



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

SMART TRAVEL ASIA 2016 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.

Do you know most customers get lost in the research space before they reach a retail point? This is where your message can have maximum impact.

By the time people reach an OTA

many have already decided what they want. Decision making happens before the department store.

Crowd-sourced ratings are misleading and open to manipulation. High end consumers seek professional advice. This is our space. If you are ill do you ask random strangers at a bus stop for a diagnosis or do you visit a doctor?

DANCING WOLF MEDIA

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READER PROFILE

From annual poll May-July 2015

Does STA help you make travel selections?

Yes: 85%

Sometimes: 9%

How do you book?

Travel Agent: 52%

Online Travel Agent: 38%

Hotel Website: 10%

Online you *first* look for

Information & Reviews: 80%

Best Prices: 18%

Booking: 2%

Primary source of brand information

Online Media: 97%

Print: 2%

Television: 1%

Travel/ Lifestyle Interests

Culture / History: 51%

Shopping: 48%

Adventure / Nature: 48%

Dining & Nightlife: 46%

Child-friendly resorts: 42%

Spas: 35%

Conference / Meetings: 31%

Golf: 21%

Cruising: 12%

Diving: 16%

Resort Weddings: 12%

Casinos: 11%

Average Yearly Income

US\$160,000

Purchase Interests

Luxury Fashion Brands: 46%

Mobile Phone: 41%

Duty-Free Alcohol: 40%

Car: 31%

Flat / Holiday Villa: 29%

Laptop: 24%

Video / Camera: 19%

Medical Tour Package: 11%

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.

A4 PAGE/ CORP



A4 PAGE/ NTO



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]

2016 AD RATES

All US\$ NETT

BANNERS

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.



CINEMA BANNER XL

Extra Large inside, horizontal, 600x240px- US\$9,000. Max 60k. Perfect for product or destination visuals.

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.

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.

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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