



SMART TRAVEL ASIA TALK TO REAL TRAVELLERS

SmartTravelAsia.com

DANCING WOLF MEDIA

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

**2026
AD RATES**

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

READER PROFILE

From annual poll Jul-Sep 2025.
Over 60% readers **come direct**
through bookmarks, referrals

**Your understanding of
travel brands today is:**

Very Poor: 46%

Not really sure: 38%

Good: 16%

**Do we help you make
brand selections?**

Yes: 68%

**Online the *first* thing
you look for is:**

Trusted info & Reviews: 74%

Best Prices: 26%

Travel Interests

Dining & Nightlife: 74%

Culture & History: 69%

Shopping: 69%

Spas & Wellness: 68%

Adventure & Nature: 58%

Child-friendly resorts: 58%

Conference & Meetings: 46%

Resort Weddings: 36%

Golf: 24%

Casinos: 23%

Cruises: 21%

Diving: 15%

**home
income
US\$152,000
per year**

Upcoming Purchase Plans

Cameras & Phones: 74%

Luxury Fashion Brands: 62%

Car: 54%

City Flat/ Holiday Villa: 53%

Duty-Free Alcohol: 48%

Medical Tour Package: 27%

LUXURY IS A FEELING

Build brand emotion through your
messaging to potential fans.



**12
air trips
a year**

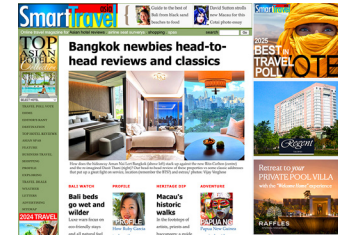
ONE NIGHT STAND? Low-price
clicks kill brand image and your relationship
with quality long-term customers.

READERS COME DIRECT Since
2003 many former readers have come in via
bookmarks and referrals. We are also found
on diverse search [Duck Duck Go, Yandex, Baidu,
Bing, Naver, Kagi, SwissCows, ChatGPT/AI], social
media, and via newspaper/magazine reprints.

Circulation: Over ONE million annually, direct via bookmarks,
through newspaper reprints, social media and diverse search

Asia & Australia - HK/China (20%); Singapore (20%); Australia/New Zea-
land (10%); India (10%); Malaysia, Thailand, Philippines, Japan, Indonesia,
South Korea, Taiwan, Dubai, Iran, Turkey, Israel, Brazil, Mexico (10%)

UK/Europe - 15% [with Russia]; **USA and North America** - 15%



DISPLAY BOX

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

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.**