

HAVING A SITE DOES NOT MEAN YOUR CUSTOMERS ARE GOING TO **FIND YOU**

WANTED
GENUINE TRAVELLERS

WE USE PRINT. WHY THE WEB? People today have less time to read. And they want information fast. Reading has moved from general to specific, from print to web. The Web is a primary research tool for travel. Print reaches hotel rooms as idle “bulk”. The Web reaches real travellers.

SO THEY’LL FIND US ON THE WEB, RIGHT? No. It is a statistical fact that searches tend to begin with general destination enquiries like “phuket hotel”, for example, rather than a specific name. Searches find retailers.

HOW ABOUT THROUGH AGENTS? Again, no. Search results are dominated by booking engines, yes, but these frustrate viewers with poor images, limited information and no contact details for you. Smart Travel Asia has consistent first-page rankings on major search engines for key queries.

HOW ARE YOU DIFFERENT? As Asia’s only dedicated online travel magazine we offer that first step in decision-making, enabling travellers to browse reviews, prices, tips, links and your contact details, “theatre-style” with video and music.

HOW CAN YOU HELP US? We help build strong brands. We create awareness and interest. Try:

- 🍏 banner with wow-factor slideshow
- 🍏 TV advert or streaming video
- 🍏 a magazine-style A4 page
- 🍏 a virtual newscaster



Right on! Check us out

FILL ROOMS AND SEATS
With 24.16 air trips a year, our 70,000 unique monthly visitors represent a staggering annual 1.7 million airline seats and 5 million room nights.



SMARTTRAVELASIA.COM

DANCING WOLF MEDIA Rm 2802 Tung Wai Commercial Bldg, 109-111 Gloucester Rd, Wanchai, Hongkong. Tel: [852] 2511-7798. E-mail: ads@smartravelasia.com

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Reader Profile

Reader Poll Statistics / August 2005

WEB DECISION-MAKERS: As many as **80 percent** of our readers frequently use the Web to research travel options. We are a primary decision-making tool.

FREQUENT FLIERS: The average number of air trips per reader is **24.16, per annum** making it a frequency of just over two trips per month. A large number travel well over 50 times a year.

HIGH EARNERS: The average household annual income before tax is US\$173,125. As many as 26% earn over \$200,000.

TRAVEL INTERESTS: Our readers express a strong preference for Shopping (78.5%), Spas (63.5%) and Culture (73%).

Other key areas of interest are Golf, Eco Tours, Driving, Adventure, Dive Holidays, and Cruising.

AUDIENCE DISTRIBUTION: Visitor distribution by Net location is, **Asia 60 percent** (largely Hongkong, Singapore, Japan, India, China, Thailand, Malaysia and Australia), **USA 20 percent**, and **Europe 20 percent** (mainly UK, France, Germany).

ADVERTISING RATES SMARTTRAVEL ASIA 2005

See <http://www.smartravelasia.com/mediakit.htm>

BANNER Homepage 600 x 80 pixels (max file size 12k) US\$5,000; Inside Page US\$4,000, 30 days. Add **SLIDESHOW** 10-pics, US\$2,000, 30 days (only with Banner).

BUTTON Homepage 130 x 130 pixels (max file size 8k) US\$3,000; Masthead position 110 x 110 pixels US\$5,000; Inside Page 148 x 148 pixels US\$2,000 30 days.

3 MINUTE VIDEO GUIDE 320 x 240 pixel streaming video.

Sponsorship at US\$50,000, maximum for one year (concluding 31 December), We write, film, produce, edit and optimise for Web.

TV ADVERTISING 200 x 150 pixel 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

VIRTUAL NEWSCASTER 200 x 150 pixel embedded virtual host that can narrate your message (male or female) with your product as backdrop. US\$6,000, inside page.

A4 ADVERTORIAL/ LUCKY DRAW Magazine-style A4 page branding and DM with rich visuals and, potentially, 8-10 sec video and/or looping music. High-quality printout. Can be read in nine languages. US\$8,000, 30 days. We design and write. Video (US\$2,000) to be supplied in Quicktime format. Music US\$1,000.

TOP ASIAN HOTELS By invitation stylish online directory

FULL PAYMENT is expected in full within 15 days of any advertising upload to our sites. Bank Drafts or Telegraphic Transfers 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, TV, 30 days prior to upload.

Some Novel Ideas

The Web is not just about clicks. It is about building brands, creating awareness and interest which, in turn, create demand. We are top ranked on search engines like Google. Our **3 Minute Video Guide** is a perfect vehicle for destination or brand marketing using streaming video.

Our **Faces of Asia Lucky Draw**, combining an A4 page with a homepage button, are e-marketed worldwide, creating snowballing views. Stylish **A4**

page formats for our **Top Asian Hotels** collection (by invitation), combine video and slideshows.

They can be viewed globally in nine languages and printed out in high quality.

Virtual newscasters who actually talk, offer a novel way to promote a special deal or new product, and **slideshows** add tremendous visual impact.

Dancing Wolf Media

offers one-stop solutions for publishing and media. Print and web design, copy writing, e-newsletters and web advertising, photography, video, art and music.



Faces of Asia Lucky Draw panel on the homepage (top). Some A4 pages magazine style with video and music (left and below left). These are ideal quick-print formats that offer global reach in an eye-catching design. This is a powerful direct marketing tool



The **Top Asian Hotels** collection (above) is a stylish online directory



A 3D talking virtual character (above) can add real zing to your message. Or do a sexy fashion spread (right)

