



Russian-language websites and social media channels about Finland

Review, February 2021

Aleksandra Shakhnovich & Renata Akzhigitova

**BUSINESS
FINLAND**



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Foreword

We came up with the idea to conduct a review on the web-based Russian-language channels after receiving a question during one of our webinars. While speaking about tourists from Russia, we mentioned “a number of private-owned Russian-language websites dedicated to Finland”, and subsequently were asked to provide a list of them. Back then, we did not have the list but we made the decision to compose it as Russian travelers have been the biggest group of international travelers in Finland already for many years. Taken into account the crucial role of the mother tongue for searching information for most Russians, our next step was to roll up our sleeves and start the search and analysis.

For easier reading, this report is divided into two parts: the first part covers the websites and web portals about Finland, and the second explores different groups and communities dedicated to Finland in the Russian-language social media.

During the search we found 29 Russian-language websites about Finland and its touristic aspects, culture and lifestyle. While some websites contain only general information about Finland in Russian, some of them offer ready bookable tours by websites’ partners for use. Finally, some of the pages offer deeper insight into the Finnish society and culture, for example practical information for immigrants or views and perceptions of local inhabitants.

Regarding to social media sites, the search revealed 8 groups in Russian dedicated to Finland including tourism-related issues. Most of them showcase Finland from the dreaming stage of travel point of view, but some of them dive deeper into the local news and local culture.

We wish you a pleasant reading and hope you find this review useful.

Helsinki / Moscow
22.02.2021

Aleksandra Shakhnovich & Renata Akzhigitova

Websites, portals

Website name and link	eFinland https://e-finland.ru
Launched in	2009
Main topics	<ul style="list-style-type: none"> • general information about the country: history, culture, traditions, regions, cities, food • Finnish visa: how to apply and basic requirements • upcoming Finnish events • hotels and cottages with detailed description and booking option (through company partners) • 1 - 3-day trips to Finland and transfers • useful tips for tourists who travel by own car • addresses of supermarkets and outlets in 21 Finnish cities • information on queues at the Russian-Finnish border checkpoints via web-cameras
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 60 000 – 117 000 monthly visitors for the last 2 years. • Over 3200 different keyword positions in TOP-10 search positions in RU Google about Finland, especially general country information. • Most popular keywords are general: “Finland”, “Map of Finland”, “Licorice candies”, “Work in Finland”.
SoMe, followers checked in December 2020	https://vk.com/efinland 27,3K followers, main channel https://www.facebook.com/efinland.ru 0,5K followers https://www.instagram.com/efinland 0,3K followers, last update in 07/2019
Latest news	up-to-date, more news are available on SoMe channels
Email	editor@e-finland.ru

Website name and link	Finkanikuli (Finnish vacations) http://finkanikuli.ru
Launched in	2013
Main topics	<ul style="list-style-type: none"> • 11 articles offering main facts and useful tips for tourists: how to get from Russia to Finland, kid friendly locations, ski resorts, car rentals, shopping, Rovaniemi, weather conditions by months
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 100-300 monthly visitors for the last 2 years. • Website has 26 positions in TOP-10 RU Google search. • Most popular keywords are general questions about Finland: "Finland language", "What language is spoken in Finland", "Time in Finland now".
SoMe, followers checked in December 2020	none
Latest news	2014
Email	not mentioned

Website name and link	Finland Guide https://finlandguide.ru
Launched in	2018
Main topics	<ul style="list-style-type: none"> • shopping • visa • border crossing info • seasonal work
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 0-300 monthly visitors for the last 2 years, number of visitors depends strongly on the month. The traffic growth started only in November 2019. • Page has 49 keywords in TOP-10 positions. • Most important keyword positions are about shopping or working in Finland; for example “Finnish butter”, “Work in Finland reviews”, “Finnish shoe brands”, “Capri Imatra”, “Work in Finland in greenhouses”.
SoMe, followers checked in December 2020	none
Latest news	January 2020
Email	not mentioned

