



# SMART TRAVEL ASIA TALK TO REAL TRAVELLERS

SmartTravelAsia.com

**DANCING WOLF MEDIA**

Hong Kong web publishing, design  
and editorial consulting since 2002.

## 2025 AD RATES

BANNERS/ AS JPEGs/  
ALL 30 DAYS/ US\$ NETT

### READER PROFILE

From annual poll Jul-Sep 2024.  
Over 60% readers **come direct**  
through bookmarks, referrals

**Does STA help you  
make travel selections?**

Yes: 84%

Sometimes: 16%

**How do you book?**

Online Travel Agent: 72%

Local Travel Agent: 8%

Hotel Website: 20%

**Online you *first* look for**

Information & Reviews: 86%

Best Prices: 14%

**Primary source of  
brand information**

Online Media: 94%

Print: 2%

Television: 4%

### Travel Interests

Dining & Nightlife: 72%

Culture & History: 66%

Shopping: 61%

Adventure & Nature: 58%

Spas: 52%

Child-friendly resorts: 48%

Conference & Meetings: 32%

Resort Weddings: 30%

Golf: 18%

Cruising: 16%

Diving: 16%

Casinos: 8%

**home  
income  
US\$172,000  
per year**

### Purchase Plans

Cameras & Phones: 78%

Luxury Fashion Brands: 56%

Car: 52%

City Flat or Holiday Villa: 48%

Duty-Free Alcohol: 38%

Medical Tour Package: 22%

## LUXURY IS A FEELING NOT AN ALGORITHM

Hospitality is  
about people and emotional takeaways.

Do guests **know and trust** your Brand?



## TALK PERSONALITY NOT JUST BEST PRICE

You want a  
relationship (Brand), not a one night stand  
(ROI). Brand **visibility** and smart marketing  
determines the long-term sales bottom line.

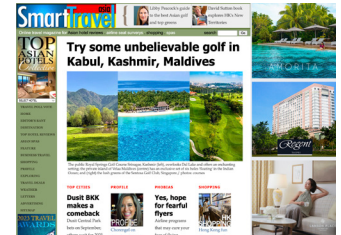
## LUXURY TRAVELLERS DO NOT CLICK AND BOOK

Kids click.  
Bankers don't. Get your Brand in front of the  
**right people** in the reading & research space.  
Don't get lost in a click storm.

### Circulation Breakdown Over 1 million travellers annually

**Asia & Australia** - 70% [HK + China (20%), Singapore (15%), Australia/  
New Zealand (10%), India (10%), Malaysia, Thailand, Philippines, Japan,  
Indonesia, South Korea, Taiwan, Dubai, Iran, Turkey, Israel, Brazil, Mexico  
**UK/Europe** - 15% [with Russia]; **USA and North America** - 15%

**over  
1 million  
readers a  
year, 16 air  
trips**

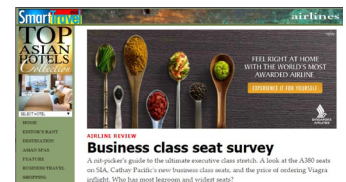


### DISPLAY BOX

300x250px, US\$6,000,  
30 days, right margin.

### CINEMA BANNER XL

Extra large dominant  
position, 600x240px  
\$9,000 page top 30 days.



### ADVERTORIALS

Elegant, visual, mobile-  
friendly editorial show-  
case for 30 days, (below)  
US\$30,000, plus high  
visibility add-ons.



Why everyone is running to  
the historic Shanghai Bund  
for a 45km 'art' experience

### TOP ASIAN HOTELS

By invitation. A4 style  
EDITORS' CHOICE  
short-listed recommen-  
dations for readers.



**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.**