eFinland.ru

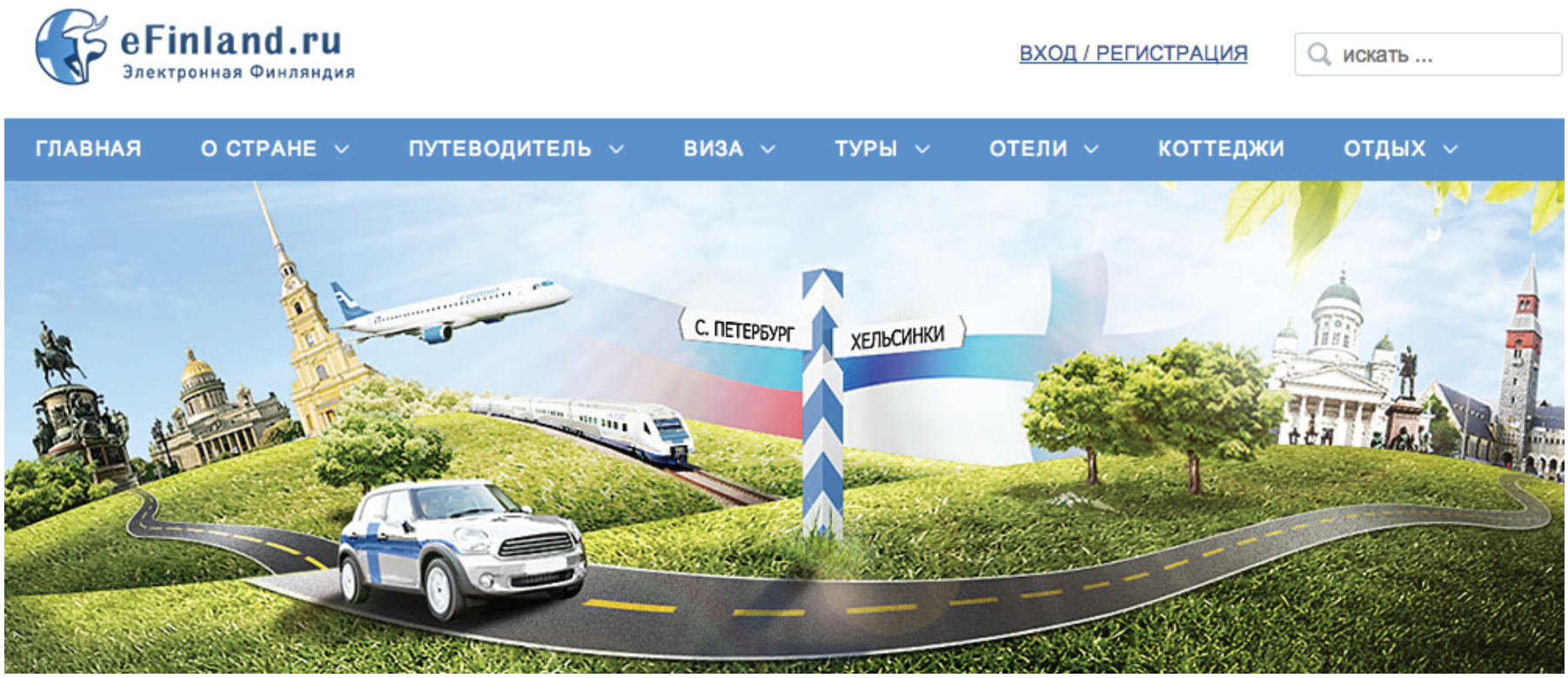
Leading Russian website about Finland

MEDIA-KIT

eFinland.ru
Leading Russian website about Finland

Electronic Finland

The project exists since 2009. We are constantly improving, doubling our visitors number every year. Right now we have more than **190 000** visitors per month.