Website name and link	Finlyandia: Yazyk, Kultura, Istorija (Finland: language, culture, history) https://www.suomesta.ru
Launched in	2013
Main topics	<ul style="list-style-type: none"> • a host of articles, some with deep insight, about Finnish history and such aspects of culture as literature, music, movies, songs, religion, cuisine • Finnish mindset • Finnish language lessons, dictionaries and vocabularies (general, medical) • Finnish regions and their main cultural and nature sights
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 445-2366 monthly visitors for the last 2 years. • Website has 124 positions in TOP-10 RU Google search. • Most popular keywords are language-related questions: "Finnish words", "Dictionary of Finnish words".
SoMe, followers checked in February 2021	https://vk.com/public65909410 7,1K followers https://www.facebook.com/groups/561463427319922/ 1,4K followers https://ok.ru/group/52420229857467 43 followers
Latest news	up-to-date
Email	alekros@yandex.ru

Website name and link	Finmaa http://finmaa.com
Launched in	2012
Main topics	<ul style="list-style-type: none"> • accommodation facilities • restaurants • shopping and services • kid travel • car rentals and transportation • culture and education • health and beauty • real property and financial service companies for business
Website traffic, reviewed by SemRush tool in January 2021	<ul style="list-style-type: none"> • Website seems to be abandoned: maximum number of monthly visitors during 01/2019-01/2021 was around 26. • Page has 7 keywords in RU Google TOP-10 search results. • Most popular keywords are about travel and Finnish culture: "Svetogorsk tax free", "Finnish modern painters", "Shop Intersport in Lappeenranta".
SoMe, followers checked in February 2021	https://vk.com/finmaa 2.4k followers
Latest news	May 2018
Email	info@finmaa.com

Website name and link	Finnish.ru http://finnish.ru
Launched in	2003
Main topics	<ul style="list-style-type: none"> • general information about the country: history, culture, music, traditions, food, education • practical info for tourists: Finnish visa, insurance, customs regulation, driving in Finland • accommodation facilities: hotels, spa-hotels, hostels and camping • leisure: events, museums, outdoor activities, waterparks, shopping • information on 7 Finnish cities: history, map, trips, hotels, events
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 1600 – 4100 monthly visitors for last 2 years, depending on time of the year. • About 190 keywords in TOP-10 search positions in RU Google. • Most popular keywords are pretty much about general country information: “Finnish surnames”, “How to say hello in Finnish”, “Finland time”, “Finnish polka text”.
SoMe, followers checked in December 2020	https://m.facebook.com/finnish.ru 2,5K followers https://www.instagram.com/finnish.ru 3,6K followers https://vk.com/finnish_ru 2,4K followers
Latest news	Less updates in 2020 due to COVID pandemic, otherwise updates are regular, more news are available on SoMe
Email	contact@finnish.ru

Website name and link	Finntalk http://finntalk.com
Launched in	2012
Main topics	<ul style="list-style-type: none"> • general country information: key facts, education, healthcare system • visa • main tourist attractions in 18 cities • city breaks • traveling by car • shopping
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 40–100 monthly visitors for the last 2 years, number of visitors depends strongly on the month. • Page has 17 keywords in RU Google TOP-10 positions. • ;ost traffic-generating keywords are about traveling to and within Finland: “Kouvola shops”, “Waterpark in Lappeenranta photo”, “Reasons of Finnish visa refusal”, “How to get parcel in Finland”, “Orthopedics in Finland”.
SoMe, followers checked in December 2020	none
Latest news	March 2019
Email	not mentioned

Website name and link	<p>FinTrip</p> <p>https://fintrip.ru</p> <p>The website belongs to the travel company registered under the legal name BK Travel Group (БК Тревел Групп). The website combines info portal about Finland and services of a bus and travel agency.</p>
Launched in	2011
Main topics	<ul style="list-style-type: none"> • 1 – 3-day tours from Saint Petersburg to Finland • schedules of ferries, cruises and buses • transfer and car sharing services • Finnish visa • general information about the country: holidays and events, weather, 10 Finnish cities, fishing rules, regulations on alcohol & tobacco, everyman's right, medical services • practical info for tourists: tax free, medical insurance, customs, public transportation in Helsinki • tips for drivers: green card to drive in the EU, cross border checkpoints, traffic regulations • shopping: supermarkets, local brands, sales • how and where to buy vehicles and property in Finland
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 1600 – 4100 monthly visitors for the last 2 years, depending on time of the year. • 436 keywords in TOP-10 positions in RU Google search. • Top search positions are about concrete information for tourists and shoppers: “Price of iPhone 11 in Finland”, “Rauha waterpark”, “Buy shoes in Finland”.
SoMe, followers checked in December 2020	<p>www.instagram.com/fin_trip 148 followers</p> <p>https://vk.com/fintrip_ru 0,6K followers</p>
Latest news	latest news on website is dated 20 March 2020 / in SoMe 24 July 2020
Email	<p>mail@fintrip.ru</p> <p>office@fintrip.ru</p>

