



LEFKADA SLOW GUIDE

PROMOTION IN PRINT MEDIA

media kit

Let's introduce ourselves

After 37 years in the area of publishing and more than 10 years in advertising, we have reached an all rounded understanding of the secrets of successful promotion in print media.

Fagotto books is a publication house that was established in 1982 and has since been active in the field of music books and university books. In 2000 it extended it's focus in the area of travel publications, publishing good quality travel books and maps for Lefkada and the Ionian Islands.

In 2010 the webpage **Lefkada Slow Guide** was created with the goal of promoting Lefkada as a quality travel destination for all seasons. The advertising map **Welcome maps** was also published for the first time in 2010. When the conditions were ripe **Destination Lefkada** came out, the ultimate guide for visiting Lefkada and some years later **Accommodation in Lefkada, your affordable luxury** appeared, the only deluxe printed material focused exclusively on accommodation in Lefkada. In 2018 the advertising map **Epirus riviera guide** was published and the guide **Destination Epirus, highlights of Epirus riviera & the mainland**, is expected to be published in the near future.

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





We have been trusted by:

Hundreds of professionals and official **tourism organizations**.

The Regional Sector of Lefkada for the publication of the booklet “Lefkada, Endless Tranquility”, which has been translated in 19 languages and is the main printed material for the island of Lefkada in international tourism conventions.

The Municipality of Lefkada for the tourist guide “Lefkada, Absolute Blue”.

The Business Federation for Rooms to Rent in Lefkada for the booklet “Accommodation in Lefkada, your Affordable luxury”.

The National Tourism Organization, who used our posters in the “Cycling and Hiking fair” in the Netherlands.

Why place an advertisement in guides and maps?

- Printed advertising will always be unsurpassable
- Gives a distinct emphasis on your business's brand
- It is used by the appropriate audience of tour operators and travel agencies in international tourism expositions
- It influences visitors' decisions
- It is a useful tool for the visitor even when he or she has no internet access.
- Printed advertising is concrete and reliable

All the printed media are available in digital form, with active links of those advertised, multiplying your promotion and making it more productive.



Destination Lefkada booklet in the major tourism expositions



Bit Milan, Italy

Ferien-Messe Vienna, Austria

F.re.e. Munich, Germany

ITB Berlin, Germany

Philoxenia Thessaloniki, Greece

Sajam turizma Belgrade, Serbia

TTR Bucharest, Rumania

TUR Stockholm, Sweden

Vakantiebeurs Utrecht, Netherlands

Boot Dusseldorf, Germany

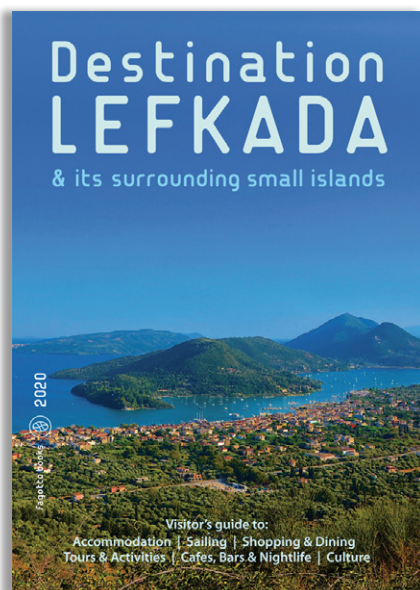
BMT Naples, Italy

London Boat Show London, England



Destination Lefkada

Representing the island in all major international tourism expositions since 2012



2020



A modern, elegant and reliable guide for Lefkada that contains up-to-date and interesting information about the island, rich photographic material and suggestions for accommodation, food, entertainment, shopping and alternative activities.

Every year it is distributed in all the major international travel & tourism trade shows, travel fairs, expos, exhibitions and since its first issue in 2012 it started becoming the main guide of the island.

During the summer months it is available in the info kiosk as well as in hotels, rooms for rent, villas, etc.

It is also available in **digital form** with active links to all the businesses in the guide.



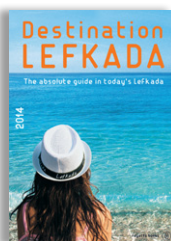
Registration deadline is the 20th of September of every year/Prices starting from 280€.



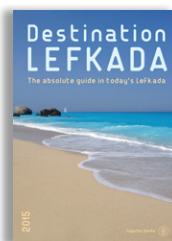
2012



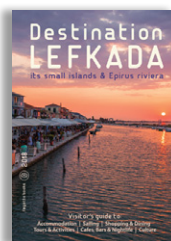
2013



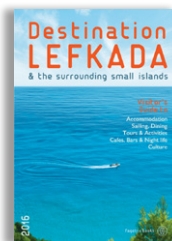
2014



2015



2016



2017



2018



2019

Destination Lefkada

East

ADRIATICA
hotel/apartments

Nikiana, Lefkada

• 100% NEW! 100% NEW! 100% NEW!
• 100% NEW! 100% NEW! 100% NEW!

Alisahi Studios

Alisahi studios invites you to experience an unparalleled level of comfort, elegance and convenience. Our renovated complex, provides a perfect relaxing atmosphere as it is ideally located within walking distance from the beaches and is the perfect base to explore Lefkada's natural beauty. All rooms have fully equipped kitchenettes, private balconies, bathroom with cabin shower, air-conditioning, TV and free WiFi internet.

Nikiana • Tel: +30 264502529 • +30 695138973
www.alisahi-studios.com • info@alisahi-studios.com

Akrogiali Studios

Situated in a central spot in cosmopolitan Nydri, 15m from the sea and 50m from the main street, the ambience is ideal for families and couples who prefer a quiet holiday in a friendly atmosphere. Twelve furnished apartments and studios fully equipped with TV, A/C, WC, refrigerator and big patio are waiting for you. Most rooms have a view to the nearby islands. They have been designed to enable visitors enjoy the sea and the calm atmosphere with the wonderful view.

