



COUNTRY LIVING
MAGAZINE

17-20 November 2011
SECC, Glasgow G3 8YW

CHRISTMAS FAIR IN SCOTLAND

Join *Country Living* at Scotland's biggest Christmas Fair



countrylivingfair.com/xmas/standscotland

Scotland Fair attendance increases by 22%



19,278
visitors in 2010

ABC circulation
205,770

The third *Country Living* Magazine Christmas Fair at the SECC was a fabulous success with close to 300 exhibitors taking part and over 3,500 more visitors year-on-year. With a bumper attendance last year, the Fair has become a major date in the festive calendar.

Country Living magazine's readership topped 200,000 for the first time last year and it continues to deliver thousands of passionate visitors keen to start their Christmas shopping early. But just as importantly, the Scotland Fair's marketing campaign has the largest spend per head of any *Country Living* Fair, ensuring it delivers a much wider audience to the show. The Fair is supported by a television campaign on STV, national radio advertising, as well as adverts in all the major Scottish newspaper titles.

If you are new to the CL Fairs, you can apply on-line now, or if you have exhibited before you can speak to Harriet or Patrick on **0207 288 6502** to discuss stand options for this year's show.

'A fabulous atmosphere where the customers do actually come to shop!'

Lisa Lane **Loopy Lisa's Fudge**

"Well run, well publicised Fair, good level of traffic and a high average spend per head"

Kirstin Hodgson **Angel**

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CHRISTMAS FAIR IN SCOTLAND

2011
stand rates
£211m²



New exhibitors can apply on-line at countrylivingfair.com/xmas/standscotland

Apply online
[countrylivingfair.com/
xmas/standscotland](http://countrylivingfair.com/xmas/standscotland)



'Footfall and quality of visitor was first class. The best I have seen in a few years.'

Steven Burgess **Steven Burgess**

Opening times

Thursday 17 November

10am to 5pm

Friday 18 November

10am to 5pm

Saturday 19 November

10am to 5pm

Sunday 20 November

10am to 4pm

'We are delighted to attend Country Living Scotland. It is a fabulous show which showcases the products of high-end, independent retailers.'

Gayle McCrorie **Giftelope**

GET IN TOUCH

For sales enquiries

Harriet Luter 0207 288 6318 / harriettl@upperstreetevents.co.uk

Patrick Cheek 0207 288 6502 / patrickc@upperstreetevents.co.uk

The Fair is organised by Upper Street Events Ltd, 58 White Lion Street, Islington N1 9PP

STAND PRICES

All stands

£211 per m²

(for all four days of the show)

Stand costs include:

- Floor space and stand carpeting
- Traditional wood shell scheme
- Free listing in the show guide
- Daily stand cleaning service
- Pre-show and on-site support from the Fair's PR agency
- Unlimited supply of leaflets, stickers and posters
- Complimentary tickets for your customers
- Exhibitor after-show drinks on Saturday