Website name and link	Fin-Ware https://fin-ware.ru
Launched in	2013
Main topics	<ul style="list-style-type: none"> • country information: regions, map, holidays, culture, cuisine • visa • traveling by different modes of transport • shopping • hotels in 7 cities • sights, attractions and activities: fishing, aqua parks, ski resorts, cruises
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 2800 – 5200 monthly visitors for the last 2 years. • 546 positions that are in RU-Google’s TOP-10 search results. • Webpage’s best search positions refer mostly to shopping-related keywords, such as “Finnish butter”, “Sport shops in Lappeenranta”, but there are also good search positions in more generic keywords: “Finnish Father Frost”, “Finnish nature”.
SoMe, followers checked in December 2020	https://vk.com/public179899953 www.instagram.com/finland_guide/?hl=ru 300 followers
Latest news	up-to-date
Email	admin@fin-ware.ru

Website name and link	<p>Hei hei.ru</p> <p>https://www.heihei.ru</p>
Launched in	2018
Main topics	<ul style="list-style-type: none"> • society and local life (health care, salary, taxes) • education • train and bus schedules from Russia to Finland • festivals and public holidays
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • Website seems to be pretty new; while there was almost no traffic from Google searches in April 2019, number of visitors had a rapid growth from the end of 2019 reaching almost 1000 visitors in December 2020. • Website has approximately 96 keywords in RU Google TOP-10 searches. • Most traffic-generating keywords are about country in general: “Finnish maidens”, “Finnish maiden” (in Russian, same word can describe Finnish maiden and Finnish knife, so the latter keyword ensures that user will find information about women, not knives), “Hospitals in Finland”, “Massage in Helsinki”.
SoMe, followers checked in December 2020	<p>https://vk.com/heiheiru</p> <p>54 followers (last post was published in May 2020)</p>
Latest news	August 2020
Email	info@heihei.ru

Website name and link	Helfi http://helfi.ru
Launched in	2013
Main topics	<ul style="list-style-type: none"> • all about Helsinki: key facts, transport, sights, museums, hotels, cruises, restaurants, kid friendly attractions, events • there are also key facts about other destinations (Poland, Hungary, Kazakhstan)
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 70-900 monthly visitors for the last 2 years, significant growth in visitor traffic started after December 2019. • Website has about 30 positions in RU Google TOP-10 search results. • Most traffic-generating keywords are tourism-related: “Map of trams, Helsinki”, “Saint Petersburg Finland distance” etc.
SoMe, followers checked in December 2020	none
Latest news	2019
Email	seifering2@gmail.com

Website name and link	I Go to Fin www.igotofin.ru
Launched in	2009
Main topics	<ul style="list-style-type: none"> • practical info for tourists planning a trip to Finland (visa, tours, accommodation facilities, customs regulations, travel insurance) • general info about the country: history, climate, food, transport • ski resorts and waterparks • kid-friendly attractions • shopping • fishing • 9 Finnish cities
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 520 - 2100 monthly visitors for the last 2 years. Number of visitors is somehow remaining also during COVID pandemic • Company has 179 keywords in TOP-10 positions in RU Google search results. • Most popular keywords are “Allegro timetables” , “Helsinki grocery stores”, “Imatra”, “Travel agencies to Finland from St. Petersburg”, “From Sortavala to Finland”.
SoMe, followers checked in December 2020	none
Latest news	2019
Email	info@igotofin.ru

Website name and link	In Finland www.in-finland.ru
Launched in	2009
Main topics	<ul style="list-style-type: none"> • visa, border crossing and customs • public holidays, festivals and other events • transportation • leisure: fishing and hunting, cottages, bus tours, useful info for traveling by own car • shopping • running business in Finland
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 40– 250 monthly visitors for the last 2 years, number of visitors depends strongly on the month. • Webpage has 21 keywords in RU Google TOP-10 positions. • Most traffic-generating keywords are about transportation: “Finnord bus”, “Turku St. Petersburg”, “St. Petersburg Turku Finland”.
SoMe, followers checked in December 2020	none
Latest news	up-to-date
Email	info@in-finland.ru

