

DIGITAL MEDIA KIT

Advertising options on Lefkada Slow Guide

Let's introduce ourselves

Lefkada Slow Guide: Connecting tourism professionals with their prospective customers

The travel website **Lefkada Slow Guide** was launched in 2010 by the publisher **Fagotto books** with the goal of providing visitors to Lefkada a wealth of up-to-date information about accommodation, yachting, food, entertainment, shopping and other activities on the island, showcasing Lefkada as the ultimate holiday destination. At the same time, the news portal **lefkadazin.gr** is active and updated on a daily basis with interesting articles and news.

Since 2016 the website Lefkada Slow Guide hosts **Epirus riviera**, aiming to promote the sights and culture of Epirus suggesting routes as well as providing information to visitors about things they can do in Epirus.

After all these years our goal remains to provide the best tips on planning a memorable vacation in Lefkada and also actively promote the local businesses within the frame of a philosophy of quality tourism that respects the area and the people.

Our company

fagotto books



LEFKADA SLOW GUIDE



welcome maps

EPIRUS
riviera

NTIM
NTIM



Where to find us

Lefkada

7, Zakynthou St., Lefkada 31100
Tel. & Fax +30 2645021095

Athens

15, Valtetsiou St., Athens 10680
tel. +30 2103645147
Fax +30 2103645149

Advertising reception Lefkada:

Andreas Thermos: +30 6973668610
Email: ad@lefkadaslowguide.gr

Advertising reception Epirus:

Evrinomi Zavra: +30 6947540949
Email: zavraev@yahoo.gr

www.lefkadaslowguide.gr



One website, endless options

- » A useful platform that supports various display units (responsive & mobile friendly), with up to date information and easy steps to make a reservation in Lefkada.
- » It provides the best suggestions for vacation rentals with a complete directory on Accommodation, Yachting, Activities, Food, Entertainment, Real Estate, Local Market, Services and more.
- » The exquisite travel guide provides tips for the prospective visitors on how to plan their vacation ahead and have a great time upon their arrival on the island.

For owners and businesses



- A modern and easy to use interface for the promotion of your business
- Basic or Premium listings for your business needs
- Realistic subscription rates on a year basis
- Special subscription offers & advertising plan solutions on demand
- Easy and quick sign up process
- Access to a user admin page 24/7 (personal account)
- Dashboard for adding or editing listings
- Create your host profile page with description and photos
- Create your business listings with logos and contact details
- Create your rental unit listings for each business you want to advertise
- Full exposure for both business and rental units
- Email inquiries and phone calls directly to the owners
- Inbox with all your reservation inquiries in one place
- Statistics with your listing views, phone clicks, reservation inquiries

For travellers



Holiday planner

- Vacation rental directory with the best suggestions on the island
- Quick search with arrival and departure dates
- Advanced filtering options
- Direct Inquiries & booking requests to the owners
- Real price per day / best price guarantee
- No charge / hassle free

Complete travel guide

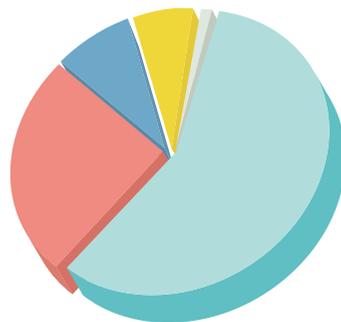
- Things to do
- High quality photos & videos
- Interactive map to explore the island and the nearby areas
- Suggested routes in Lefkada islands and Epirus Riviera
- Beaches and sights
- Customs and manners
- Tips and hints
- News and events

