

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: 92.4%
Print Media: 6%
Television: 1.6%

What do you primarily search for online?

Information / Reviews: 65%
Best Price/ Booking: 35%

Do you make travel decisions online?

Frequently: 88.8%
Sometimes: 9.3%

Where do you book?

Travel Agent / Offline: 64%
Online: 36%

Lifestyle / Travel & Work interests

Adventure / Nature: 55.9%
Culture / History: 54%
Shopping: 49.7%
Dining & Nightlife: 53.7%
Spas: 40.7%
Conference / Meetings: 22.6%
Cruising: 24.9%
Golf: 22.9%
Diving: 16%
Casinos: 9.9%

Purchase interests over next 12 months

Luxury Fashion: 43.6%
Laptop: 39%
Mobile Phone / PDA: 38.1%
Video / Camera: 33.3%
Car: 31.1%
Flat / Holiday Villa: 30%
Duty-Free Alcohol: 23.4%
Medical Tour Package: 11.3%



Why Smart Travel Asia

- > SmartTravelAsia.Com is a pure online travel magazine
- > Over 1,000,000 unique quality readers worldwide annually
- > 60% based in Asia, 20% in USA, and 20% in UK/Europe
- > 15.75 air trips, US\$156,716 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

A4 PAGE/ AIRLINE



A4 PAGE/ DESTINATION



A4/ TOP ASIAN HOTELS



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2012 RATES

Contracted in US\$

FIXED BANNER

Fixed Banner Homepage US\$6,000, 30 days. Inside Page US\$5,000, 600x80 pixels, horizontal, max 40k.

ROTATING BANNER

Homepage US\$5,000, 30 days. Inside US\$4,000.

SKYSCRAPER

Vertical Banner Homepage US\$8,000, 30 days. Inside US\$7,000, 160x600px, 50k.

DISPLAY BOX

Inside Page 300x250px, US\$6,000, 30 days, 50k.

MASTHEAD EAR

Homepage 110x110px US\$4,000, 30 days. 20k.

BUTTON

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

NEWSCASTER

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



A4 ONLINE PAGE

US\$12,000 for 30 days.

TOP ASIAN HOTELS

By editorial invitation, a premium global branding A4 page online platform.



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