Nydri • Tel: +30 264509242 • info@beach.gr
www.alisahi-studios.com

HOTEL PORTO LIGO

Hotel Porto Ligo is built in the traditional Ionian style in perfect harmony with its surroundings. The location, the impeccable service and attention to detail, combined with all the modern comforts will offer you an unforgettable stay.

Ligia • Lefkada
• +30 26450 71441
• +30 26450 71900 (T)
• Hotel Porto Ligo
• info@portoligo.gr
• www.portoligo.gr

Destination Lefkada

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www.lefkadatraveltips.gr

Fagotto books

Destination Lefkada

Worth seeing

TOP THINGS TO SEE AND DO IN LEFKADA TOWN

1 THE ARCHAEOLOGICAL MUSEUM

It is a small but important museum, whose findings date from the Middle Paleolithic Age up to Roman Years. There is a separate room exhibiting the findings of Schliemann's assistant, the German archaeologist Wilhelm Dörpfeld.

2 LEFKADIS PUBLIC LIBRARY

Printed material of all sorts has been collected here: books, periodicals, newspapers, older and newer editions, as well as a rich collection of Post Byzantine icons, mainly in the Ionian Islands' style.

3 THE CASTLE OF AGIA MARIA

At the entrance to Lefkada town the castle of Agia Maria stands proudly, a model of fortification architecture of the Middle Ages, with a central core in the shape of an irregular heptagon reinforced at its seven corners with bastions and three external ramparts. It protected the capital from the first decade of the fourteenth century until 1684.

4 ANGELOS SIKELIANOS MUSEUM

The originality of this museum is that it does not only exhibit rare manuscripts, books and objects of his life but by highlighting the different phases of his literary life, it represents Sikelianos as a creator.

5 THE CHURCHES

Some of Lefkada's best features are its churches. They include basilicas, with the influence of Venetian architecture, usually adorned with iconography in the traditional Ionian, post-Cretan devotional style and with beautifully sculpted wooden cornices, some in gold leaf.

6 ORFÈAS MUSEUM OF FOLKLORE

It exhibits more than a thousand functional objects of Lefkada's folk life, tools of old crafts as well as traditional costumes, embroideries, etc.

7 LEFKADIS MARINA

It is a town within the town of Lefkada with cafés and bridges, and its own life. It has bars and restaurants and other types of activities. A walk around this place is always interesting.

Destination Lefkada

37 Lefkada

www.lefkadatraveltips.gr

Fagotto books

Destination Lefkada

interesting information about the island

suggestions for accommodation, food, shopping entertainment,

Just like mom's

Cuttletfish in their ink, cooked with rice

Ingredients:

- 1 kg cuttlefish
- 1 medium-sized grated onion
- 150 ml olive oil
- Very little salt
- Lots of black pepper
- 1 wingless white wine
- 1 1/2 white rice

Preparation:

Wash the cuttlefish thoroughly and cut them into pieces. Heat the olive oil and lightly sauté the onion. Add the cuttlefish and sauté all together. Pour the wine over and add the ink (the whole quantity or less if you don't want the dish to be too black). Add some water, pepper and a minimum of salt and cook until the cuttlefish are almost soft and left with their sauce. Then add the rest of the olive oil and three cups boiling water, and when it comes to a boil add the rice, well rinsed in a colander. Stir, add some salt for the rice, and boil for 13-15 minutes. Check for salt and serve immediately.

KANIORIA
Family business

As you walk down the pedestrian area of Lefgia by the sea, you will find our tavern. When night falls, and especially under a full moon, the place is magical. This is the sea where "Kanioria fish" is caught - the local name for blue fish. We cook them in a soup or with fresh tomato. Our cuisine focuses on dishes of Lefgia. There are the taste we grew up with and have been serving with special care for years. Fresh fish from our sea - big or small - is our daily care.

Lefgia, Lefkada • +30 2645 072229 • Ta Kanioria • info@kanioria.gr

Destination Lefkada

76 Lefkada

www.lefkadatraveltips.gr

Fagotto books

Destination Lefkada

GASTRONOMY AT ITS BEST

Thymari

Thymari is a modern Greek Wine Restaurant placed in the historical center of Lefkada town. We believe that every meal no matter how good it is, seems surely poor if it lacks proper wine. Our sommelier will guide you to the magic world of Greek wine and help you choose the right one for you among our extensive options.

19 Pirelopi 94, Lefkada • Tel: +30 264502286
www.thymari-lefkada.gr • info@thymari-lefkada.gr

Frini sto Molo

Frini sto Molo is located in the east pier of the old town of Lefkada in front of the Marina and is open all year round. The dining area has its own cozy atmosphere where you can try different plates from local cuisine and much more.

12 Dim. Golemi 94, Lefkada • Tel: +30 264502459
www.frinistomolo.gr • frini55@hotmail.gr

Kyma

The restaurant Kyma, meaning "the wave" guarantees its visitors, fresh quality traditional Greek cuisine. Its specialty is fresh fish and shellfish. The restaurant also offers a rich selection of wines (local and otherwise) and excellent homemade sweets, made with care. Its large exterior and interior are ideal for families with children.

Kifissos sq., Lefkada • Tel: +30 264502280

Tilegrafos

Here you can enjoy a wide range of our Greek cuisine cooked fresh from our own private farms. For those interested in the bar life, we serve various drinks and fresh fruit juices. Tilegrafos rooms are located right across the street from the beautiful sea view of Agia Maria Beach.

Agia Ioannis, Lefkada • Tel: +30 2645024851 • contact@tilegrafos.eu • www.tilegrafos.eu

FLYFEEL PARAGLIDING

Lefkada paragliding tandem flights
Live your dream!

Kathisma beach

• +30 6974187706 • www.flyfeel.gr • Flyfeel.Lefkada.paragliding • Lefkada, Flyfeel

Destination Lefkada

82 Lefkada

www.lefkadatraveltips.gr

Fagotto books

Destination Lefkada

Be adventurous in Lefkada!