The progress of our website throughout the years

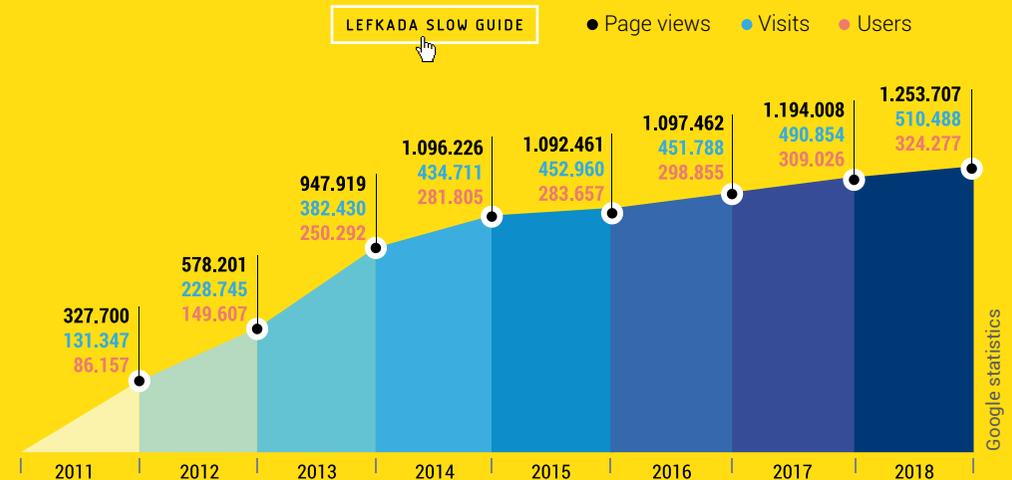
Lefkada Slow Guide has become well known and has impressed thousands of visitors. It also has a daily following by the residents of Lefkada. Its massive traffic and international scope render Lefkada Slow Guide the main source of information for those who want to make an accommodation reservation, to learn about available activities on the island, but also to search for information about private services or the acquisition of a house in Lefkada. If you type the keywords that contain the word Lefkada in the major search engines, you will discover by yourself that Lefkada Slow Guide appears either as the first result or in the first results page.

Most popular businesses categories

- 1 accommodation 56,84%
- 2 activities / boat rentals 25,44%
- 3 houses in Lefkada / real estate agents 8,50%
- 4 services 8,27%



All these years more than 800 businesses from Lefkada have entrusted us with the promotion of their business



and this generated

Just in 2018

8.652

inquiries were sent to advertised businesses



accommodation rentals

boat rentals & other activities

The ideal exposure and promotion of your business

Lefkada Slow Guide has 2 types of listings, the **Basic** and the **Premium**. Both advertising options have the same listing features, but not the same advertising exposure. You can choose the one that best suits your needs. The process is simple.

Basic listing features

- User admin access
- Dashboard
- Owner profile page
- Create and edit business listings
- Create and edit rental unit listings
- Unlimited photos
- Unlimited descriptions
- Video
- Listing location on google maps
- Amenities
- House & Boat rules
- Base price & Seasonal rates
- Minimum stay
- Availability calendar (iCal)
- Sync your calendar with external platforms (import/export ical)
- Booking policies
- Detailed inquiries
- Inbox with all the requests
- Statistics of your listings
- Customer support

Premium listing features

Premium listings include all basic features plus the following:

