

Spirit of Christmas fair

HOUSE & GARDEN | 1-7 NOVEMBER 2021 | THE TIMES
OLYMPIA LONDON | THE SUNDAY TIMES

SUPPORTING
**SMALL
BUSINESSES**
SINCE 2001



The Home of Christmas Shopping

SPIRIT OF CHRISTMAS FAIR IS BACK! COME AND JOIN US AT THE LEADING EVENT FOR QUALITY CHRISTMAS SHOPPING WITH A HIGH SPENDING AUDIENCE OF 55,000

Be part of an expertly curated and handpicked collection of 650 independent boutiques, designer-makers and artisan food and drink producers, all approved by House & Garden Magazine.

Taking place at Olympia London, 1-7 November 2021, our exquisite gift collection includes jewellery and fashion; men's gifts; artisan food and drink; home décor and soft furnishings; baby and children's gifts as well as many original gift ideas.

spiritofchristmasfair.co.uk



OUR AUDIENCE

Spirit of Christmas Fair has a proven track record of welcoming the most affluent shoppers – the richest 10% in the country.

No other Christmas consumer event attracts the same quantity of discerning, high-income visitors who spend such a significant amount of money at the Fair.

- Anticipated 55,000 visitors
- Average household income – £120K
- Average age – 45
- Gender – 94% female
- Social grade – 71% of database (90,000) come from the wealthiest ACORN segments in the country
- Geographical profile – 84% of visitors live in either Greater London or the South East
- Average spend is £500 per person

2021 INITIATIVES

- To improve visitor experience and the shopping ambience, we have widened some of the aisles resulting in a reduction of exhibitors
- Two additional Champagne Bars added at the back of both the National and the Grand Halls
- Mosimann's is moving to the Gallery of the Grand Hall



REASONS TO PARTICIPATE

- Align your brand with the sector's leading upmarket Christmas shopping event
- An unrivalled platform to enhance your brand and sell direct to a hard to reach affluent audience
- Face-to-face marketing within a luxury environment – inspire, build trust and leave a lasting impression
- Online exposure through extensive digital promotional marketing opportunities
- Maintain market presence and raise your brand profile
- Launch new products and gain valuable customer feedback

MARKETING & PR

An effectively targeted marketing campaign ensures that you are in front of high-net-worth individuals from the most affluent areas of London and the Home Counties.

Our comprehensive marketing strategy will include:

- Direct-mail to 150,000 loyal previous visitors
- Email campaign to 170,000 active contacts, including a new behavioural engagement email campaign with targeted product-led content
- Coverage in national press
- Pre-event collaborations with influencers and bloggers
- Highly focused content strategy including the creation of regular blogs highlighting exhibitor products
- Organic exhibitor content-led social media campaign
- Launch of a brand new website with the opportunity to drive traffic to your website from your listing and prospective content opportunities
- Marketing partnerships with many high-end brands such as Sheerluxe, Culture Whisper and TEN Group to name a few
- Dedicated PR campaign with the opportunity to have your brand/products featured
- Increased investment in heavy weight targeted paid digital social media, PPC and remarketing advertising campaign
- Total leaflet circulation of 500,000



MEDIA PARTNERS

THE TIMES THE SUNDAY TIMES

The Times and The Sunday Times are the UK's best-selling quality newspapers, with average issue readership of 1.71M

- Highly engaged and high income audience (ave. HHI £75K)
- Print and digital advertising campaign in The Times and The Sunday Times
- Targeted campaign to Times+ subscribers of over 500K, a highly engaged audience
- Dedicated coverage on **mytimesplus.co.uk**
- Opportunity for extensive and supported editorial coverage

HOUSE & GARDEN

The definitive guide to stylish living, representing elegance and sophistication, with readership interest in design and decoration as well as a passion for travel, arts, food and fine wine.

- Maximum awareness of the Fair among 113K circulation
- Core readership of 389K / 36K subscribers
- Coverage in the Publisher's letter
- Email campaign to House & Garden subscribers and other Condé Nast databases
- Online and print editorial coverage including exclusive Fair shopping guides with hand-selected products
- Regular adverts/coverage across other Condé Nast titles including Tatler, Vogue, and Vanity Fair
- Leaflet inserts and bespoke direct mailing to subscribers
- Online and social media coverage



APPLICATION PROCESS

The Fair operates a strict vetting procedure with all applications approved by House & Garden magazine to ensure product suitability, variety and appeal to the tastes of our discerning audience.

The process ensures consistently high standards and retains our status as the leading event for boutique shopping.

You will need to submit the following which will be assessed by our vetting committee:

- Application form
- Product images or a brochure
- Product samples where appropriate
- Stand photo from a previous event or an illustration, description and/or moodboard of your proposed design (refer to stand design guidelines for tips and ideas)
- Press coverage and cuttings – optional
- Branded literature i.e. letterhead, comp slip, gift box, bag, etc

APPLY TODAY

Simply complete the enquiry form on our website (link below) to be sent a full application form. You will need to complete this and return with accompanying imagery and brand collateral.

Apply here:

spiritofchristmasfair.co.uk/make-enquiry

CONTACT THE TEAM

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