The island has become known because of its famous beaches that are considered the best in the Mediterranean sea. Few people know that the island has a rich and variable life that makes it ideal for alternative tourism. Try hiking, mountain biking, archery and even horse-riding. If you consider yourself a daredevil do not miss the chance of enjoying the island's beauty from up high through paragliding.

Dive & admire

Lefkada is one of the best and most rewarding diving destinations in Greece. The stunning bottom topography will amaze all levels of divers. Walls, drop-offs, caves and caverns are some of the underwater landscapes of the area. Lefkada is characterized as a Natura 2000 protected area and its typical Mediterranean temperate reefs are full of life and rich in marine biodiversity. If you are planning to visit Lefkada, you shall not miss the opportunity to go diving in the crystal clear blue water at the south and east side of the island.

Enjoy paragliding

These are flights with a double parachute and an experienced pilot. It is a marvellous experience, ending with a spectacular landing at Kathisma beach.

LEFKAS DIVING CENTER

Dive Shop / Diving Trips / Diving Lessons / Safe Air

Nikiana, Lefkada
• +30 26458 71508 • +30 6927 51650
• info@lefkasdivingcenter.gr • lefkasdivingcenter.gr • Lefkas Diving Center

FLYFEEL PARAGLIDING

Lefkada paragliding tandem flights
Live your dream!

Kathisma beach

• +30 6974187706 • www.flyfeel.gr • Flyfeel.Lefkada.paragliding • Lefkada, Flyfeel

Destination Lefkada

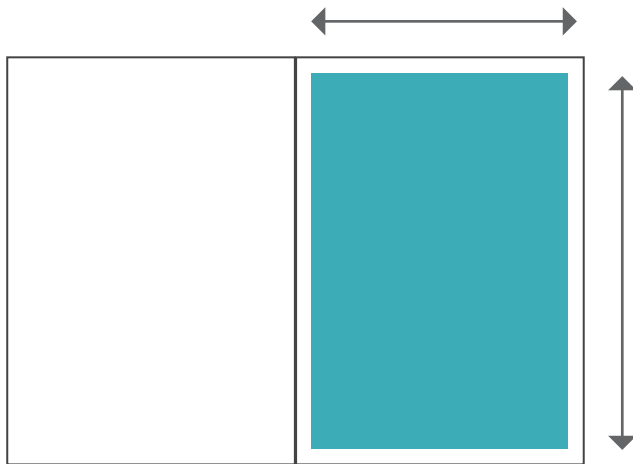
83 Lefkada

www.lefkadatraveltips.gr

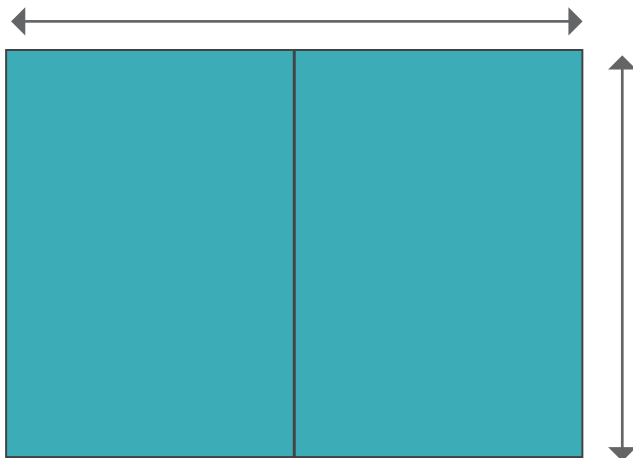
Fagotto books

Destination Lefkada

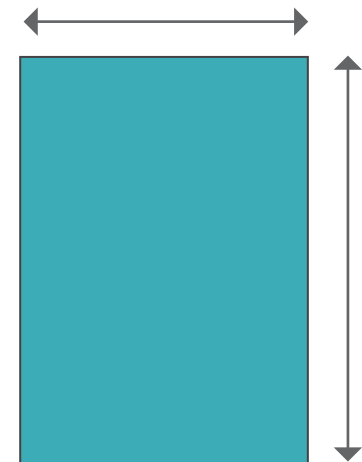
alternative activities



Full page
14.5 cm (width) x 21.5 cm (height)



Premium double pages
(p. 2-3)
34 cm (width) x 24 cm (height)
(plus 0.5 cm bleed)



