

# LIVING NORTH CHRISTMAS FAIRS

**EXHIBIT AT THE NORTH'S  
LEADING CHRISTMAS EVENTS**

*Live Demos and Music*

**NEWCASTLE RACECOURSE  
24th-27th OCTOBER 2024**

**YORK RACECOURSE  
14th-17th NOVEMBER 2024**

*Christmas Starts Here*







## ABOUT?

**Living North's North East and Yorkshire Christmas Fairs** each bring together more than 250 handpicked exhibitors from across the North of England and beyond. These events provide an unparalleled Christmas shopping experience for our customers, alongside an extremely effective trading platform for exhibitors. The Fairs give exhibitors access to a hard-to-reach, discerning audience from across the North East and Yorkshire. The visitor profile is 80 percent female, 30+ ABC1 (the most significant gathering of a predominantly female audience in both regions in the calendar) targeted through the prestigious lifestyle publication Living North magazine, alongside a dedicated and extensive marketing campaign.

## WHY EXHIBIT?

- **Living North's Christmas Fairs** are the most established and prestigious Christmas shopping events in the North.
- Visitor numbers continue to grow year on year and both events attract between 4,500 and 5,500 visitors per day, totalling in the region of 20,000+ over the four days.
- Both Newcastle Racecourse and York Racecourse are ideal venues with free parking, easy access to major motorways, excellent rail and public transport links and central locations.
- **Living North's Christmas Fairs** give exhibitors unrivalled face-to-face contact with a hard-to-reach, discerning audience from across the North of England and beyond.
- **Living North's Christmas Fairs** provide a perfect opportunity to showcase products, generate revenue, raise brand awareness and meet your target market.
- **Living North** have an unrivalled reputation as the event organisers who go the extra mile to make your experience a wholly positive one from set up to take down.

## WHAT WE OFFER

- An extensive and targeted marketing, advertising and PR campaign in print, online, social and broadcast media including through our lifestyle publication **Living North** magazine.
- The Fairs are supported in the regional press, on local radio and through door drops across the regions.
- A dedicated **Living North** e-letter campaign gives you privileged access to more than 55,000+ subscribers to help promote selected goods, services and events to a targeted, affluent and receptive audience.
- Potential promotion of exhibitors and their products across all online and social media platforms (in excess of a total of 108,500+ followers).
- Inclusion in the digital Fair programme (subject to deadline).
- Inclusion on the new **Living North** Fair website with a link to your site (if required).
- Comprehensive promotion and advertising of the events within **Living North's** own magazines and online to raise awareness and drive additional footfall.
- Potential individual exhibitor editorial coverage in **Living North** Magazines. We are always keen to support exhibitors at **Living North's Christmas Fairs** within our pages.

## PRICE LIST

### **NORTH EAST NEWCASTLE RACECOURSE**

**Stands £185 per m2**  
(premium sites £205 per m2)

**6ft Trestle table (food only) £355**

### **YORKSHIRE YORK RACECOURSE**

**Stands £185 per m2**  
(premium sites £205 per m2)

**6ft Trestle table (food only) £355**

All prices exclude VAT. Dual fair bookings will receive a 5% discount. Outdoor prices to be negotiated.

Please enquire about online advertising & leaflet distribution at the event.

## OPENING TIMES

### **NEWCASTLE RACECOURSE**

Thursday 24th October: **10am-4pm**  
Friday 25th October: **10am-4pm**  
Saturday 26th October: **10am-5pm**  
Sunday 27th October: **10am-4pm**

### **YORK RACECOURSE**

Thursday 14th November: **10am-4pm**  
Friday 15th November: **10am-4pm**  
Saturday 16th November: **10am-5pm**  
Sunday 17th November: **10am-4pm**

Applications for **Living North's Christmas Fairs** are now open.  
Apply online and find more information at **livingnorth.com**

## CONTACT:

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