

## Goody bag sampling opportunities in London and Glasgow

The Country Living Magazine Christmas Fairs deliver a unique audience of affluent women in the prime run-in to Christmas. They visit the Fairs to shop for fine food and drink, quality items for the home and garden, clothing and jewellery, soaps and cosmetics, hand made toys and much more.

Last year's Christmas Fair in London had 27,558 visitors (ABC audited) and the new Fair at the SECC in Glasgow attracted 14,614 people. Despite the tough economic climate, our visitors keep on coming to the show in large numbers (the last Spring Fair had a 6% yoy attendance increase) and keep on spending.

The goody bags are incredibly popular with visitors, not only for the items inside, but the bags themselves are made from quality paper and are re-used over and over. As well as a great branding opportunity they're perfect for distributing promotional literature, vouchers and special offers, and trial-sized gifts. A limited number of inserts are available in each bag and places go very quickly each year.

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

### Key visitor statistics:

- ◆ 90% are social grade ABC1 with a high disposable income
- ◆ They are 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
- ◆ 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: 28,000 bags - Product samples at £750 per 28K or Leaflets at £1200 per 28K
- ◆ Scotland: 12,000 bags - Product samples at £300 per 12K or Leaflets at £500 per 12K

Bag sponsorship - colour logo and website URL printed on one side of bag, plus insert into the bag

- ◆ Sponsor the Scotland bags for just £3,000



To discuss options please contact  
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For more information about the Fairs  
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