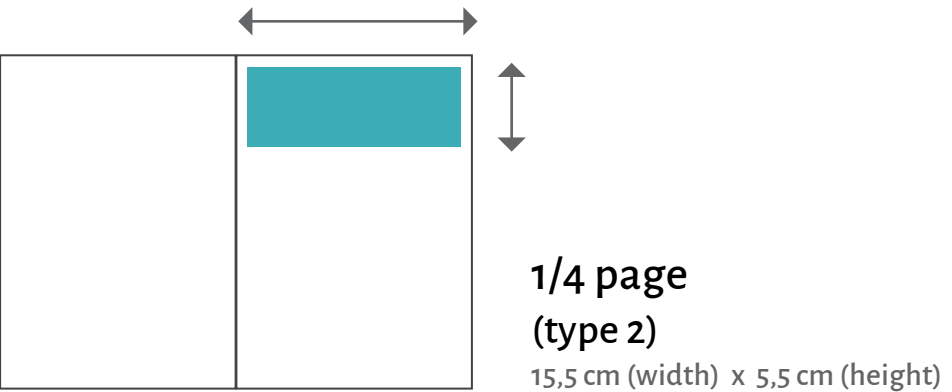
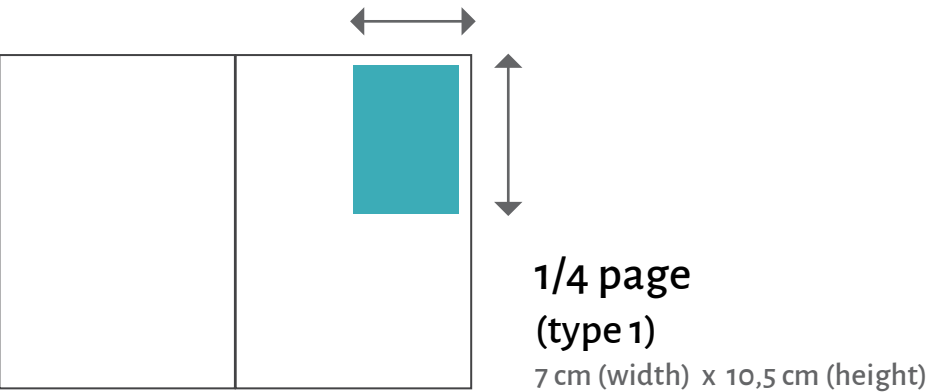
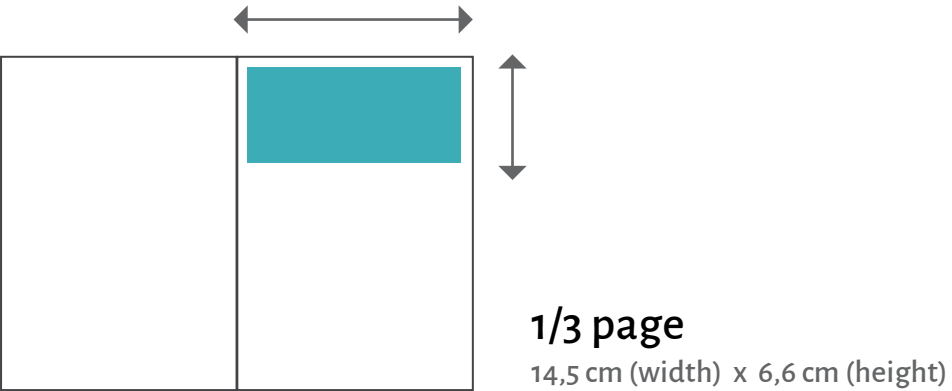
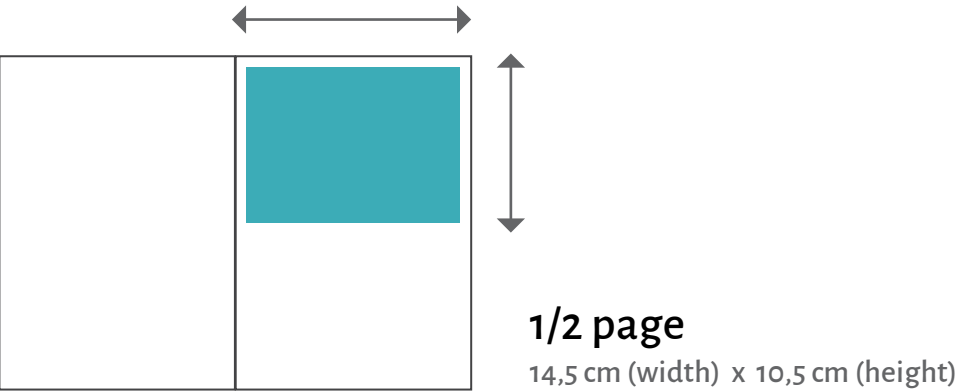
Premium pages:

Back cover

“B” & “C” cover pages

First and Last page

17 cm (width) x 24 cm (height) (plus 0.5 cm bleed)



Lefkada guide welcome maps since 2010

The first publication that visitors of Lefkada get into their hands

Every new tourist season, the advertising map Lefkada Guide is printed in 40.000 copies providing in a concise form all the information a visitor of Lefkada needs. It is distributed free of charge from all those advertised and from many other important distribution points such as: public buses, travel agencies, Greek tourism expositions, National Tourism Organization offices, car rental offices, selected accommodation in Lefkada. The points of distribution are constantly resupplied.

The map is also available in **digital form**.



Registration deadline is the end of April of every year / Prices starting from 220€.



2019



2010

2011

2012

2013

2014

2015

2016

2017

2018

Lefkada guide



detailed maps
showing the location
of the advertised
companies

useful
information
and phone
numbers

Destination LEFKADA
The complete visitor's guide to Lefkada

STREET INDEX

1 A B C D E F G H
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Accommodation in Lefkada

Hotels & Resorts

Beaches

Boat Hire

Restaurants

Bars & Pubs

Shopping

Transport

Health & Wellness

Events & Festivals

Local Life

History & Culture

Environment

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Emergency Services

Map of Lefkada

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LEFKADA right NOW! Music Exhibitions Nightlife Sports/Local Life Celebrations | www.lefkadaguide.gr

Accommodation in Lefkada

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Map of Lefkada

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ERGO
GREEK DOLLS & CLOTHES
ANTIQUE, GREEK DOLLS & CLOTHES

THE unique choice
Hellas Beach Restaurant (Lefkada)

SAIL IONIAN
IONIAN ISLANDS

NIDRI STAR & L
NIDRI STAR & L

AVRA
AVRA

IONIA
IONIA

ARGO
ARGO

ΧΡΗΣΙΜΑ ΤΗΛΕΦΩΝΑ / USEFUL TELEPHONE NUMBERS

Αντιβιοτικό / Emergency Ambulance	166
Νοσοκομείο / Hospital	+30 26453 60200 / 60300/26450.38244 / 38287 (Emergencies)
ΑΣΤΥΝΟΜΙΑ / POLICE	
Λεσκάδα / Lefkada	+30 26450.29374 / 29370 / 22100
Ναύπλοο / Nafplio	+30 26450.95207
ΤΗΛΕΦΩΝΕΙΟ ΤΟΜΗ / FIRE SERVICE	
Πυροσβεστήριο / Fire Station	199 (Emergency) / +30 26450.22199
ΛΙΜΕΝΑΡΧΕΙΟ / PORT AUTHORITY	
Λεσκάδα / Lefkada	+30 26450.23176 / 23222 Nafplio / Nafplio
Αεροδρόμιο Πρέβεζας / Preveza Airport	+30 26820.28113
Οδική Βοήθεια / Road Assistance	+30 26450.21040 / 26073 / 22903