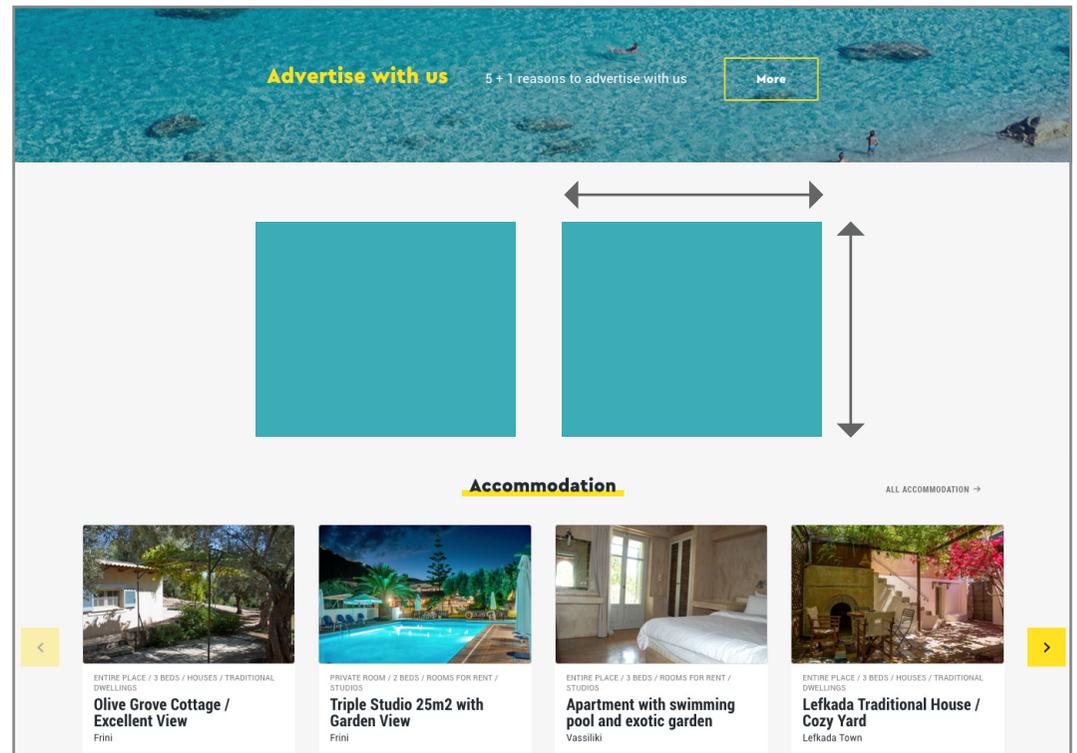
- Special promotion as a featured listing on various pages of the website (homepage, Lefkada's locations/interactive map)
- Extra exposure on the category page as a recommended listing on top of the list
- Social media promotion and campaigns
- Early bird/ last minute offers to your prospective customers through social media (upon your request)
- Featured business on articles (blog)

Banner

Additional promotion of your listings in many different pages of the website including the homepage. Creation of an animated gif flash banner that is compatible with all devices and screens.

Banner Lefkada Slow Guide 12 months of promotion

- Rectangle – Dimensions in pixels: 300 x 250
- Leaderboard – Dimensions in pixels: 728 x 90
- Billboard – Dimensions in pixels: 950 x 250

