options available in NZ and will cover one per issue. This issue I have the calibre interchangeable "Switch" from Proof Research. Proof Research is a match grade barrel manufacturer based in Montana.

They also produce high end components for the FJS game some higher and have recently begun producing high end factory custom rifles. Proof Research is best known for its distinctive carbon wrapped rifle barrels. Unlike the competition Proof fits the carbon and then turns it down to the profile of the barrel, this gives it a distinctive weave pattern.

New Zealand Ammunition Company is the agent for Proof Research and have a small amount of their rifles for sale. They offer the Executive, Burnin', Tenacious, Tac II and Redoubt. Each is designed around a different style of hunting and as this review I was provided the switch barrel rifle aptly named the "Switch" in .338 Creedmoor.

### ACTION & TRIGGER

The Switch is built around the Bighorn Arms TUS action. This action is machined from pre-hardened 414 stainless steel and includes a 20 MOA riser for additional cant and flexibility when mounting your optics. The action has an integrated stock lug which makes assembly easier and more rigidly and a Savage style shock absorber.

*Here you can see the individual components that make up the pull.*

This barrel allows for pre chambered and threaded barrels to be screwed onto the action using only a few tools to change calibre as the barrel is held securely onto the action by a steel nut that is torqued onto the action face.

"The Switch comes with an excellent user adjustable Trigger Tech Special trigger. It is adjustable with an allen key behind the trigger blade and features a detent that clicks for every quarter-pound of pull weight that is added or reduced."

To change the calibre the rifle is secured into a vice using an action bar that sits in the bolt recesses and the barrel is removed from the action. A new barrel is then screwed onto the action with the bolt shut on a GO gauge until tight.

## ADVERTISEMENT DIMENSIONS & PLACEMENT EXAMPLES

# ADVERTISEMENT PLACEMENT

## ARTICLE CONTENT

**Header Rectangle**  
510pxW x 360pxH

**Half Skyscraper**  
360pxW x 520pxH

**Full Square**  
360pxW x 360pxH

**Half Square**  
360pxW x 180pxH

# NZGUNS

- HOME
- GUNS
- HUNTING
- GEAR
- NEWS
- CAMPFIRE
- ASSOCIATIONS
- CLASSIFIEDS

11/18

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There are 11 graduated levels to choose from, powered via a CR2032 battery (that lasted very well even with constant use). The battery spot is housed neatly under the OMR cover.

Optically the scope is a second focal plane unit with an eye relief of 50mm approx, which I found to be on the conservative side during the testing process (some specs say it's as much as 4.1" or 104mm approx).

The scope provides a 34.95 to 5.75 field of view at 100 yards depending on the magnification settings, which is good enough for most target acquisition even at max magnification over shorter distances.

Clarity is generally very good with this scope and I would have to say if not exceeds, the 55mm PSP model previously reviewed.

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**THE ARTICLE DESCRIBED**

The Strike Eagle is fitted with an MDO E200-4 reticle that is designed for shooting at single distances and features a series of fine hair marks with a numerical MOA system. When used effectively it can allow you to calculate holdovers, windage correction and moving target leads.

Because of the shown subtensions, the reticle can also be used as a range-finding tool by using as you know the size of your target and have the scope set to the correct magnification.

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The E200-4 reticle is graduated in MOA increments at angles. There are 11 divisions of subtension.

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As many readers will know, the MOA measure is derived from degrees and minutes. There are 360 degrees in a circle and 60 minutes in a degree. A minute of angle is very close to the other popular scope subtend, ie; 1 inch click at 100 yards. The difference between MOA (1 click) and 1/4 inch (1 click) is 0.3, a somewhat significant number at shorter distances (300 yards or less).

But as distances increase the 0% error will become more noticeable and may possibly result in missed shots, so you need to know which system your scope is fitted with, and familiarise yourself with it. Both systems work fine once you've adapted to them.

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**TEST TIME**

With the scope fitted to my Weatherby 300 I ran the Strike Eagle through a series of elevation and windage checks. Running the reticle adjustment around a solid grid several times I found that the crosshairs felt where they should each time and the last back-to-zero mark was spot on.

I did have a little trouble with the elevation and windage dials which did not provide as much positive "click" feedback as I would have hoped - I missed the click count a couple of times. As the scope's other moving parts were smooth and positive however, and easy to operate with the brilliant fluid machining.

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**FIELD TEST**

Fifty sheets of rain made life hell for getting out outdoors and taking photos, not to mention getting a shot at an animal eventually the weather lightened up however and I jumped at the chance.

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With sun down at low we headed for some wintry country and managed to get onto a few. I found the vortex eyepiece for hunting these animals at close quarters, and in addition, then pulled off some impressive shots out to 400 yards using the scope's flip-up function.

