

Supporting  
SMALL  
BUSINESSES  
SINCE  
1990



MAKE



GROW



COUNTRY  
LIVING  
*magazine*  
FAIR

LONDON 23 - 26 APRIL 2020



TASTE



DESIGN

Be part of the UK's biggest artisan fair

**17,000 VISITORS | 350+ EXHIBITORS | NEW FEATURES  
NEW THEMES | NEW LAYOUT | NEW OPPORTUNITIES**

**SHOWCASING THE BEST OF BRITISH | MEET THE EDITORS OF COUNTRY LIVING**

NEW SUBSCRIBERS LOUNGE ★ NEW MASTERCLASSES ★ NEW GARDEN CAFÉ ★ NEW VIP LUXE LOUNGE

**CRAFTING WORKSHOPS ★ ARTISAN PRODUCERS ★ CHEFS & EXPERTS**

**SHOPPING & GIFTS | CHAMPAGNE BAR | POP-UP BARS | LIVE MUSIC**

**COUNTRYLIVINGFAIR.COM | T: 020 7150 5972 | E: ENQUIRIES@COUNTRYLIVINGFAIR.COM**

# COME JOIN US

29th  
YEAR!

MARKETING  
& ADVERTISING  
REACH  
15 MILLION

The Country Living Fair returns to Alexandra Palace in London with an exciting new offering that will showcase the very best of British businesses and offer a truly unique experience for visitors and exhibitors.

**AN INSPIRING FRESH APPROACH** In keeping with our brand values of living with purpose, the content of the Fair will be grouped under Grow, Taste, Design, Make and will come to life via our immersive theatres, exhibitor stalls and workshop studios.



With topics including building a new business, growing your own vegetables or keeping bees the Fair will equip visitors with the advice, expertise and products to do just that.



Visitors can buy from food artisans and learn how to make delicious, seasonal recipes using produce which can be sourced locally or grown at home.



From interior style trends, gardening and design led workshops with experts, to interviews with editors and our artisan makers we'll offer inspiring insight as well as shopping the latest fashions.



Bringing the themes together visitors can partake in practical sessions with our talented makers and creators, plus gain valuable knowledge and pick-up new skills.

**THE FAIR IS A FANTASTIC CELEBRATION OF TIMELESS AND TRADITIONAL LIVING AND BRINGS THE PAGES OF THE MAGAZINE TO LIFE ACROSS FOUR UNMISSABLE DAYS**

# MEET NEW CUSTOMERS



**94%**  
FEMALE



**55**  
AVERAGE  
AGE



**£61K+**  
HOUSEHOLD  
INCOME



**77%**  
ABC1  
PROFILE



**4-5**  
HOURS  
DWELL  
TIME

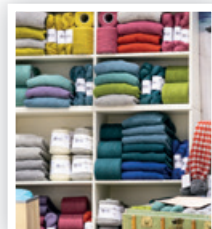
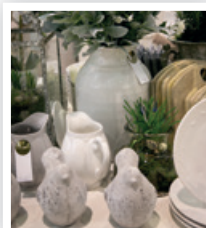


**£1.4**  
MILLION  
SPENT AT THE  
FAIR ACROSS  
4 DAYS

Our audience love discovering new things to buy and appreciate high quality, unique items that are not readily available on the high-street. They are interested in handmade and made in Britain products and seek new ideas and inspiration for their home, garden and lifestyle.

**PASSIONATE ABOUT: HOMES & INTERIORS ★ ARTS & CRAFTS ★ GARDENING ★ COOKING & BAKING**

**ATTEND FOR: GREAT SHOPPING ★ IDEAS & INSPIRATION ★ FUN DAY OUT!**



**WHO WE WORK WITH**

COUNTRY LIVING

COUNTRYFILE  
MAGAZINE

Red

Alexandra  
Palace

Mollie  
MAKES

Good Housekeeping

prima

Gardeners'  
World magazine

RadioTimes

STYLIST

HouseBeautiful

TimeOut

London  
Evening  
Standard

The Telegraph

olive

See TICKETS GARDENS  
ILLUSTRATED

## A POWERFUL NEW PARTNERSHIP HERALDS A NEW ERA FOR THE FAIR

By bringing together Hearst and Immediate Media, two of the UK's leading lifestyle publishers, the Fair will benefit from wide reaching marketing campaigns to highly valued ABC1 audiences.