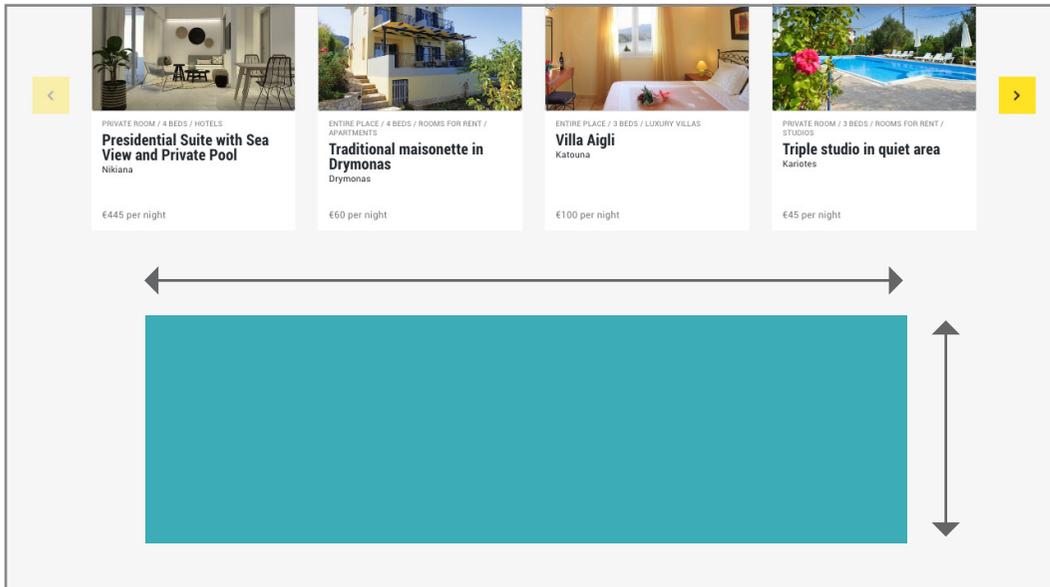


Rectangle
300 x 250 pixels

Special discounts apply for those who choose a combo advertising package



Leaderboard
728 x 90 pixels



Billboard
950 x 250 pixels

The absolute combination for advertising your business to your target market

Print media listings



Digital media listings



Social media promotion



Business presentation on Lefkada Zin articles



They said about us

“ Having collaborated many times with Lefkada Slow Guide’s team I’m in a position to say that professionalism, promptness, flexibility and passion for what they do, is what characterizes them. ”

Stavros Kosmas

Idilli Villas, Agios Nikitas

“ We have found working with Lefkada Slow Guide to be a great experience. We have reaped the benefits of advertising in the guide, particularly with the popularity of our Day Sailing Charters, which will hopefully continue into this new season in 2019 and beyond. The team behind the guide are easy to communicate with which means we have a good working relationship. We hope our collaboration will continue to grow in the future! We can highly recommend Lefkada Slow Guide, for both advertisers and readers looking for information. ”

Neil Bingham

Sail Ionian, Vliho

“ I am completely happy with the services and the quality of Lefkada Slow Guide. The team is tight, their work is effective and the most important, they are by the customer’s side each time he/she needs them. ”

Pantelis Papalavrentiou

Thymari Restaurant, Lefkada town

“ We are very happy to recommend Lefkada Slow Guide to anyone who is contemplating advertising their business, services and products. The Lefkada Slow Guide team has always looked after us in a professional manner and works with us closely in order to achieve the best result in promoting our services on both its site and publication. We thoroughly recommend them! ”

Brigitte Karis

Lefkas Land Broker, Lefkada town

“ Excellent cooperation at all levels, know-how and fulfillment of all our requirements. I highly recommend them. ”

Triantafyllos Vlachos

Copla beach bar, Monato restaurant, Kathisma beach
Karma Cafe-Bar, Lefkada town

“ “Destination Lefkada” is an elegant guide with accurate and extremely helpful information for visitors. “Accommodation in Lefkada”, a catalogue of accommodation rentals, covers a significant gap in the existing printed promotion material. The fact that these booklets have established a continuing presence in international tourism expositions makes them an important tool for the promotion of our tourism industry. ”

Spyros Zabelis

Head of Tourism and Culture Department

We would be happy to meet you

To send you an advertising proposal with all the details (cost, special prices, availability, etc.) please send us a message including your business contact details:

Company name / Business type / Owner name

Website / Social media / Address / Telephone number

Email us at: ad@lefkadaslowguide.gr and we will get in touch with you to discuss all current advertising options and custom plan solutions for the business type you have.

Alternatively, you can call us at **+30 2645021095** (Monday to Saturday 09:00 - 17:00)

FAQ

Business registration & Payment methods

- For on line listings a 100% front payment is required in order to gain access to your admin page.
- For print media listings a 30% payment in advance is required upon contract signature.
- Balance payment for print media and advertising packages is on the day the advertisement is officially ready and published on line.
- We accept payments via bank transfers, credit cards, cash.

Trust our team



Nikos Thermos
Director



Rula Bitziou
*Manager of the head office
in Athens and publications*



Effie Barla
Content manager



Andreas Thermos
*Manager of the Lefkada Branch
Advertising*



Danae Sgouropoulou
Webpages update



Katerina Sklaveniti
Advertising reception



Evrinomi Zavra
Advertising reception



Giota Kokkosi
Graphics department



Xenofontas Sakellariou
Graphics department



Dimitris Patronas
Orders

Lefkada 7, Zakynthou St., Lefkada 31100, Tel. & Fax +30 2645021095

Athens 15, Valtetsiou St., Athens 10680, Tel. +30 2103645147, Fax +30 2103645149

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