

 **COUNTRY LIVING** | 24-28 March 2010
MAGAZINE | Business Design Centre, London

SPRING FAIR

Target a high-spending female audience with the Fair goody bags

The Country Living Magazine Fairs deliver a unique audience of well-off women who are willing to spend on quality products and services. They visit the Fairs to shop for items for the home and garden, fine food and drink, clothing and jewellery, soaps and cosmetics, hand made toys and much more.

The complimentary goody bags given out at the Fair are high-quality canvas and are hugely popular with the visitors. They're a perfect medium for distributing promotional literature, vouchers and special offers, or trial-sized gifts. A limited number of inserts are available in each bag and places go very quickly each year.

Previous clients include: Ecover, Walkers, Mercedes, Dorset Cereals, L'Oreal, Green & Black, Barbour, Nairns, Yorkshire Tea, Wolf Blass

Key visitor statistics:

- ◆ 90% are social grade ABC1 with a high disposable income
- ◆ Twice as likely as the national average to have a household income of over £50K
- ◆ They are 6.2 times more likely than average to shop in Waitrose
- ◆ They are 2.5 times more likely than average to read a quality broadsheet
- ◆ 79% of visitors are happy to pay more for British-made products
- ◆ Our visitors are 1.9 times more likely to shop online than average

Insert options and prices:

20,000 high-quality canvas bags at Spring Fair 2010

- ◆ Product samples at £600 per 20K
- ◆ Leaflets at £900 per 20k

To discuss options please contact
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For more information about the Fairs
go to: www.countrylivingfair.com