Upper Street Events, the UK's biggest consumer event's organiser, will boost these campaigns further through access to their extensive database of affluent customers.

**H**  
HEARST

**IMMEDIATE**  
MEDIA<sup>CO</sup>

**UPPER**  
STREET  
EVENTS





## REACH A HIGH-END AUDIENCE

As an exhibitor you'll benefit from opportunities to showcase your brand, products and services to affluent visitors and be part of our multi-media marketing campaign which includes a huge reach across print, social, PR and digital channels.



Extensive coverage  
in 4 issues of Country  
Living Magazine



120,000+  
email  
subscribers



284,000 unique  
visitors and  
1.5million page views



Highly targeted  
regional outdoor  
advertising campaign



20,000+  
direct mail  
campaign



250,000+  
marketing and  
promotional material  
distribution



33,000+  
followers



PR reach of 36  
million, 100+ pieces  
of coverage, 50 press  
attendees

# WHY GET INVOLVED?

ALIGN YOUR BRAND WITH  
COUNTRY LIVING MAGAZINE

KICK-START SALES IN 2020  
AT THE FIRST BIG SHOW  
OF THE SEASON

SELL YOUR PRODUCTS  
TO AN AFFLUENT AUDIENCE  
FACE-TO-FACE

MEET NEW CUSTOMERS AND BUILD  
LOYALTY WITH EXISTING ONES

BE IDENTIFIED WITH BRITISH BRANDS AND  
INCREASE YOUR BRAND EXPOSURE

DEDICATED AND EXPERIENCED ORGANISING  
TEAM TO SUPPORT YOU THROUGHOUT

INCLUSION IN PRE-EVENT MARKETING  
ACTIVITY AND PUBLICITY

OPPORTUNITIES TO PRESENT IN OUR  
THEATRES AND WORKSHOPS

UNRIVALLED MARKETING SUPPORT PACKAGE

NEW &  
IMPROVED  
CONTENT & FEATURES  
\*\*\*\*\*  
DESIGN & LAYOUT  
\*\*\*\*\*  
CELEBRITY  
TALENT



## THE COUNTRY LIVING EXPERIENCE

As well as incredible shopping opportunities from over 350 hand-picked designer makers, artisans, small producers and crafters from across the British Isles, visitors will also be wowed by inspiring new features and content, along with some old favourites too.

- ★ NEW Garden Café ★ Kitchen Theatre
- ★ Smallholding ★ Good Life Theatre ★ CL Stage
- ★ NEW CL Show Garden ★ Food & Drink Market
- ★ 'Little Larder' producers ★ Workshops & Masterclasses
- ★ NEW Luxe VIP Lounge ★ Afternoon tea experience
- ★ Pop-Up Markets ★ Champagne Lounge ★ CL Bandstand
- ★ Vintage Village ★ NEW Subscriber Lounge



# Hear it from those in the know



**'A LOVELY SHOW WITH EXCITEMENT, QUALITY, FRIENDLINESS AND GREAT INTEREST FROM VISITORS'**

**LOVE JARS**

**'It's a great way for a small producer like myself to be able to get my product to a much larger audience.'**

**GOWER COTTAGE BROWNIES**

**'As a new business and first time exhibitor, I was supported throughout. The Fair provided an excellent opportunity to meet a new customer base and build my confidence as a seller at a very large professional event.'**

**AUDRA'S BROOCHES**



**'It's a great team, a great magazine and we love being at the Fair.'**

**TRUCKLE CHEESE**



**'I've been exhibiting for the past three years and every year the Fair gets better. The customers are friendly and the organisers are more than you could wish for. It's a very pleasant experience and I'm looking forward to coming back!'**

**THE GIN TRAILER**



**BE PART OF  
THE UK'S  
BIGGEST  
ARTISAN  
FAIR**

## Get in touch

TO FIND OUT MORE AND TO REQUEST A FLOORPLAN AND RATES CONTACT OUR TEAM TODAY!

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