



COUNTRY LIVING  
*magazine*

LONDON  
CHRISTMAS  
FAIR  
10-14 NOVEMBER

Supporting  
SMALL  
BUSINESSES  
SINCE  
1990

Grow your business with us

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# Come join us

The **Country Living Christmas Fair** returns to the BDC for an exciting new addition and will welcome over 25,000 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.



**95%**  
FEMALE



**56**  
AVERAGE  
AGE



**£74K+**  
HOUSEHOLD  
INCOME



**71%**  
ABC1  
PROFILE



**46%**  
AB  
PROFILE



**£3**  
MILLION  
SPENT AT THE  
FAIR ACROSS  
5 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 FIVE 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



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



## 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!

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