ΤΑ ΑΙΣΙΟΔΕΣΤΑ ΤΗΣ ΠΟΛΗΣ ΤΗΣ ΛΕΦΚΑΔΑΣ ΚΑΙ Η ΘΕΣΗ ΤΟΥΣ ΣΤΟ ΧΑΡΤΗ
THE SIGHTS OF LEFKADA TOWN AND THEIR POSITION ON THE MAP

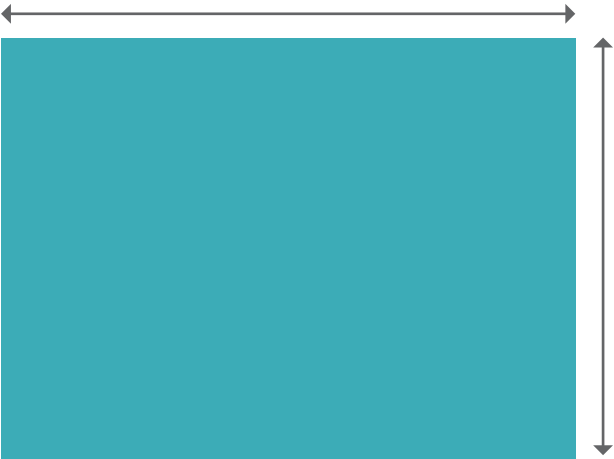
Αρχαιολογικό Μουσείο / Archaeological Museum of Lefkada	E2
Δημόσιο Βιβλιοθήκη / Public Library	E3
Χαραυγολέκος Βιβλιοθήκη / Charavgiolos Library	E3
Λαογραφικό Μουσείο του Ορίου / The Folklore Museum "Oreios"	F2
Μουσείο Αγγέλου Σικελανού / Angelos Sikelianos Museum	E3
Εκκλησίες (σε κόκκινο κύκλο) / Churches (in red circle)	
Αγορά / Market	
Γύρα / Gira	(E.X./O.M.) A1, G1
Το κάστρο της Αγίας Μαύρας / The Castle of Agia Mavra	(E.X./O.M.) A5, G1
Εκκλησία Ελισάνης / Venetian Olive Grove	(E.X./O.M.) A5, G5
Καυζαντείο / Kausanteio	(E.X./O.M.) A5
Μοναστήριον Παναγίας Φανερωμένης / Panormitis Monastery	(E.X./O.M.) A5
Η λιμνίς της Λαυρελίας / Lefkada's Marina	G4, G5, H4, H5



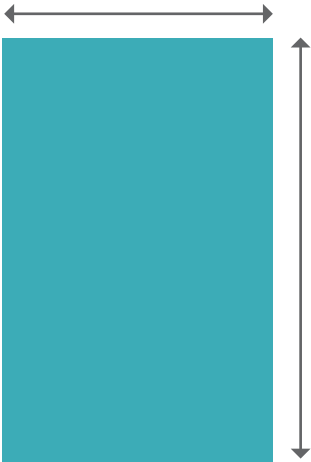
Περπάτησε στο κάστρο της Αγίας Μαύρας, στη Γύρα και στον Άγι Γεώργιο

Ένας πολύ όμορφος πελάγος (με το πόδι ή με ποδήλατο), με εστιαστή την πόλη της Λαυρελίας, είναι η περπάτηση της Ορειάς Λαυρελίας. Ο πελάγος της Γύρας που καταλήγει στην περιοχή του Αγίου Γεωργίου. Η διαδρομή είναι 7 χιλιόμετρα, πολύ εύκολη, αλλά στη διαδρομή βλέπεις προσιτά στην ορεινή περιοχή. Ανεβαίνοντας, η Λαυρελία και η πόλη, διακρίνεται, η πόλη βρίσκεται σε απόσταση 1500 μέτρων από την πόλη που βρίσκεται να κλείνουν μια στροφή και να συνεχίσουμε το κάστρο της Αγίας Μαύρας.

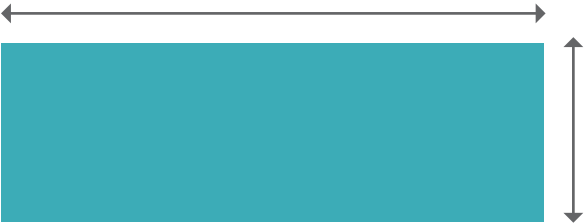




large
9,5 cm (width) x 7 cm (height)



medium
4,5 cm (width) x 7 cm (height)



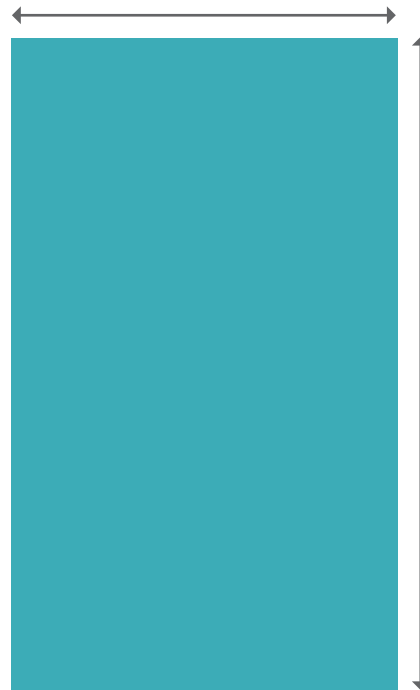
small
9 cm (width) x 3 cm (height)