Website name and link	Into Finland https://intofinland.ru
Launched in	2014
Main topics	<ul style="list-style-type: none"> • moving to Finland • own business • job • education • tourism: sights, museums, nature, hotels, camping sites, events, medical tourism, shopping • personal blogs (about Finland and general topics)
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 1500-2500 monthly visitors for the last 2 years, in Nov 2020 there was an unusual peak when regular number of visitors doubled. • Website has 228 positions in Google search TOP-10 results, but some words are irrelevant to Finland: by some reason, 48% of current website search engine traffic came from keyword “asparagus”. • Other most popular keywords for the website are more related to immigration than tourism in general, for example “How to move to Finland”, “Yki testi”, “pension in Finland”, “Moving to Finland”, “Facts about Finland”.
SoMe, followers checked in December 2020	www.instagram.com/intofinland/ 487 followers
Latest news	No fresh news, only articles and blogs. Last blog update 10/2020.
Email	info@intofinland.ru

Website name and link	<p>Karti Finlandii (maps of Finland)</p> <p>http://www.karta-finland.ru</p> <p>The website belongs to fincot.ru, a cottage rental company, that specializes in renting cottages located in Finland and Russian Karelia</p>
Launched in	2008
Main topics	<ul style="list-style-type: none"> • maps of ski resorts and key info • maps of fishing sites and types of fish • maps of shop and gas station locations • maps of snow depth and ice thickness (up-to-date) • maps of cross-country ski trails
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 300 – 2000 monthly visitors for the last 2 years, depending on time of the year. • 69 keywords in TOP-10 positions in RU Google search. • Top search positions are about skiing and maps: “Ski resorts Finland”, “Cross-country skiing Finland”, “Map of Finland for Navitel”.
SoMe, followers checked in December 2020	none
Latest news	none
Email	online form

Website name and link	Kid Finland www.kidfinland.ru
Launched in	2019
Main topics	<ul style="list-style-type: none"> • kid-friendly attractions, activities and events in 15 Finnish cities incl. transportation, hotels, restaurants and shopping information
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 180-540 monthly visitors for the last 2 years. • Website has 41 positions that are in Google's TOP-10 search results • Webpage's best search positions refer mostly to shopping-related and practical issues, such as: "Kouvola shops", "Imatra shops", "Children's clothes in Lappeenranta", "Parking in Turku", "How to get to Porvoo from St. Petersburg"
SoMe, followers checked in December 2020	https://vk.com/kidfinland 6,5K followers www.facebook.com/Kidfinland/ 26 followers
Latest news	website – 2019, social channel – May 2020
Email	anna@aloco.ru contact@finnish.ru

Website name and link	My Finlandia https://myfinlandia.ru
Launched in	2018
Main topics	<ul style="list-style-type: none"> • general info: how to get, visa, different modes of transport • travel info: sights attractions, ski resorts, hotels, tours • lifestyle, food, culture • shopping • permanent residence
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 0 – 8 000 monthly visitors for the last 2 years. Interesting is, that the traffic started to grow in April 2020, after border closure due to pandemic, and the growth seems to be continuing, which seems unusual in COVID circumstances. • Website has 636 TOP-10 positions in RU-Google searches. • Most popular positions are general country-related keywords such as “Finland on the map”, “Finnish maiden”, “Licorice”.
SoMe, followers checked in December 2020	https://vk.com/public190669850 863 followers
Latest news	up-to-date only on SoMe channel (that was launched in Jan 2020)
Email	not mentioned

Website name and link	Pro Finland (about Finland) https://profinland.ru
Launched in	2017
Main topics	<ul style="list-style-type: none"> • work visa, opening an own company, unemployment compensation and other info for immigrants • Finnish language
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 0– 100 monthly visitors for the last 2 years, number of visitors had a significant growth in April 2020. • Page has 10 keywords in RU Google TOP-10 search positions. • Most traffic-generating keywords are about being in Finland: “How refugees do live in Finland”, “How to pay parking fee for parking in Finland”, “Uusimaa”.
SoMe, followers checked in December 2020	www.facebook.com/finlandlife 87 followers
Latest news	2018 on the website and May 2019 on the social channel
Email	not mentioned

