

The only real difference between first class travellers and first class idiots is **knowledge**

READER PROFILE

Personal data sourced from annual travel polls May-July

Primary source of brand information

Online Media: 76%
Print Media: 21.5%
Television: 2.5%

What do you primarily search for online?

Information/ Reviews: 71%
Best Price/ Booking: 29%

Do you make travel decisions online?

Frequently: 86.3%
Sometimes: 12%

Where do you book?

Travel Agent/ Offline: 68%
Online: 32%

Lifestyle/ Travel & Work interests

Shopping: 73.9%
Spas: 58.9%
Culture/ History: 56%
Adventure/ Nature: 48.2%
Casinos: 26%
Driving Holidays: 18.7%
Conference/ Meetings: 18%
Golf: 18%
Cruising: 15.2%
Diving: 15%
Skiing: 8%

Purchase interests over next 12 months

Luxury Fashion: 43%
Mobile Phone/PDA: 32.1%
Laptop: 30.1%
Video/Camera: 28.2%
Car: 24.3%
Flat/Holiday Villa: 21.8%
Duty-Free Alcohol: 20.5%
Medical Tour Package: 9%



Why Smart Travel Asia

- > SmartTravelAsia.Com is a pure online travel magazine
- > Over 1,000,000 quality readers worldwide annually
- > 60% based in Asia, 20% in USA, and 20% in UK/Europe
- > 12.84 air trips, US\$170,401 annual household income
- > High natural rankings on major search engines
- > Referrals from international publications, airlines, companies
- > Independent reviews help travellers choose the right brands
- > Focus on branding not clicks. Kids are clicky. Bankers are not.
- > Click farms pay kids, housewives to generate fraud clicks
- > Price is a function of brand value. Be seen in quality space

A4 PAGE/ AIRLINE



A4 PAGE/ DESTINATION



A4/ TOP ASIAN HOTELS



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2010 RATES

Contracted in US\$

FIXED BANNER

Fixed Banner Homepage US\$6,000, 30 days. Inside Page US\$5,000, 600x80 pixels, horizontal, max 25k.

ROTATING BANNER

Homepage US\$5,000, 30 days. Inside US\$4,000. Add Slideshow, 10 images US\$2,000, 30 days.

SKYSCRAPER

Vertical Banner Homepage US\$8,000, 30 days. Inside US\$7,000, 160x600px, 30k.

DISPLAY BOX

Inside Page 300x250px, US\$6,000, 30 days, 40k.

MASTHEAD EAR

Homepage 110x110px US\$4,000, 30 days. 15k.

BUTTON

Homepage US\$3,000, 30 days, 130x130px. Inside US\$2,000, max 20k.

A4 ONLINE PAGE

US\$12,000 for 30 days.

LOOPING VIDEO

15-second looping video, Inside, 30 days, US\$4,000.

3 MINUTE VIDEO

3-minute Flash video, 6 month hosting, US\$30,000.



NEWSCASTER

Virtual talking newscaster, US\$4,000, 30 days.

TOP ASIAN HOTELS

By editorial invitation, a premium global branding platform. Visually stunning A4 "pages" run Jan-Dec. Pages print out in excellent quality. Quarterly statistics.



Dancing Wolf Media is a Hong Kong-based Web Publishing, Web Design and Editorial company. Since 2002.