Our goal:

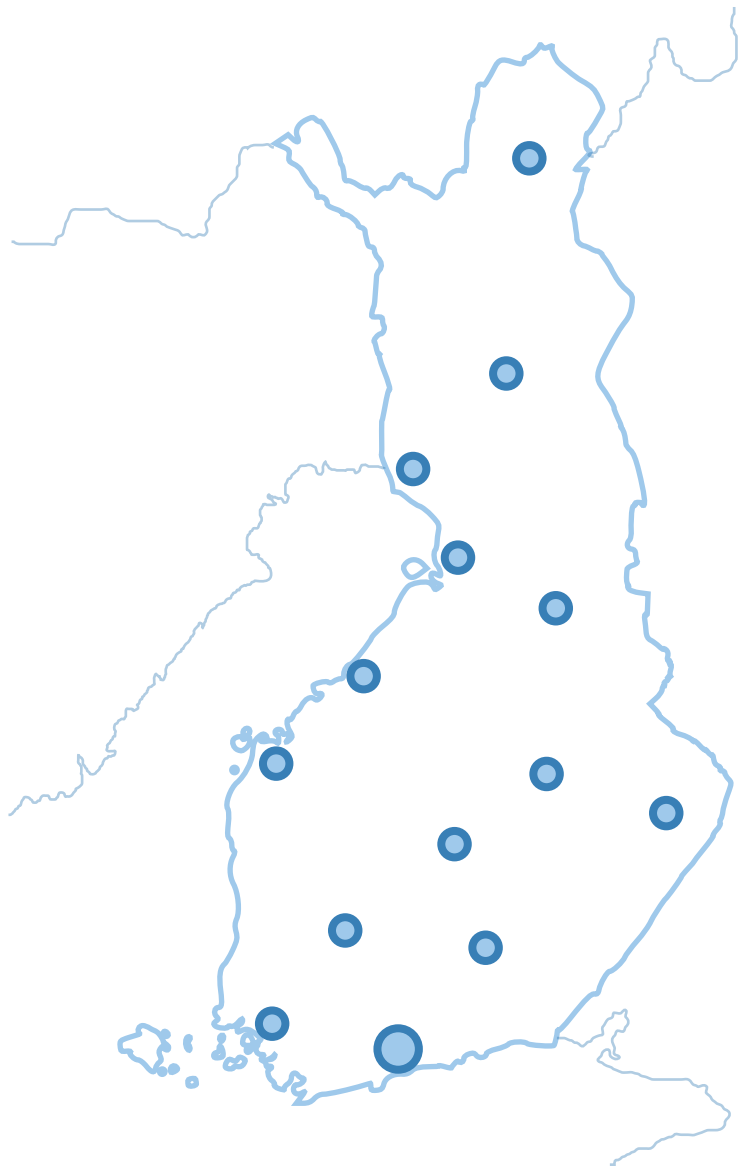
To provide Russian tourists with information on travelling to Finland as fully as possible: from the preparations and plotting the route to giving detailed descriptions of places of interest, popular resorts and shopping malls.

eFinland.ru
Leading Russian website about Finland

Reasons of website's popularity:

- Original content from journalists and popular bloggers.
- Daily updates and only up-to-date news.
- "Live" VKontakte community (more than 19 000 active members)
- Modern and user-friendly website design

Most popular services on our website:



Tours catalog
Offers from the best travel agencies of Saint-Petersburg and Moscow.

Cottages catalog
Detailed description of every cottage.
Free booking is available.

Interactive map of Finland
Descriptions of the main places of interest

Webcams on the border
Follow the situation on the border in real-time.

eFinland.ru
Leading Russian website about Finland

A bit of statistics:

* - based on Yandex.Metrika

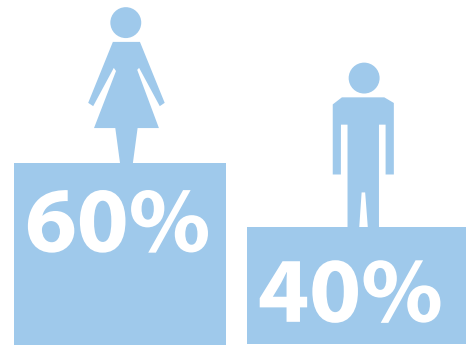
Audience

> 400 000 page views
> 190 000 visitors per month
> 10 000 visitors per day - a peak during the sales period

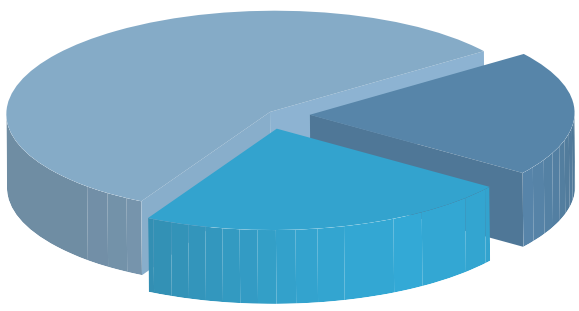
With the search query "Финляндия" (Finland) our website gets one of the first three places on Yandex . Sometimes above Wikipedia.