Website name and link	Russian.fi http://www.russian.fi/
Launched in	2002
Main topics	<ul style="list-style-type: none"> • living in Finland: education, job, business, real property, religion • local life discussions • public holidays and events • photos
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 4 900 – 8600 monthly visitors for the last 2 years. • Page has 235 keywords in RU Google TOP-10 search positions. • Most traffic-generating keywords are about being in Finland and Finnish society: “Finnish news in Russian”, “Mol.fi in Russian”, “Finland in Russian (language)”.
SoMe, followers checked in December 2020	none
Latest news	up-to-date
Email	online form

Website name and link	<p>Stop in Finland</p> <p>www.stopinfin.ru</p>
Launched in	2003
Main topics	<ul style="list-style-type: none"> • travel to Finland, info about driving in Finland • history • food and restaurants, shopping and discounts • fishing, hunting and berry picking • customs and border control, visa and consulate • cottages • sports and outdoor activities • festivals, traditions and holidays in Finland • Helsinki
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 200-1200 monthly visitors for the last 2 years. At PRE-COVID website had about 1000 monthly visitors, after COVID their amount reduced notably. • Website has 71 TOP-10 positions in RU Google search results. • Most popular keywords to find the site are “Kotka”, “Where to eat”, “Finnish strawberry”, “Helsinki library”, “Teemu Selänne”, “Finnish Consulate”.
SoMe, followers checked in December 2020	<p>https://vk.com/stopinfin 7,6K followers</p> <p>www.instagram.com/stopinfinland/ 0,5k followers</p>
Latest news	up-to-date but only on VK (articles on the website are dated back to 2011-2017, Instagram uploaded rarely)
Email	info@stopinfin.ru

Website name and link	<p>Strana Suomi (country Suomi)</p> <p>http://strana-suomi.ru</p> <p>Website belongs to Sealine, a travel agency in Moscow</p>
Launched in	2007
Main topics	<ul style="list-style-type: none"> • tourist information: cottages, fishing, ski resorts, shopping, 5 cities with main attractions • tours and cruises (2-5 days) • visa • country profile: history, culture, traditions, food, prices
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • Website had approximately 11-208 monthly visitors for the last 2 years, with significant drop of monthly visitors in late 2019. • Website has 16 TOP-10 search positions in RU Google. • Most popular keywords are related to tourism and general country info: "What to see in Finland in 3 days", "Geographical location of Finland", "Lapland is".
SoMe, followers checked in December 2020	none
Latest news	2011
Email	office@turanga.ru

Website name and link	Suomik https://suomik.com
Launched in	2011
Main topics	<ul style="list-style-type: none"> • key fact about the country, history, education, job, business, sports, immigration, real property, • Finnish cities and their tourist attractions • tips for tourists: shopping, bus tours, fishing, cottage rental
Website traffic, reviewed by SemRush tool in January 2021	<ul style="list-style-type: none"> • Website had 51-238 monthly visitors for the last 2 years. • Website has 35 positions in RU Google TOP-10 search results. • Website's most traffic-generating keywords are mostly related to country general image and culture: "Finnish national dress", "Multi-storey wooden houses", "Hiidenvuori mountain"
SoMe, followers checked in December 2020	none
Latest news	up-to-date
Email	marishkasunrise@gmail.com

Website name and link	Terve https://terve.su
Launched in	2011
Main topics	<ul style="list-style-type: none"> • tourists attractions in Finland and other Northern Europe countries (sights, ski resorts, places to go with kids) • Finnish food • Finnish business culture and other work-related topics • most famous Finns
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • Between 350 and 3 800 monthly visitors for the last 2 years, number of visitors has dropped significantly after border lockdown in March 2020. • Page has 75 keywords in RU Google TOP-10 positions. • Most popular keywords are about general, immigration and tourist topics: “Business in Finland for Russians”, “How houses are warmed in winter in Finland”, “Tokmani”, “Finland mountains”
SoMe, followers checked in December 2020	https://vk.com/tervegroup 16k followers
Latest news	up-to-date
Email	online form

