



COUNTRY LIVING
magazine

GLASGOW
CHRISTMAS

FAIR

2-5 DECEMBER

Supporting
SMALL
BUSINESSES
SINCE
1990



Grow your
business with us

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



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Come join us

The **Country Living Christmas Fair** returns to the SEC for an exciting new addition and will welcome over 18,000 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.



93%
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 2019 VISITOR SURVEY

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

*EXPECTED VISITOR NUMBER AND FLOORPLAN 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



“ Best show ever for me to date. I broke my record sales two days in a row. ”
LISELOTTE OSUGO,
URBAN OUTLINE



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

“ Such a wide variety of unique products for sale all under one roof. A great atmosphere and special event in the Scottish pre-Christmas calendar. ”

PAT DOUGLAS, CARLENRIG FARM

Get in touch

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

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