

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: 87.9%

Print Media: 8.9%

Television: 3.2%

What do you primarily search for online?

Information / Reviews: 71.1%

Best Price/ Booking: 28.9%

Do you make travel decisions online?

Frequently: 79%

Sometimes: 15.9%

Where do you book?

Travel Agent / Offline: 63%

Online: 37%

Lifestyle / Travel & Work interests

Adventure / Nature: 58.8%

Shopping: 58.3%

Culture / History: 56.4%

Dining & Nightlife: 48.6%

Spas: 45.6%

Conference / Meetings: 26.4%

Cruising: 19.2%

Golf: 16.2%

Diving: 14.8%

Casinos: 11%

Purchase interests over next 12 months

Luxury Fashion: 41.5%

Mobile Phone / PDA: 37.8%

Laptop: 35.1%

Car: 29.3%

Video / Camera: 26.6%

Duty-Free Alcohol: 26.1%

Flat / Holiday Villa: 25.6%

Medical Tour Package: 9.1%



Why Smart Travel Asia

- > SmartTravelAsia.Com is a pure online travel magazine
- > Over 1,000,000 unique quality readers worldwide annually
- > 70% based in Asia, 15% in USA, and 15% in UK/Europe
- > 16.22 air trips, US\$162,134 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



2013 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

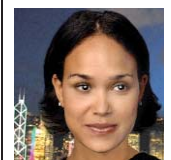
Homepage 110x110px US\$4,000, 30 days. 20k.

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.



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

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.**

DANCING WOLF MEDIA Rm 2802 Tung Wai Commercial Bldg, 109-111 Gloucester Rd, Wanchai, Hongkong. Tel: [852] 2511-7798. E-mail: ads@smartravelasia.com

Research always comes before retail. We help travellers make smart brand choices. Price and booking is the last step

> People don't just buy the cheapest laptop. They look for professional advice and reviews, narrow the choices and then pick the best product.

> Travel is no different. There are far too many options online, all equally enticing. This is why consumers look for credible reviews on trusted editorial sites.



> SEO builds visibility but not demand. However pretty a brand site, interest and demand is almost always driven by positive exposure in quality third party space.

> Our review-based editorial written by seasoned journalists helps visitors make smart brand choices. They view an average 3.5 pages per visit with 3.8 minutes of reading time.

Third party tracking tells us who is on and why. This helps us orient our editorial more closely to match reader needs

<p> United States city: New York region: New York company / org: Morgan Stanley Group isp : Verizon Business ZIP/ postal code: 10036 area code (tel): 212 referrer: Google.com search term: best asian hotels</p>	<p>online status: offline number of visits: 1 pages viewed most recent visit: 5 last visit duration: 03m 53s first measurement: May 27, 2009 8:02:27 AM last measurement: May 27, 2009 8:06:20 AM</p>	<p>operating system: Windows XP browser: IE ENV21 resolution: 1024 x 768 pixels IP address: .</p>
---	--	--

[start/refresh](#) | [previous](#) | [next](#) | [collapse](#)

dates	time viewed	page title / url (hover for more info)
Wed May 27 8:06:20 AM	03m 53s	end of visit, 5 pageview(s), referred by Google.com.hk
Wed May 27 8:06:20 AM	n.a.	An exclusive collection of ... spa resorts in Asia
Wed May 27 8:04:22 AM	exit link →	www.bulgarihotels.com
Wed May 27 8:03:42 AM	40s	The Bulgari Resort Ball ... Resorts Ball is f
Wed May 27 8:03:10 AM	32s	An exclusive collection of ... spa resorts in Asia
Wed May 27 8:02:42 AM	28s	Shangri-La Chiang Mai, ... Mai luxury hotel,
Wed May 27 8:02:27 AM	15s	An exclusive collection of ... spa resorts in Asia
	referrer →	Google.com search term: [best asian hotels]

> Tracking profile of readers who found Smart Travel Asia pages through search

	10m 38s	3 pageview(s), number of visits: 3 (click for more) referred by Yahoo.com , best business class review isp / org: Chinanet Shanghai Province Network
Sun Jul 29 10:03:49 AM	exit link →	www.malaysiaairlines.com http://www.malaysiaairlines.com
Sun Jul 29 10:02:34 AM	1m 15s	An independent review of ... and widest business c http://www.smarttravelasia.com/BusinessSeats.htm
Sun Jul 29 10:01:03 AM	exit link →	www.singaporeair.com http://www.singaporeair.com/saa/en_UK/content/exp/new/busine...atures.jsp
Sun Jul 29 9:54:12 AM	6m 51s	An independent survey of ... seats, SIA bu http://www.smarttravelasia.com/businessclass.htm