

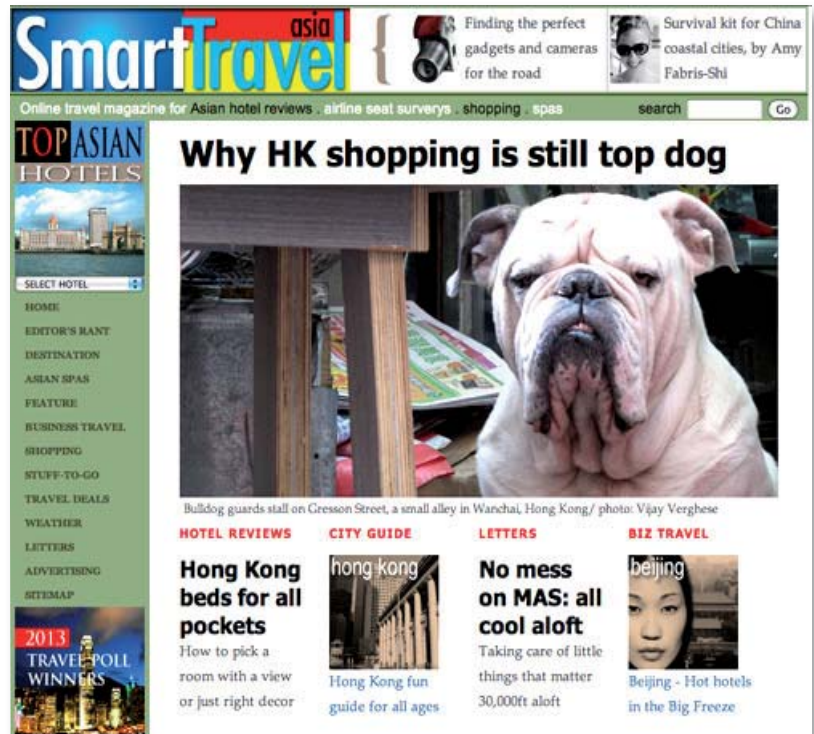


**DANCING WOLF MEDIA** is a Hong Kong-based web publishing, design and editorial consulting company founded in 2002.

## 2014 MEDIA KIT

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

Smart Travel Asia is a dedicated online magazine with independent editorial reaching **1,000,000** unique readers who take an average 12 air trips a year. That's 12 million air trips and **36 million** room nights on average. Interested? Talk to them while they are researching you and making choices. Bookings are not automatic. Not even on the



Web. You need to **build your brand** to sell your brand. Travel agents put you on the shelf

### QUICKLY

**ONLINE MAGAZINE**  
Worldwide reach of 1,000,000. Since 2002.

**QUALITY REACH**  
High end travellers with 12.32 air trips a year.

**INDEPENDENT**  
Our editorial reviews help narrow choices.

**EASY TO FIND**  
Search, and quality airline, magazine referrals.

(like any department store) but they do not build brands. In fact they **block brands**. Online agents deny travellers access to you and then charge you for web links and

“business listings”. We all buy stuff at department stores but we make our purchase decisions elsewhere. Smart Travel Asia puts you in the picture when **affluent consumers** think about travel.



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## READER PROFILE

Personal data sourced from annual travel poll May-July 2013

Does STA help you make brand selections?

Yes: 80.7%

Sometimes: 12.4%

How do you book?

Travel Agent: 50.6%

Online Travel Agent: 35.2%

Hotel Website: 14.2%

Primary source of brand information

Online Media: 94.1%

Print: 4.2%

Television: 1.4%

Online you *first* look for

Information & Reviews: 72.9%

Best Prices: 21.9%

Booking: 5.2%

Travel/ Lifestyle Interests

Shopping: 53.1%

Adventure / Nature: 51.2%

Culture / History: 45.2%

Dining & Nightlife: 42.1%

Child-friendly resorts: 41.3%

Spas: 41%

Conference / Meetings: 28.5%

Golf: 21.7%

Cruising: 14.5%

Diving: 13.1%

Casinos: 10.9%

Resort Weddings: 7.8%

Purchase Interests

Luxury Fashion Brands: 43.1%

Mobile Phone: 33.8%

Duty-Free Alcohol: 32.2%

Car: 26.8%

Laptop: 24.9%

Video / Camera: 23.8%

Flat / Holiday Villa: 22.1%

Medical Tour Package: 8.3%

## Brand comes before booking

Research comes before retail, and brand before booking.

High end travellers look for **professional** brand insights and reviews, not random posts by budget travellers. Our independent editorial platform helps you build powerful online brand equity with quality consumers.

**Hotels are not responsible for guests' ROI. They just provide a setting. We do the same**

## Some mistaken assumptions

- **People will click and book.** Most travellers do not click ads and book instantly. There is no through train. They book later using their own trusted channels.
- **We only need OTAs.** Online travel agents simply put you on a crowded shelf. They don't create demand.
- **Our brand is strong enough** No. The Web is crowded with new brands. If you don't get seen in the right space where decisions get made, you don't get sold.
- **PR is free** Good public relations costs a great deal of money with short term results.



# 2014 RATES

All in US\$ NETT

### FIXED BANNER

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

### 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.

### CINEMA BANNER

Horizontal Banner Inside Pages only, US\$8,000, 30 days. 600x160px, 50kb.

### DISPLAY BOX

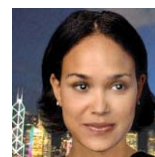
Inside Page 300x250px, US\$6,000, 30 days, 50kb.

### 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

An elegant magazine-style page that prints in excellent quality. Useful for DM. US\$12,000 for 30 days.

### PREMIUM PAGES

Premium high traffic pages may attract an additional surcharge of 25%.


### Average Annual Income

US\$156,307 with 25% earning over US\$300,000 per annum.

### Average Travel

12.32 air trips a year

### Geographic Location of Smart Travel Asia Readers

ASIA  70%

USA/ N AMERICA  15%

UK/ EUROPE  15%

Major reading populations in Australia, Singapore, Hong Kong, India, China, Russia, and Middle East

**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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