Premium pages



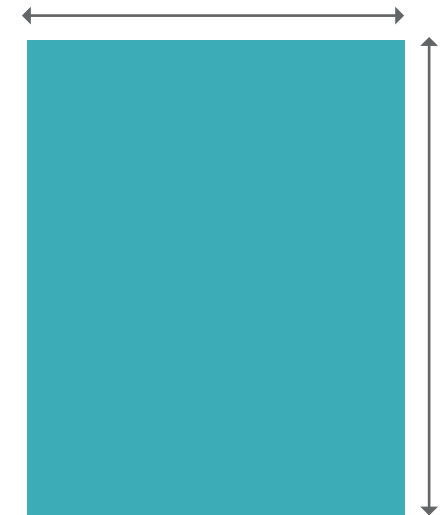
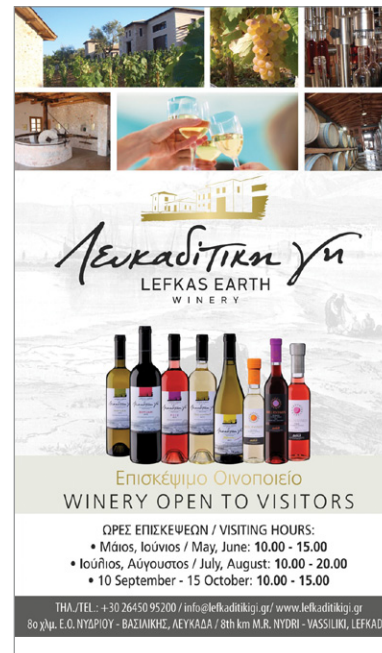
Front cover

10,5 cm (width) x 2,2 cm (height)



Back cover

11,7 cm (width) x 19,8 cm (height) (plus 0.5 cm bleed)

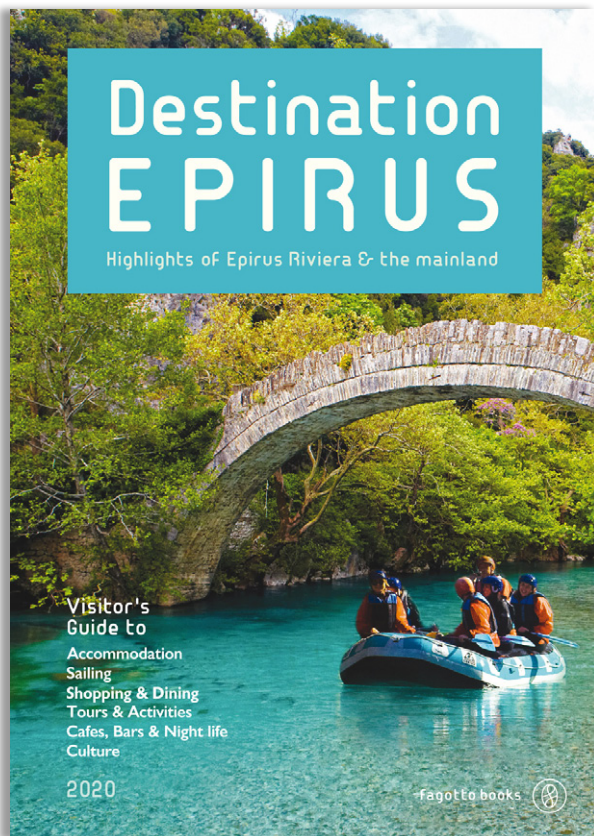


“B” back cover

11,7 cm (width) x 14,7 cm (height)
(plus 0.5 cm bleed)

Destination Epirus

A new, contemporary publication for the promotion of Epirus Riviera



With years of experience in tourist publications for Lefkada island and knowing how to successfully promote the material to all international tourism events, the new **Destination Epirus guide, Highlights of Epirus Riviera & the mainland** will meet effectively the needs of Epirus region to reach its target audience.

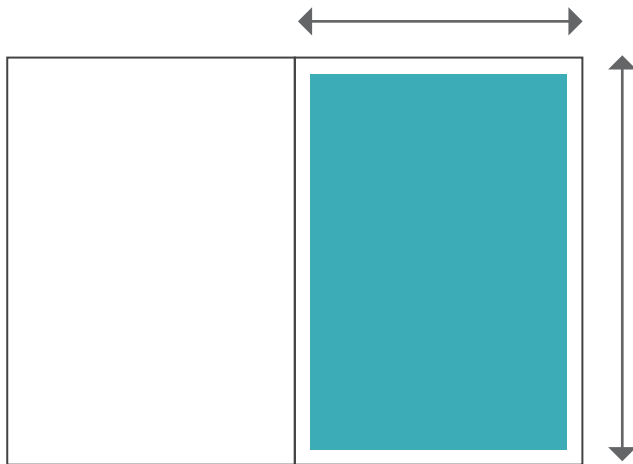
With rich photographic material, suggestions for accommodation, food, entertainment, shopping, alternative activities and interesting information about the area, it will be a useful tool for visitors.

Each year it will be distributed to the international tourism fairs and during the summer months, it will be available in the info kiosk as well as in hotels, rooms for rent, villas, etc.

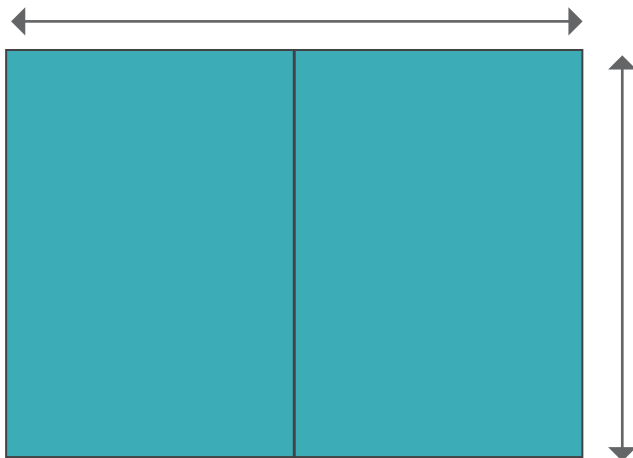
It will also be available in **digital form** with active links to all the businesses in the guide.



