

SPRING & CHRISTMAS FAIRS

Branding and sampling opportunities



Country Living delivers 70,000 high-spending female ABC1s

The Country Living Magazine Fairs deliver a unique audience of affluent women who love to shop. Over 47,000 visitors came to the Christmas Fairs in London and Glasgow last year and another 23,000 to the Spring Fair in London.

At each Fair the visitors receive complimentary goody bags – these are high-quality paper and extremely popular with visitors. The bags provide a highly visual branding opportunity as well as targeted sampling.

Key visitor statistics

- Gender 95% female
- Average age 49
- 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
- 1.9 times more likely to shop online than average
- High second home ownership
- Twice as likely to own a luxury car

High-impact branding

There is one branding opportunity available on the bags at each Fair. The sponsorship of the bags includes all the following benefits:

- Your logo and website printed on the bags
- Insert of sample of literature into the bags
- Logo on all show signage as official sponsor
- Web banner on www.countrylivingfair.com (over 125,000 unique visitors)
- Option of a discounted stand within the Fair

Branding costs

- Cost of bag sponsorship per single show **£5,000**
- Cost per two shows **£8,500**
- Cost for all three shows **£12,000**



ABC circulation
205,770

Effective, targeted sampling

The bags are the perfect medium for distributing promotional literature, vouchers, or trial-sized gifts. A limited number of inserts are available in each bag and places go very quickly each year.

Sampling rates

London Christmas or Spring Fairs

- Product samples at £600
- Leaflets at £1000 per show

Scotland Fair

- Product samples at £400
- Leaflets at £600

Country Living Magazine Christmas Fair

9-13 November 2011

Business Design Centre, Islington, London

Country Living Magazine Christmas Fair Scotland

17-20 November 2011

SECC, Glasgow

Country Living Magazine Spring Fair

21-25 March 2012

Business Design Centre, Islington, London

Christmas Fair
Scotland, 2010
19,278
visitors

Spring Fair 2011
23,037
visitors

Christmas Fair
London, 2010
28,114
visitors

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

To discuss options, please contact:

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