Website name and link	Terve Suomi http://terve-suomi.com
Launched in	2014
Main topics	<ul style="list-style-type: none"> • transportation to Finland • festivals • culture (museums and exhibitions) • outdoors • shopping • about Finland (holidays, education, society) • Finnish regions
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • Website had 600-2100 monthly visitors for the last 2 years • Website has 120 keywords in TOP-10 RU Google search positions. • Website has good search positions about concrete information about Finland, such as “Helsinki library”, “Imatra shops”, “Imatra second hand”, “Airports of Finland”
SoMe, followers checked in December 2020	none
Latest news	up-to-date
Email	tervesuomi@yandex.ru

Website name and link	To Finland http://to-finland.ru
Launched in	2007
Main topics	<ul style="list-style-type: none"> • documents for travel (visa, car insurance, customs declaration, traveling with children) • useful tips for drivers and tourists without own car • cottages • fishing • cruises • shopping • waterparks
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • Website had 10-210 monthly visitors within last 2 years period. • There are 18 positions that are in RU Google's TOP-10 search results. • The webpage's best search positions refer mainly to practical keywords, such as "Queues at Finnish border", "Is it possible to visit Finland without insurance", "Rent a motorhome in Finland". • Webpage seems to be abandoned in 2017 – no new updates since then.
SoMe, followers checked in December 2020	none
Latest news	2017
Email	post@to-finland.ru

Website name and link	Vse.fi (all about Finland) www.vse.fi
Launched in	2009
Main topics	<ul style="list-style-type: none"> • information on 12 Finnish cities: events, hotels, new museums, transportation • Finnish visa information • local cuisine and traditions • useful info for drivers: crossing the border by car, free parking, switching to winter tires, how to pay travel penalty fee for violating the traffic rules • in-store sales announcements • ski resorts
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • Between 1400 and 2000 monthly visitors within last 2 years period • Webpage has 170 positions in RU Google in TOP-10 search results. • Most popular keywords are general and tourist-related questions about Finland: “How to get an invoice”, “Finnish national holidays in November”, “Imatrankoski timetables 2019”, “Where to swim in Helsinki”.
SoMe, followers checked in December 2020	<ul style="list-style-type: none"> ➤ https://www.facebook.com/VseFinland 591 followers ➤ https://twitter.com/vsefinland 16 followers
Latest news	latest news is dated 29 March 2019
Email	info@vse.fi

Website name and link	Vse o Finlyandii (all about Finland) https://vseofin.ru/
Launched in	2011
Main topics	<ul style="list-style-type: none"> • useful info for Russian tourists: visa, green card, parking, tax free • accommodation facilities (hotels, hostels, camping sites) in the southern Finland i.e. in six cities including the capital
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • Website had less than 10 monthly visitors during last 2-year period. • Website has 0 positions in TOP-10 RU Google search and seems to be abandoned / not marketed.
SoMe, followers checked in December 2020	none
Latest news	April 2020
Email	online form

Website name and link	Turvfinland (tour to Finland) https://turvfinland.ru
Launched in	2016
Main topics	<ul style="list-style-type: none"> • main facts about the country: history, traditions, culture, public holidays, lifestyle • main tourist attractions in 8 cities • weather
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • 130– 900 monthly visitors within last 2 years, amount depends strongly on the month. • Webpage has 47 keywords in RU Google TOP-10 positions. • Typical keywords are general country questions with relation to history: “Average wages in Finland”, “Population of Finland”, “Soviet-Finnish war reasons”, “Soviet-Finnish war results”.
SoMe, followers checked in December 2020	none
Latest news	up-to-date
Email	not mentioned

Website name and link	Your Finland http://yourfinland.ru
Launched in	2012
Main topics	<ul style="list-style-type: none"> • Finnish society (some articles are heavily influenced by the specific author's opinion) • culture, traditions and language • useful tips for traveling by car • useful tips for traveling by bicycle • border control and customs • 3 regions: Imatra, Kuopio, Joensuu
Website traffic, reviewed by SemRush tool in December 2020	<ul style="list-style-type: none"> • Webpage had 50 – 200 monthly visitors within last 2 years, with amount depending strongly on the month. • Webpage has 17 keywords in RU Google TOP-10 positions • Most important keyword positions are about Finnish women and parking: “Finnish maidens”, “Finnish women”, “Parking clock in Finland”
SoMe, followers checked in December 2020	https://vk.com/club46213058 0,5K followers last post published in 2018
Latest news	March 2020
Email	dmitry.v.semenov@gmail.com