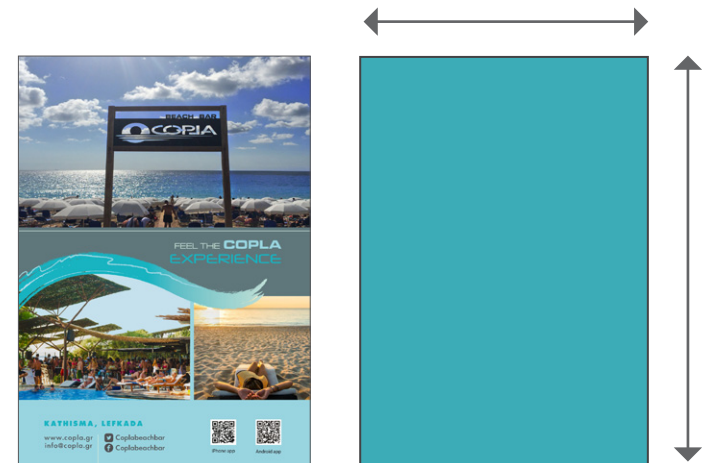
Registration deadline is the
20th of September of every year /
Prices starting from 240€.



Full page
14.5 cm (width) x 21.5 cm (height)



**Premium double pages
(p. 2-3)**
34 cm (width) x 24 cm (height)
(plus 0.5 cm bleed)



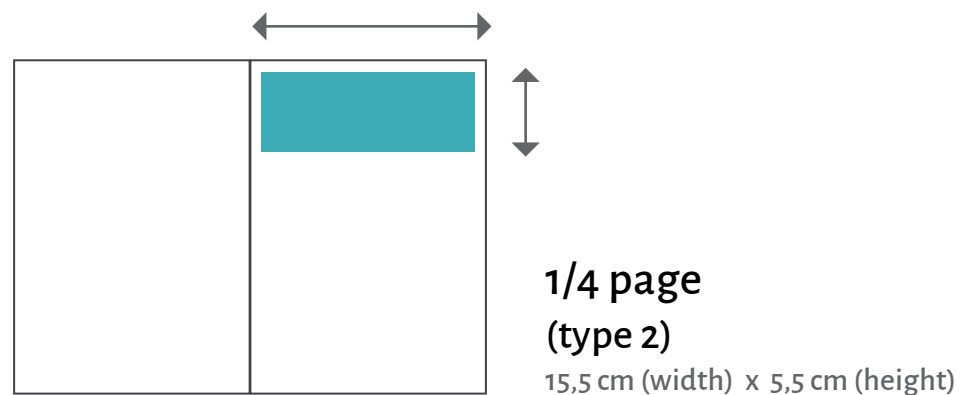
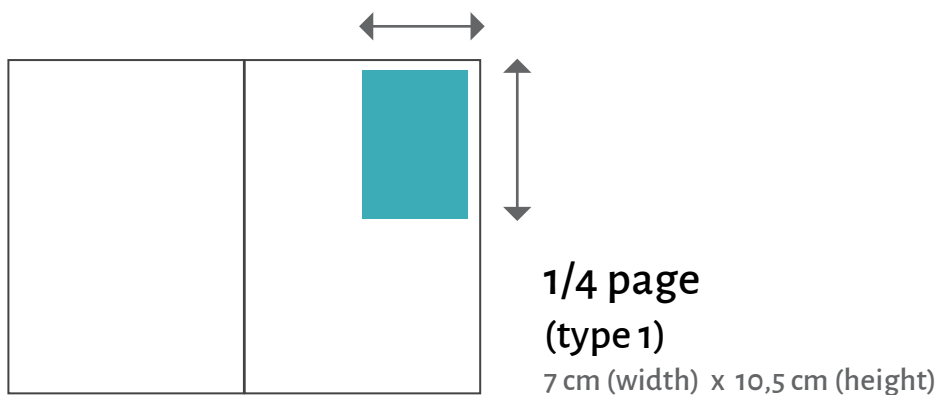
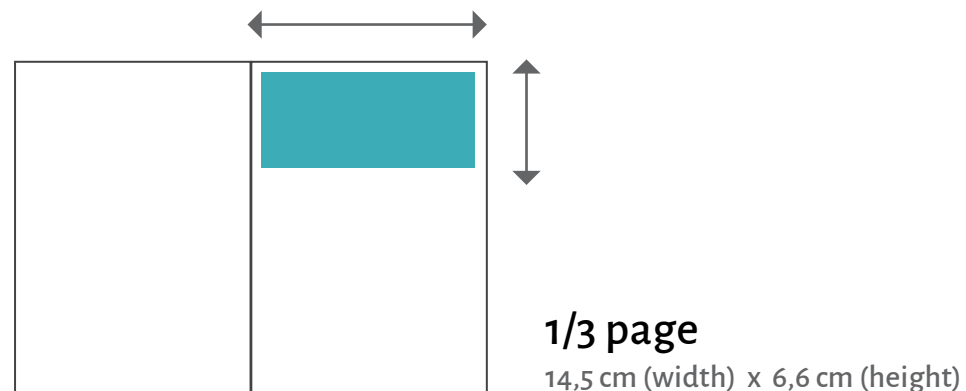
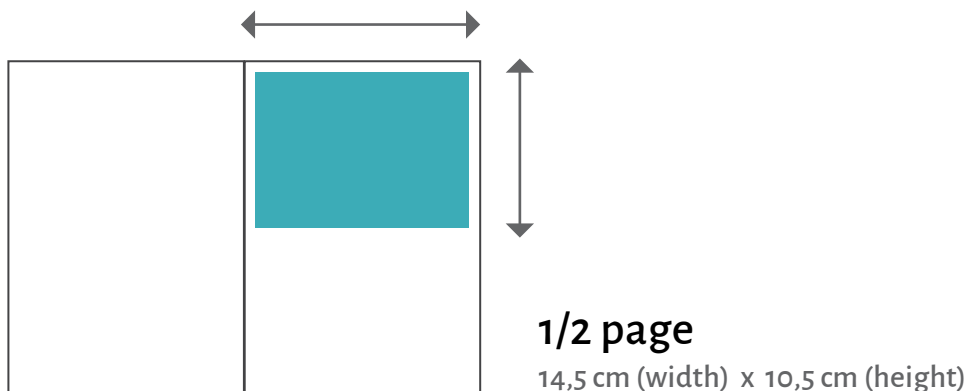
Premium pages:

