

# CHRISTMAS FAIR

## IN LONDON & SCOTLAND

### Use the Fair goody bags to target 1000s of high-spenders

The Country Living Magazine Christmas Fairs deliver a unique audience of well-off women right in the prime run-in to Christmas. Over 40,000 visitors come to the Fairs to shop for quality gift items, home accessories and fine food and drink. The complimentary goody bags given out at the Fairs are hugely popular with the visitors and 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.

#### Previous clients include:

Ecover, Walkers, Mercedes, L'Oreal, Dorset Cereals, 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
- > 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:

**London** - 27,000 bags:

Product samples at £600 per 27K Leaflets at £1000 per 27k

**Scotland** - 13,000 bags:

Product samples at £400 per 13K Leaflets at £600 per 13k

To discuss options please contact Harriet on 0207 288 6318 or by email: [harriet@upperstreetevents.co.uk](mailto:harriet@upperstreetevents.co.uk)

#### **Country Living Magazine Christmas Fair**

(28,671 visitors)

10-14 November 2010, Islington, London

#### **Country Living Magazine Christmas Fair Scotland**

(15,802 visitors)

18-21 November 2010, SECC, Glasgow