Blogs and SoMe channels

Channel name and link	<p>Finland Travel Blog / Finnloma</p> <p>https://finlandtravelblog.finnloma.fi</p> <p>This website belongs to the company with legal name Voyage Line www.voyage-line.com</p>
Launched in	2008
Main topics	<ul style="list-style-type: none"> • sightseeing attractions • cottages to rent (booking options for spring & summer 2021) • fishing • kid-friendly trips • major holidays and events
Website traffic (reviewed by SemRush tool in December 2020)	<ul style="list-style-type: none"> • Website is not as popular as SoMe pages at all; monthly visitors are between 250-400. • Less than 10 keywords in RU Google TOP 10-positions in search results with approximately other 10 positions in RU Google TOP-20 lists. • Most popular keywords for website search are related to cottage rentals and general searches like “Finland summer cottage rental”, “Suomi cottage rentals”, “Crayfish in Finland”.
SoMe, followers checked in December 2020	<p>https://vk.com/finland_loma 23,7K followers</p> <p>www.instagram.com/finnloma.fi/ 1,7K followers</p>
Latest news	up-to-date
Email	info@voyage-line.fi

Channel name and link	Finrix https://vk.com/finrix
Launched in	2017
Main topics	<ul style="list-style-type: none"> • country news, including politics (Yle publications are often used) • upcoming events • culture • interesting facts
SoMe analysis, followers checked in February 2021	<ul style="list-style-type: none"> • Group community in VK has some 24 770 followers and is posting several posts per day. Content may include news from 3rd parties (such as Yle news, Russian news and other sources), videos and photos. • Each post is seen by approximately 2,5K audience and each post gains 10-20 likes. Number of comments varies from post to post. Mostly there is no comments at all or only few comments, some topics get a lively discussion.
Latest news	up-to-date
Email	finrix.ru@gmail.com

Channel name and link	Finskaya skazka (Finnish fairytale) https://vk.com/vk_finland
Launched in	2011
Main topics	<ul style="list-style-type: none"> • Finnish nature photos (but photographers and photo rights are often not mentioned) • Nature videos
SoMe, followers checked in February 2021	<ul style="list-style-type: none"> • Community has approximately 64 250 followers. No updates since March 2020. Before that mostly atmospheric / dream stage content, photos and videos about Finland. • Each post was seen by 3 000-6 000 audience, had between 150-250 likes and 10-20 shares. No option for comments.
Latest news	March 2020
Email	not mentioned

Channel name and link	Na beregakh Pielisjoki (by the riverside of Pielisjoki) https://vk.com/public171453729
Launched in	2018
Main topics	The content of posts is very diverse: there are news from all over Finland and local news of the Northern Karelia region, recipes, interesting facts, photos from Finland etc.
SoMe, followers checked in February 2021	<ul style="list-style-type: none"> • VK group has some 6 130 followers. Group audience consists of local Finnish Russian-speaking inhabitants, but also tourists, and those, who like Finland and Joensuu region in general. • Each post has 10-150 likes, depending very much on content, some 1-20 shares and discussion in comments as well. • Group has several weekly posts.
Latest news	Up-to-date
Email	https://vk.com/elenaniemelainen

Channel name and link	Pro Helsinki (about Helsinki) https://prohelsinki.fi
Launched in	2012
Main topics	Website doesn't seem to be updated anymore; publishing content continues only on the social media channels <ul style="list-style-type: none"> • sightseeing attractions in Helsinki and nearby • lifestyle, shopping, events in the Finnish capital • photos of Helsinki
SoMe analysis, followers checked in February 2021	<ul style="list-style-type: none"> • VK group: group has approximately 15 300 followers. Posts in the group are very general, mostly about dream stage – thematic, but they also include some historical or otherwise interesting facts. Each post has between 60-300 likes, 2-20 shares and usually also comments. Group has several weekly posts. • Facebook group: same content and post frequency as in VK group. Approximately 10 200 followers, each post gains 100-400 likes, 5-35 shares and up to 50 comments. • Instagram group: same content and post frequency as in channels mentioned above. Approximately 3,8K followers. Each post has typically 220-400 likes and few comments. Content is written both in Finnish and Russian, so the page has also many native Finnish followers. Instagram account is updated with less frequency than company's other groups. • Twitter: last activity in 2015.
SoMe links	https://vk.com/prohelsinki 15,3K followers https://www.facebook.com/prohelsinki 10,2K followers https://www.instagram.com/prohelsinki/ 3,8K followers https://twitter.com/prohelsinki 0,4K followers
Latest news	up-to-date (only SoMe channels)
Email	Artur Kukov artur@quba.fi mob. +358 (40) 708-30-73

