

SOME WHYS

Do people really know your brand online?

Readers are moving online in large numbers - away from print. The Web is where your brand needs to really stand out. Print magazines are increasingly in hotel rooms where they simply do not get read.

Search Engine Optimisation is not enough. SEO work is not enough. It makes you more visible. **But people still need a reason to visit.** They will first look for independent reviews and advice before visiting retail or client sites.

Putting ROI in context. Without a very strong "upstream" online brand image, "downstream" retail sales and GDS cannot reach full potential. **Research always comes before retail.**

And pay-per-click? **Only a small percentage of Web surfers click on sponsored links.** Your competitors can also click away your dollars. Remember, the "clickiest" people are kids.

DANCING WOLF MEDIA
We are a Hong Kong-based Online Publishing, Web Design and Editorial company. We launched in 2002 as a lifestyle change saw readers move from print to the Web. The team brings 20 years' experience in news, business and travel journalism, as well as powerful print graphic techniques.

2009 RATES

FIXED BANNER
Fixed Position Banner Homepage US\$6,000, 30 days. Inside Page US\$5,000, 600x80 pixels, max 15k.
ROTATING
Homepage Rotating Banner US\$5,000, 30 days. Inside Page US\$4,000.
Add a Slideshow, 10 images US\$2,000, 30 days, via a text link.
SKYSCRAPER
Vertical Banner, Homepage US\$8,000, 30 days. Inside Page US\$7,000, 160x600 pixels, max 20k.
MASTHEAD EAR
Homepage 110x110px US\$5,000, 30 days.
BUTTON
Homepage US\$4,000, 30 days, 130x130 pixels. Inside Page US\$3,000, max 8k.

A4 PAGE
US\$12,000 for 30 days. We will create.
LOOPING VIDEO
15-second looping video, Inside Page, 30 days, US\$6,000.
3 MINUTE VIDEO
Three-minute streaming video, 6 month hosting, US\$50,000.



NEWSCASTER
US\$6,000 for 30 days. Inside. Virtual host delivers your "news".

TOP ASIAN HOTELS
By invitation only, a collection of visually stunning A4 "pages". Powerful global branding in this premium annual section, Jan till Dec. Pages can be updated and print out in excellent quality on A4 paper. Traffic statistics are provided quarterly. One-time fee of US\$24,000 for a page until 31 Dec regardless of starting date.

Media Kit 2009

One magazine, global reach

SmartTravelAsia.Com, updated monthly, is read by over **1,000,000 frequent travellers** each year - 60% in Asia, 20% in USA, and 20% in The UK and Europe. Annual household income is **US\$175,162** and readers average **15.5 air trips** each. We are ranked high on **Google** and major search engines. We are also found through **print columns** and reprints in Asian newspapers and magazines and through **online referrals** by leading publications. We offer high-end consumers, business and leisure travellers, and shoppers, without wastage.

A4 PAGE/ AIRLINE

A4 PAGE/ DESTINATION

A4/ TOP ASIAN HOTELS

PAYMENT in full within 15 days of upload. Bank Drafts and TTs payable to **DANCING WOLF MEDIA Hongkong & Shanghai Banking Corporation Ltd**, Hay Wah Building Branch, 71 Hennessy Road, Wanchai, Hongkong, c/o Account Number: 004-110-517331-001. Cancellations 15 days prior to upload.

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