Back cover

“B” & “C” cover pages

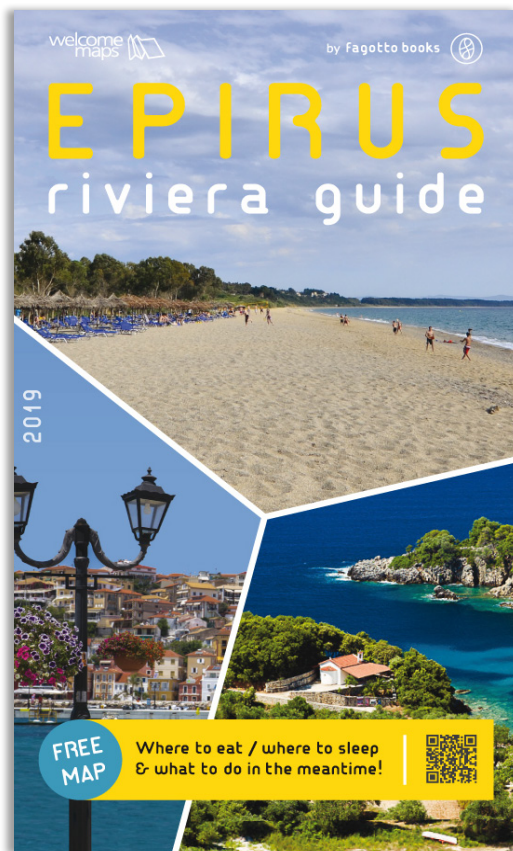
First and Last page

17 cm (width) x 24 cm (height) (plus 0.5 cm bleed)



Epirus Riviera guide

A new useful advertising map for the visitor of Epirus Riviera



The promotional map **Epirus Riviera guide** was first issued in 2018. Since then, it is printed in 30.000 copies every year and is being distributed through all of our advertisers and several other key distribution points such as: Bus Stations, travel agencies, national tourism exhibitions, GNTO offices, car rental agencies, selected accommodation facilities in Epirus.

The map is particularly useful for visitors who through the interesting routes will discover the Epirus Riviera and all the points of interest it presents but also suggestions for accommodation, food, activities and all the services that will be useful during their stay.

Registration deadline is the end of April of every year / Prices starting from 110€.

detailed maps showing the location of the advertised companies



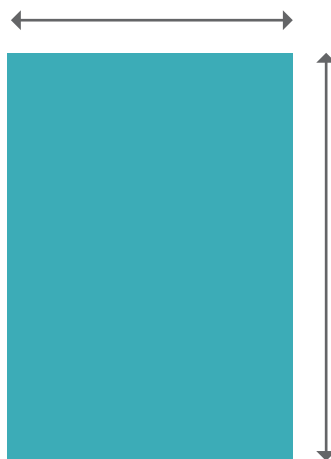
useful information and tips





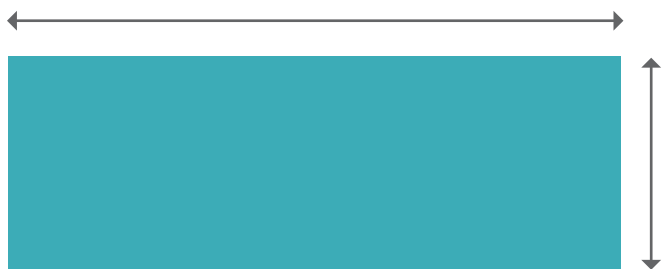
large

9 cm (width) x 6 cm (height)



medium

4,2 cm (width) x 6 cm (height)



small B

9 cm (width) x 2,7 cm (height)



Back cover

11,7 cm (width) x 19,8 cm (height)
(plus 0.5 cm bleed)



"B" back cover

11,7 cm (width) x 14,7 cm (height)
(plus 0.5 cm bleed)

Additional benefits for those advertised

By participating in the booklet Destination Lefkada, Destination Epirus

- You gain **parallel promotion from the digital edition** of the booklets which contain active links of all your advertisements.
- You get a special **discount** for an advertisement in the **Lefkada Slow Guide** webpage.
- You gain a 20% to 40% **discount** on advertisements in the advertising maps **Lefkada Guide** and **Epirus Riviera guide**.
- You get **free copies** of the publications for the entire tourist season.

By participating in the advertising maps Welcome maps: Lefkada Guide and Epirus Riviera guide

- You gain **parallel promotion** in the digital edition of the map.
- You get a special **discount** for an advertisement in the **Lefkada Slow Guide** webpage.
- You get **free maps** for your customers for the entire season.

Special rates apply for the businesses that also want to be advertised in the Lefkada Slow Guide webpage which simultaneously offers additional promotion on social media.

The absolute combination for advertising your business to your target market

Print media listings



Digital media listings

LEFKADA SLOW GUIDE



Social media promotion



Business presentation on Lefkada Zin articles



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 quote 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.

Material required for our advertising products

- For artwork submission: file in exact size, jpg / tif / pdf format, CMYK, 300dpi.
- For artwork creation: High resolution photos (1.5 MB and above), high resolution company logo (300dpi), contact info that you want to be displayed in English.

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
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