

READER HABITS

What is your primary source of information?

Online Media: 82.4%

Print Media: 13.6%

Television: 4%

Do you make travel decisions online?

Frequently: 81.1%

Sometimes: 16.7%

What do you primarily search for online?

Information: 72.1%

Best Prices: 27.9%

What are your key lifestyle interests?

Shopping: 63%

Culture: 56.2%

Spas: 47%

Adventure: 44.5%

Nature: 36.8%

Driving Holidays: 25.1%

Cruises: 18.6%

Diving: 18.6%

Golf: 16.4%

Skiing: 13.4%

What will you purchase in the next 12 months?

Luxury Fashion: 47%

Mobile Phone/PDA: 43.1%

Laptop: 41.1%

Video/Camera: 37.7%

Flat/Holiday Villa: 31.3%

Car: 28.3%

Duty-Free Alcohol: 23.2%

Medical Tour Package: 8.5%

Reader Profile 2008*

*Based on the SmartTravelAsia.Com Annual Reader Survey, results announced September 2008

Think big, influence a dynamic global audience



SmartTravelAsia.Com is read by over **1,000,000** people each year. An average **60%** are based in **Asian metros** with a further **20%** in **USA** and North America, and **20%** in **UK/Europe**. The key Asian metros/regions are Hong Kong, Singapore, Japan, Australia, India, China, Malaysia and

Thailand. The Middle East is a very fast growing segment. The UK is a top market followed in Europe by Sweden, Belgium, Germany and France. Almost 100,000 unique visitors read us each month, spending an average **3.6 minutes** on our Web magazine and visiting an average **3.2 pages**. Each of our pages may contain up to 5,000 words of text, representing the equivalent of 10-20 pages on any other site.

Talk to high-spending frequent travellers

Whether it is business or leisure travel, our readers are **decision-makers**. These affluent frequent travellers have one thing in common - all are seeking high quality, independently-researched travel, shopping and lifestyle information on Asia. Our readers take an average **15.5 air trips a year** and earn a household income of **US\$175,162** per annum.



SmartTravelAsia.Com readers generate huge sales volumes

Our readers generate a potential **15 million air trips** (based on roundtrips, not sectors) and **45 million room nights** annually. That's the equivalent of **62,000 full A-340s**. Get your message out just to the right people. The Internet is awash with brands. Competition is fierce. Why should someone choose you? We can help.

Reach consumers in the right frame of mind

Talk to consumers while they are **actively researching** and comparing business hotel, resort, spa, airline, destination and shopping options. Our review-based information and research helps them choose the right brands. Are you pouring money into general sites that attract everybody from kids to Godzilla? Don't waste your limited ad dollars. Speak to our high-end consumers.

