

# Levi Lapland

## Why Advertise with us?

The content of levi-lapland.com is very specific and relates to a niche tourist area in Lapland. The area is popular with families and couples looking for year round activity holidays including golf and skiing as well as Christmas trips to see Santa Claus. Our traffic is of a high quality consisting mainly of people planning to visit the resorts of either Levi or Yllas.

levi-lapland.com is a very reputable site that portrays a high level of credibility to it's readers. We often have emails coming through from readers who are looking for us to recommend places to stay or from people looking for jobs at the resorts. We are pleased to have such an impact on our readers and will always try to point any enquiries in an appropriate direction to acquire the relevant information.



levi-lapland.com is a Raw Snow Media Ltd site. We are a professional business that treats it's customers in a friendly and respectful manner. At Raw Snow Media we have a flexible approach to our advertisers, if you have any questions or requirements that are not covered by this media pack we will be happy to discuss them. Please email [advertise@raw-snow-media.co.uk](mailto:advertise@raw-snow-media.co.uk) and we will endeavour to meet your requirements.

# Levi Lapland



## The Traffic Demographics

The majority of our visitors are interested in the region in general, the ski resort, accommodation, climate and the northern lights.

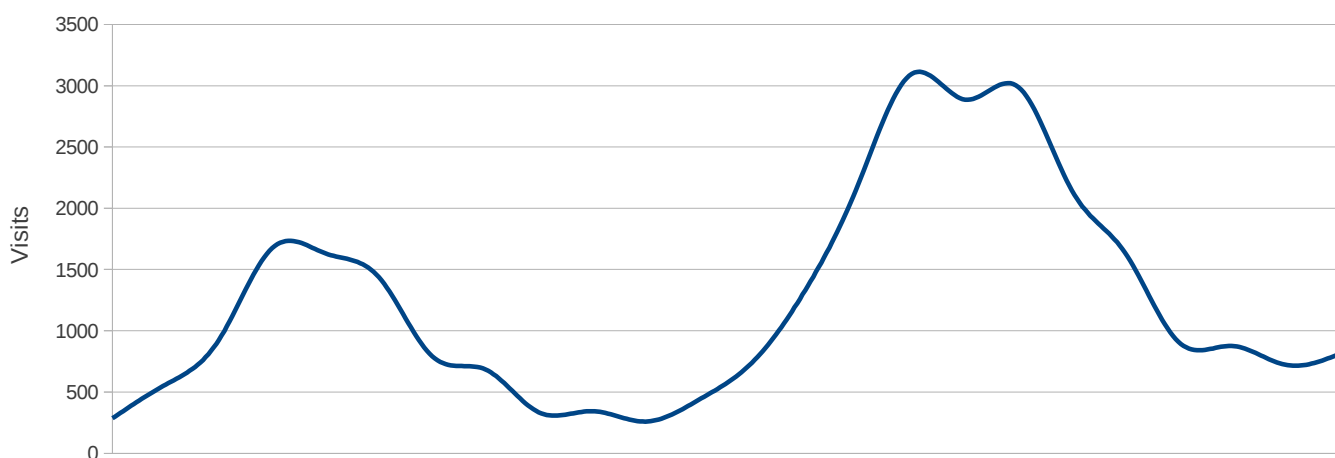
55% of the traffic comes from the UK, 7% from Finland. These are the main tourist nationalities that visit the resort. The remainder are visitors from all around the world with Netherlands, Norway, USA and Sweden all featuring in the top 10.

Our traffic analysis indicates that most of the readers that visit our site are planning a trip to Levi some of these have booked and are looking for more information, while others are looking for information on where and how to book.

## Monthly Figures

The graph in Figure 1 below shows the traffic levels on the site from the beginning of August 2009 through to the end of July 2011. The substantial increase in traffic during the second winter season is due to increased rankings from ongoing SEO strategies alongside the natural growth gained as [www.levi-lapland.com](http://www.levi-lapland.com) has become a well established and respected website in the field. We have been experiencing around a 65% growth rate year on year since our launch in 2008.

Figure 1





# Levi Lapland

## Seasonal Influence

Around 70% of the yearly visitors come to the site during the winter season. This is a direct reflection on the seasonal visitor numbers at the resort. The winter is a much more popular season.

## Search Engine Rankings

Our constant SEO activities have helped us to achieve exceptionally high rankings for the following 6 search terms:

- Levi Lapland
- Levi Ski Resort
- Levi Finland
- Levi Accommodation
- Finland Ski Resorts
- Finnish Lapland.

