



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

# SMART TRAVEL ASIA 2015 MEDIA KIT

*A million high-spending frequent  
travellers. Wish you were here...*

**Smart Travel Asia** is a professional online magazine with independent editorial. We have one million unique readers worldwide who each take an average 12 air trips a year. That's 12 million flights and 36 million rooms.

**Influence these wealthy consumers** while in a positive mindset, thinking about travel and brand choices - not dismal annual forecasts for the boss.

The screenshot shows the Smart Travel Asia website interface. At the top, there's a navigation bar with the logo and a search bar. Below that, a main article titled "Asia's most child-friendly hotels" is featured with a large image of a child on a beach. To the left, there's a sidebar with a "TOP ASIAN HOTELS" section and a "SELECT HOTEL" dropdown menu. Below the main article, there are four smaller article teasers: "Chic beds at Beijing boutiques", "Adventure: Palawan resorts", "Family Fun: Why Yilan is a steamy getaway", and "Shopping: Sinfully good Shanghai shops".

**By the time they reach an OTA** many have already decided what they want. Those decisions are based on trusted editorial and recommendations. Decision making happens before people step into a department store. OTAs distribute brands, they do not *build* brands. That's your job. And ours.

**DANCING WOLF MEDIA**

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## READER PROFILE

From annual poll May-July 2014

Does STA help you make travel selections?

Yes: 87%

Sometimes: 8%

How do you book?

Travel Agent: 54%

Online Travel Agent: 34%

Hotel Website: 12%

Online you *first* look for

Information & Reviews: 81%

Best Prices: 17%

Booking: 2%

Primary source of brand information

Online Media: 96%

Print: 3%

Television: 1%

Travel/ Lifestyle Interests

Culture / History: 49%

Adventure / Nature: 48%

Shopping: 47%

Dining & Nightlife: 47%

Child-friendly resorts: 37%

Spas: 36%

Conference / Meetings: 28%

Golf: 15%

Cruising: 14%

Diving: 13%

Resort Weddings: 9%

Casinos: 9%

## Average Yearly Income

US\$155,000

Purchase Interests

Luxury Fashion Brands: 41%

Mobile Phone: 36%

Duty-Free Alcohol: 32%

Car: 24%

Flat / Holiday Villa: 23%

Laptop: 21%

Video / Camera: 20%

Medical Tour Package: 7%

# BRAND ASPIRATION IS THE START OF ANY SALE

Luxury consumers want brand recommendations by professionals. No brand awareness, no booking.

## Luxury consumers do not simply click and book

They do their research and usually buy later through their own trusted channels. Kids are clicky. Bankers are not.

## Web traffic tools like Alexa are highly misleading

Relying on toolbar downloads to track browsing is statistical nonsense as it tracks IT people, not wealthy corporates.

## 2015 AD RATES

All US\$ NETT

### BANNERS

Home Page, Fixed, US\$6,000, 30 days.  
Inside Page \$5,000, 600x80 pixels, horizontal, max 40k. Rotating, Home US\$5,000, 30 days, Inside \$4,000.

### CINEMA BANNER

Inside, horizontal, 600x160px, US\$8,000, 30 days, max 50k.

### SKYSCRAPER

Home, vertical, 50k, 160x600px US\$8,000, 30 days. Inside \$7,000.

### DISPLAY BOX

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

### BUTTON

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

### NEWSCASTER

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



### A4 PAGE

Elegantly designed page prints in excellent quality. US\$12,000, 30 days.

### TOP ASIAN HOTELS

By editorial invitation, premium A4 short list of EDITORS' CHOICE recommendations.

A4 PAGE/ AIRLINE



A4 PAGE/ DESTINATION



TOP ASIAN HOTELS



## Circulation Breakdown / One Million unique visitors annually

**Asia & Australia** - 70% [HK + China (25%), Singapore (15%), Australia/ New Zealand (10%), India (8%), Malaysia, Thailand, Philippines, Japan, South Korea, Taiwan, Dubai, Saudi Arabia, Iran, Turkey, Israel]

**UK/Europe** - 15% [UK (8%), Netherlands, Germany, France, Portugal, Spain, Scandinavia, Russia]

**North America** - 15% [USA, Canada]

**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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