Demography

70% of visitors
are represented by
the most active 18-44 age group



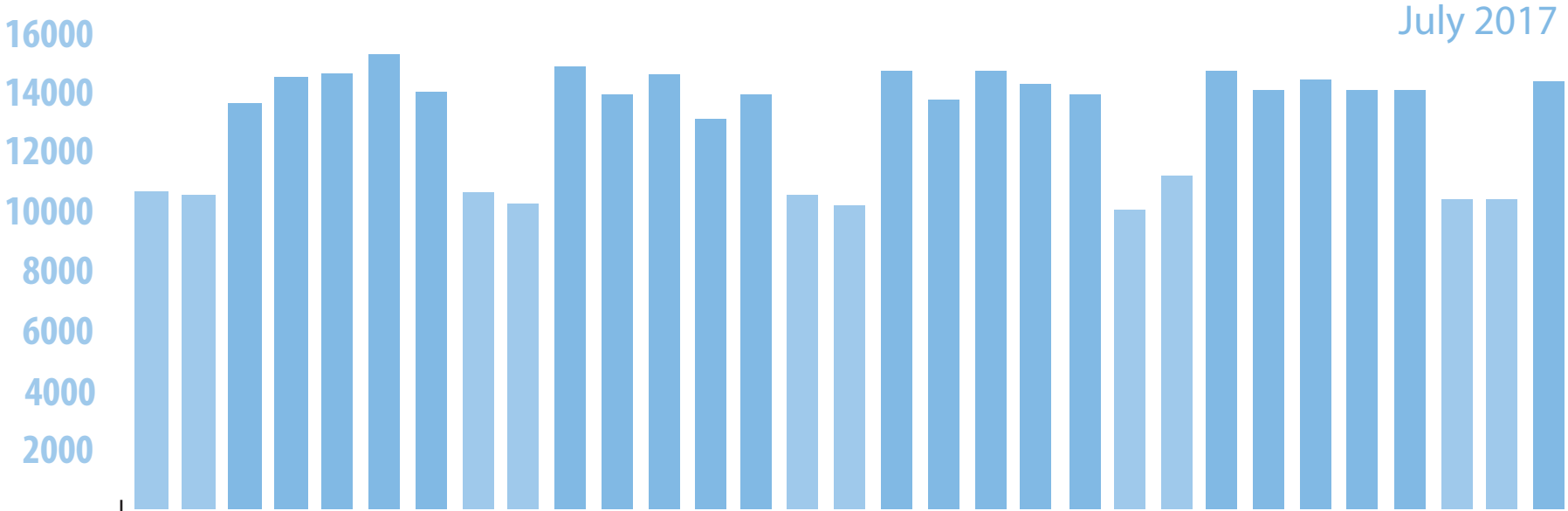
Geography



- 11% Moscow
- 54 % Saint-Petersburg
- 35% Other regions

Visitors

Page views
July 2017



eFinland.ru
Leading Russian website about Finland

Advertising on our website

- Display Advertising
- Press releases, advertising articles
- Promotion of articles
- Ads on VKontakte group (19 000 members)
- Hotels, cottages and restaurants catalog

Benefits of our advertising space

- Full advertising media package: display, email, SMM
- Weekly statistics reports

Our clients:

Visit Finland
All Bright! TAMPERE www.visittampere.fi FINLAND
ВЗМОРЬЕ135° ПОБЕРЕЖЬЕ ДОБРОГО ВЕТРА ≈ ФИНЛЯНДИЯ
goSaimaa.fi
ST. PETER LINE
SILJA LINE
core LIFESTYLE
КОНСТАНТА ТУР

eFinland.ru
Leading Russian website about Finland

Contact us:

MEVIAN OY (Website “eFinland”)

Address: Orioninkatu 11 B 13, 53850, Lappeenranta, Finland
16/4 Zvetochnaya, Saint-Petersburg, Russia

Email: oy@mevian.fi

Business development:
Marina Orlova
Phone: +7 (981) 890 49 86
Email: orlova@e-finland.ru

Advertising:
Arkady Kashkovsky, Ekaterina Rinne
Phone: +7 (812) 425 63 51; +358 54 207 1494
Email: advert@e-finland.ru