Channel name and link	Strana Finlyandia (country of Finland) http://strana.fi/
Launched in	2007
Main topics	<ul style="list-style-type: none"> • general country info incl. history, traditions, society • tourist attractions, museums, national parks • useful info for drivers: trips by car, green card, parking, traffic penalty fees • shopping and customs, visa • fishing, cottages, 10 cities
SoMe analysis followers checked in February 2021	<ul style="list-style-type: none"> • Main website of the company is clearly meant for the advertisers, and not for the end client. The content, as well as the audience, is in 4 different SoMe groups as follows: • VK group has about 8 700 followers. Posts in the group are very general, mostly about dream stage –thematic, but they also include some historical or otherwise interesting facts. Each post has between 10-100 likes, usually also comments and 0-20 shares. Group posting frequency is 1-2 times per week. • Facebook group: same content and post frequency as in VK group. Approximately 9900 followers, each post gains 10-100 likes, 0-10 shares and up to 10 comments. • Instagram group: same content as in channels mentioned above, but post frequency is notably lower. Approximately 1K followers. Each post has typically 70-100 likes and rarely comments. • Twitter: page was updated 1-2 times per week before COVID-pandemic, after pandemic started page tweeted many messages about COVID-situation in Finland, then kept a break of several months and published series of posts about Navalny situation (from Finnish perspective). Page does not seem to be updated frequently. • Yandex.Zen: this platform is a collection of articles of different topics and views. Company’s channel is dedicated to Finland and Finnishness. Posting to the channel seems to be most active during winter, early spring and autumn. Theme of posts varies a lot, but most used angle of entry seems to be “How do they live”.
SoMe links	https://vk.com/stranafi 8,2K followers https://www.facebook.com/strana.fi 9,9K followers https://www.instagram.com/strana_fi/ 1K followers https://twitter.com/ru_finland 2,1K followers https://zen.yandex.ru/finland 0,7K followers
Latest news	up-to-date (SoMe channels)
Email	info@strana.fi

Channel name and link	Visit Suomi https://vk.com/visitsuomi
Launched in	2012
Main topics	<ul style="list-style-type: none"> • sightseeing attractions • Finnish food recipes • raffles and contests • nature photos • culture topics: movies, traditions, holidays • tours by a Saint Petersburg tour operator PMP
SoMe analysis, followers checked in December 2020	<ul style="list-style-type: none"> • The VK community has some 121 500 followers. Content is posted on daily basis, 25-30 posts per day. • Content is versatile; there are photos of Finland, re-posts from other groups such as Visit Saimaa, SeaLife or Visit Espoo, videos, some news etc. • Each post gains 2 500 – 9 500 views and between 20-250 likes. Some posts get also comments and 1-15 shares.
Latest news	up-to-date
Email	Emails not mentioned Contacts: Jari Tapanainen https://vk.com/jartsa Valeria Zarubina https://vk.com/vallerika

Channel name and link	YuraPaPu www.youtube.com/c/yuraPaPu/videos
Launched in	2011
Main topics	<ul style="list-style-type: none"> • Videos tell about daily life in Finland: expenses, taxes, pension, healthcare, job search, moving to a new house, buying a car, shopping, vacations and weekend activities. • Author is a man probably in late 20s - early 30s who moved to Finland when he was 12 years old. • Tone-of-voice: simple, easily approachable, sometimes might sound a bit “controversial” (Finland vs. Russia), but generally in nice and diplomatic manner.
SoMe analysis, followers checked in December 2020	<ul style="list-style-type: none"> • 367K subscribers • up to 1M views per video • between 100 000 – 200 000 views per video • active audience • spoken ads in the beginning of the video or written ads in video description included almost in every video, brands seem to be not very related to the author himself
Latest news	up-to-date
Email	yurapapu@adisom.com