## Advertising Options and Prices

Advertisement prices are based on 1000 impressions, should you wish to order more than 10000 impressions please contact us to discuss. The table (Figure 1) below shows the prices for the 3 different advert sizes.

Figure 2

Advertisement Dimensions	Price per 1000 impressions
125 x 125 Button	£8.00
468 x 60 Banner	£10.00
160 x 600 Sky Scraper	£14.00

See Figure 3 (below) for advertisement location information.



Experience the beauty  
of Finnish Lapland

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## Levi Lapland

[Home](#) [Key Facts](#) [Accommodation](#) [Winter](#) [Summer](#) [Gallery](#) [Links](#)

### Finland - Levi Lapland

Levi Finland is [located](#) in the Kittilä region of Finnish Lapland, the northern part of Finland and is famous for it's fell Levitunturi. Levi is used as a [ski resort](#) in the [winter](#) months between October and June, and for [mountain biking](#) in [summer](#). The nearest airport is in Kittilä, around 15 minutes away by car or bus.

The area surrounding Levi Finland is relatively flat making it great for other activities such as, cross-country skiing, Nordic walking, dog sledding and hiking. It also means that the views from the top of Levi fell are astounding, on a clear day you can see for miles. With all the activities on offer and the opportunity to see the [northern lights](#) or [midnight sun](#), Levi Lapland is an excellent holiday destination all year round.



Within close proximity of Levi you can find the home of Santa Claus and a snow village (winter only) housing a restaurant, hotel and bar completely made from ice. There are also various fishing haunts and a world class golf course for the [summer season](#). Whether it's the slopes that you're after or any of the other sights and activities in the area, you can be sure that Levi Lapland will entertain the whole family.

The local [language](#) is Finnish, so learning a few words and phrases before visiting Levi Finland is a good idea, however, as with most tourist destinations almost everyone speaks English so you shouldn't have a problem getting by. The most important advice by far, for anyone planning a trip to Finland and specifically Levi Lapland is to know what weather to expect and dress accordingly. In the summer months the [temperature](#) can get up to around 30°C, but generally stays around 20°C, mosquitoes can be a problem here so insect repellent is a must! In the winter months the [temperature](#) has been known to go as low as -50°C so thermal base layers and face masks are essential. Do your research and equip for the conditions. If you're not sure where to get this from, check out [Simply Piste](#) and [Surfmountain.com](#) as they have a good range of thermal base layers and ski wear on their websites.

This site on Levi Lapland, Finland intends to give you access to all the information you will need to plan for and organise your ideal trip to this part of Finland and the Arctic paradise.

Have a business that services Levi Lapland in Finland? [Advertise with us](#)

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The left hand column of the page is ideal for both the 160x600 Skyscrapers and the 125x125 Buttons.

The positioning on the left of the page ensures good visibility for the visitors as they read from left to right..

The 468x60 Banners are located at the bottom of the main page section below the body of text. This is a high visibility area designed to catch the eye of the reader as they have reached the bottom of the article and are deciding where to go next.

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We offer 3 different methods of placement for your adverts on :

Figure 4

Method	Description
Intensive	Your advert will be displayed on every page of the site giving you high visibility for a short space of time.
Targeted	Your advert will appear only on the pages that you have specified, allowing you to target your products at specific types of reader.
Paced	Your advert will appear randomly across all the pages in the site, over a longer period of time than the intensive method. Please note that other adverts may appear in between showings of yours.

Our effective ad management software allows us to record the impressions of your advertisement whilst filtering out any visits from robots and maintenance traffic. This ensures that your advert is receiving 1000 genuine impressions.

## Advert Specifications

- JPEG, GIF and Flash ads are accepted
- Please keep the Flash frame rate of adverts to a maximum of 18 frames per second
- The site background colour is #F2FAFA adverts with this or a similar colour background must have a border
- Animations must not exceed 30 seconds in length
- Please ensure your advert is correct before it is launched as no changes can be made after insertion

## How to Get in Touch

If you would like to promote your business on [levi-lapland.com](http://levi-lapland.com) please email [advertise@raw-snow-media.co.uk](mailto:advertise@raw-snow-media.co.uk) with details of the type of advertisement that you would like to purchase. Alternatively you can fill in the contact form on the [levi-lapland.com](http://levi-lapland.com) site.

If you have any other questions or propositions regarding advertising on [levi-lapland.com](http://levi-lapland.com) please email [advertise@raw-snow-media.co.uk](mailto:advertise@raw-snow-media.co.uk) with details. We are currently looking into the possibility of offering space for Online Job advertisements for businesses that service the Levi area. If you are a company that has job opportunities in Levi or Yllas please let us know.