



COUNTRY LIVING
magazine

GLASGOW CHRISTMAS FAIR

17-20 NOVEMBER

COUNTRYLIVINGFAIR.COM | T: 020 7150 5972 | E: SALES@COUNTRYLIVINGFAIR.COM

Grow your business with us | Supporting small businesses since 1990



Come join us!

The **Country Living Christmas Fair** returns to the SEC for an exciting new addition, welcoming over 16,000 affluent visitors* who delight in seeing the very best of British businesses. This is your opportunity to sell to customers in a truly unique shopping experience where the Country Living brand comes to life via our talented artisan stalls, immersive theatres and festive features.



MEET NEW CUSTOMERS

Our incredibly loyal audience have a keen interest in hand crafted and British made creations and love finding the perfect gift for friends and family, discovering new decorations for the home and sampling delicious food and drink for the festivities ahead. They appreciate high quality, unique items that are not readily available on the high-street.



92%
FEMALE



56
AVERAGE
AGE



£61K+
HOUSEHOLD
INCOME



71%
ABC1
PROFILE



46%
AB
PROFILE



£2.6
MILLION
SPENT AT THE
FAIR ACROSS
4 DAYS



4-5
HOURS
DWELL
TIME

FIGURES ABOVE TAKEN FROM 2021 VISITOR SURVEY

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

*EXPECTED VISITOR NUMBER CORRECT AT TIME OF PUBLICATION.
BOTH ARE SUBJECT TO CHANGE TO MEET WITH VENUE AND GOVERNMENT GUIDELINES SURROUNDING COVID-19.

WHY GET INVOLVED?

ALIGN YOUR BRAND WITH COUNTRY LIVING MAGAZINE

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



“A wonderful kick start to Christmas and an opportunity to meet with customers, old and new!”
KATE TOMS, EXHIBITOR



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 tri-fair 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

“CL Fairs continues to be one of my best retail fairs and I increase my sales by 20-30% every year. Regular customers and new faces helps my business grow.”

LISELOTTE OSUGO, URBAN OUTLINE

Get in touch

To find out more and to request a floorplan and rates contact our team today!

ANTONIA MIALl SALES MANAGER t: 020 7688 6838 | e: antonia.miall@immediate.co.uk
COUNTRY LIVING FAIRS SALES TEAM t: 020 7150 4972 | e: sales@countrylivingfair.com