## ADVERTISEMENT DIMENSIONS & PLACEMENT EXAMPLES



# ADVERTISEMENT PLACEMENT MOBILE



Header Rectangle  
510pxW x 360pxH

Header Rectangle  
510pxW x 360pxH

## GUNS



CZ 455 Thumbhole .17HMR

Nov 12, 2019 0 Comments 0 Views Nik Maxwell

Nik reviews a "ripper" rimfire varmint rifle...



"It also features the Ruger Precision® Rifle Hybrid Muzzle Brake. It is a ruthless looking brake that proved to be "lively" on the range - well for the other range users that is..."

The bedding block is next level. Utilising cast aluminium, it contacts the entire receiver. There are two separate steel recoil lugs that drop into the main block upon which the receiver rests. Everything about it looks purpose designed and built for out-of-the box accuracy.

Half Skyscraper  
360pxW x 520pxH



The Magpul stock's cast aluminium bedding block and dual recoil lug system.

Hold on, what about the magazine? The Magpul PMag (marked for the military 7.62x51) is constructed from polymer and houses five rounds. It is very well made and loading and unloading shells is effortless. There is a large ambidextrous magazine release lever located behind the magazine. It works fine but there is the potential for it to inadvertently drop the mag if it gets caught on some scrub etc. You'd have to be very unlucky for that to happen though.



"It also features the Ruger Precision® Rifle Hybrid Muzzle Brake. It is a ruthless looking brake that proved to be "lively" on the range - well for the other range users that is..."

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The Magpul PMAGs have a reputation for high quality and excellent durability.

### ON THE RANGE

Tin net three running. I fitted a S&W 270 2-1/2 P. 30mm scope. This

ADVERTISEMENT DIMENSIONS & PLACEMENT EXAMPLES

# ADVERTISING RATES

|  |   |
|--|---|
| <b>HEADER RECTANGLE</b><br>(PREMIUM POSITION<br>ON EACH WEBSITE PAGE)<br>510pxW x 360pxH | <b>\$850</b><br>per month/per advert<br>OPTION: Advert rotation up to<br>4 adverts per month.<br>\$50 per swap out. |
| <b>FULL SKYSCRAPER</b><br>360pxW x 900pxH  | <b>\$700</b><br>per month/per advert<br>OPTION: Advert rotation up to<br>4 adverts per month.<br>\$50 per swap out. |
| <b>HALF SKYSCRAPER</b><br>360pxW x 520pxH  | <b>\$400</b><br>per month/per advert<br>OPTION: Advert rotation up to<br>4 adverts per month.<br>\$50 per swap out. |
| <b>FULL SQUARE</b><br>360pxW x 360pxH  | <b>\$350</b><br>per month/per advert<br>OPTION: Advert rotation up to<br>4 adverts per month.<br>\$50 per swap out. |
| <b>HALF SQUARE</b><br>360pxW x 180pxH  | <b>\$225</b><br>per month/per advert<br>OPTION: Advert rotation up to<br>4 adverts per month.<br>\$50 per swap out. |
| <b>CLASSIFIEDS</b>   | <b>\$199</b><br>per annum   |

ALL PRICES ARE IN NEW ZEALAND DOLLARS AND GST. EXCLUSIVE

## PRODUCT REVIEWS

**All product reviews must be supported with  
advertisement placement. Please contact NZGUNS  
to discuss your product and advertisement  
options and requirements.**

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# **WHY ADVERTISE IN NZGUNS?**

**FOR 30 YEARS NZGUNS HAS SPECIALISED IN EDITORIAL REVIEWS OF FIREARMS, AMMUNITION, OPTICS, RELOADING EQUIPMENT AND ALL ASSOCIATED HUNTING AND OUTDOOR PRODUCTS. WE WANT TO CONTINUE THAT TRADITION.**

**NZGUNS IS THE NEW DIGITAL PLATFORM FOR YOUR ADVERTISING AND OFFERS A PROVEN MEDIUM TO PROMOTE YOUR PRODUCTS.**

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**The most attractive advantage is that adverts are not limited to the single placement that print currently offers.**

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- + Your advert can appear multiple times across multiple pages at no extra cost.**
  - + Your advert can be rotated out for another advert up to 4 times per month (one a week for example). You can have 4 different adverts rotating across the whole site for the price of one advert.**
  - + We work inhouse. We can work with you to create additional advertisements to promote your products. The advert creation and artwork updating service is included with the pricing.**
- .....

**THE NZGUNS WEBSITE WILL BE THE "FIRST" OF ITS KIND IN NEW ZEALAND AND WE HOPE TO CREATE A NON-RESTRICTIVE, COMMUNITY-DRIVEN HUB FOR THE NEW ZEALAND FIREARMS, HUNTING AND SHOOTING INDUSTRY.**

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# NZGUNS

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