

# SMARTTRAVELASIA.COM

DANCING WOLF MEDIA 8F Bank of America Tower, 12 Harcourt Rd, Central, Hongkong. Tel: [852] 2584-6261, E-mail: ads@smarttravelasia.com

A user-friendly visually-rich magazine-style, design, with easy navigation and lots of useful information: video, music, links, advice and one-stop reference for travel

## BEFORE ANY TRAVELLERS CAN MAKE A BOOKING THEY HAVE TO KNOW WHERE TO GO

### Dancing Wolf Media

offers one-stop solutions for publishing and media. Print and web design, copy writing,

e-newsletters, web advertising, photography, video, art and music. We

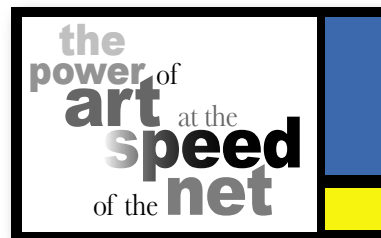
have our own extensive slide library. Of course, the starting point is your product. If you

have a story to tell, we'll help you tell it with verve, power, humour and style. If you have a problem with your product we

can advise you on how to "brand" and position it. If you don't have a product and don't have any ideas we'll meet for a drink. It's always nice to make new friends.

### SmartTravel Asia

Fills the vacuum at the very first step of travel decision-making — the irksome whats, wheres and hows. Without this, there is no transaction. We present a *buffet* of choice for the discerning frequent traveller, from resort and hotel reviews to special rates, business features, tips, contact details, extensive links, photography, video and even music to create a unique one-stop browsing experience. SmartTravel Asia is a powerful, visually rich webmagazine that can be viewed in nine languages around the world, 24 hours a day. Let's start you *talking*.



Dancing Wolf

Absolutely no skills but lots of trenchant commentary and some cool shades



What a lot of twaddle

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## Banner Slide Shows

We'll link your banner or button to your site, sure. But we can also provide a slideshow to dramatically showcase your product. People are more like to buy something they have actually seen.

## So, Print or Web?

It's a constant tussle. But look at the facts. Travellers make their decisions on the web. SmartTravel Asia is constantly marketed to our database and to lists from professional vendors. Our reach is always expanding. We actively market your message. Today, print magazines, have more copies in hotel rooms than with individual subscribers. Many have not conducted circulation audits for years. This means you have no idea how many copies are going out. The Web is transparent. The graphs below show our 1,284,720 hits for 2003 (by month), and 198,654 hits in Dec 2003 signalling peak Web activity in the lead-in to and during holiday periods.



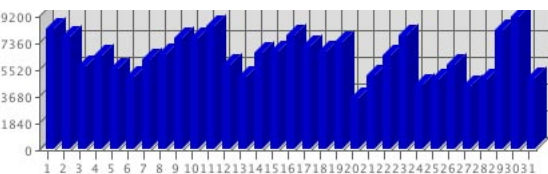
Fashion or destination multi page advertorial with, linked pages, video and music

## Lucky Draw Format

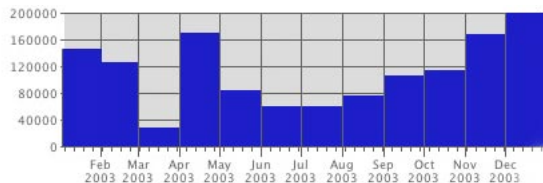
our lucky draws are a great way to get your message around. At SmartTravel Asia we invite an exclusive group of brands to showcase their products. You get a homepage panel (right) with a thumbnail, and an A4 "page" in a magazine style design (right) that can be e-mailed and prints in excellent quality. Or do your own multi-page advertorial (left). Get your brochurware into travellers hands, globally, in nine languages. With video. Our lucky draw entrants each bring in ten colleagues, creating a huge snowball effect.

Lucky Draw panel (top) and A4 "page" for product (left)

DECEMBER 2003 198,654 HITS/ DAILY CHART



2003 TOTAL 1,284,720 HITS/ MONTHLY CHART





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## Video/TV Advertising

For something completely different, run a 15-second TV spot on our site, in an edited and web formatted looping mode. Catch viewers 24 hours a day all over the world. We'll edit and arrange from your material in digital video or Quicktime format

## Reader Profile

### Reader Poll Statistics 1 January, 2004

**WEB DECISION-MAKERS:** As many as **87.5 percent** of our readers frequently use the Web to research and decide on travel options. A further 11.5 percent make travel decisions online "sometimes". The total percentage of SmartTravelAsia.Com readers potentially using the Net as a travel resource is a staggeringly high 99 percent.

**FREQUENT FLIERS:** The average number of air trips per reader is **17.1, per annum** making it a frequency of just over one trip per month. As many as 9 percent indicate they travel well over 50 times a year (the highest field on our reader poll) and the bulk of respondents travel at least twice a month. The frequency of travel is the highest out of Hongkong, Singapore, Malaysia and Australia.

**AUDIENCE DISTRIBUTION:** Visitor distribution by Net location in 2003 was, **Asia 60 percent** (largely Hongkong, Singapore, Japan and Australia), **USA 20-30 percent**, and **UK/Europe 15-20 percent**. Growing markets were Malaysia, Thailand, India and China.

## ADVERTISING RATES SMART TRAVEL ASIA 2004

more at <http://www.smarttravelasia.com/mediakit.htm>

**HOMEPAGE BANNER** 600 x 80 pixels (max file size 12k) US\$5,000, 30 days.

**INSIDE BANNER** 600 x 80 pixels (max file size 12k) US\$4,000, 30 days, page top premium position, US\$5,000, 30 days.

**SLIDESHOW ADD-ON** 5-pics, US\$2,000, 30 days/ 10-pics US\$3,000, 30 days.

**HOMEPAGE BUTTON** 130 x 130 pixels (max file size 8k) US\$3,000, 30 days.

**MASTHEAD BUTTON** 110 x 110 pixels (max file size 8k) US\$5,000, 30 days.

**INSIDE BUTTON** 148 x 148 pixels (max file size 8k) US\$2,000, 30 days.

**A4 ADVERTORIAL/ LUCKY DRAW** Full page magazine-style A4 vertical advertising with rich visuals and, potentially, 8-10 sec video and/or looping music. This page is capable of high-quality reproduction on any printer and can be read in nine languages through our AltaVista language translation engine. US\$8,000, 30 days. We design and write. Video (US\$2,000 extra) to be supplied in digital video or Quicktime format. Music US\$1,000 extra.

**A4 MULTI-PAGE ADVERTORIAL** A4 advertising with stunning visuals and, potentially, video & music, in linked pages to present fashion brands, resorts, spas, hotels and destinations. Minimum three pages, US\$7,000 per page.

**TV ADVERTISING** 200 x 200 pixel size embedded video that opens directly on screen enabling broadcast of an edited 15-sec TV commercial (without audio) on a looping basis. US\$6,000, inside page, no discount. We'll format.

**NEED ARTWORK?** Talk to us about our range of creative services.

**PAYMENT TERMS** Payment is expected in full within 15 days of any advertising upload to our sites. Bank Drafts or Telegraphic Transfers must be made payable to **DANCING WOLF MEDIA** at the Hongkong & Shanghai Banking Corporation Ltd, Hay Wah Building Branch, 71 Hennessy Road, Wanchai, Hongkong, **Account: 004-110-517331-001**. Normal banner and button **cancellations** 15 days prior to upload, special advertorial sections, 30 days prior to upload.