



# SMART TRAVEL ASIA 2019 MEDIA KIT

SmartTravelAsia.com

**DANCING WOLF MEDIA** is a Hong Kong web publishing, design and editorial consulting company founded in 2002.

## 2019 AD RATES

**BANNERS/ AS JPEGs/ ALL 30 DAYS/ US\$ NETT**  
600x80 pixels, Home US\$5,000, other \$4,000.

## READER PROFILE

From annual poll May-Jun 2018

Does STA help you make travel selections?

Yes: 96%

Sometimes: 3%

How do you book?

Online Travel Agent: 62%

Travel Agent: 20%

Hotel Website: 18%

Online you *first* look for

Information & Reviews: 85%

Best Prices: 15%

Primary source of brand information

Online Media: 96%

Print: 2%

Television: 2%

Travel/ Lifestyle Interests

Culture / History: 70%

Shopping: 58%

Spas: 49%

Dining & Nightlife: 48%

Child-friendly resorts: 45%

Adventure / Nature: 41%

Conference / Meetings: 40%

Resort Weddings: 35%

Golf: 24%

Cruising: 18%

Diving: 18%

Casinos: 15%

**Yearly income US\$178,000**

Purchase Interests

Luxury Fashion Brands: 66%

Duty-Free Alcohol: 62%

Flat / Holiday Villa: 43%

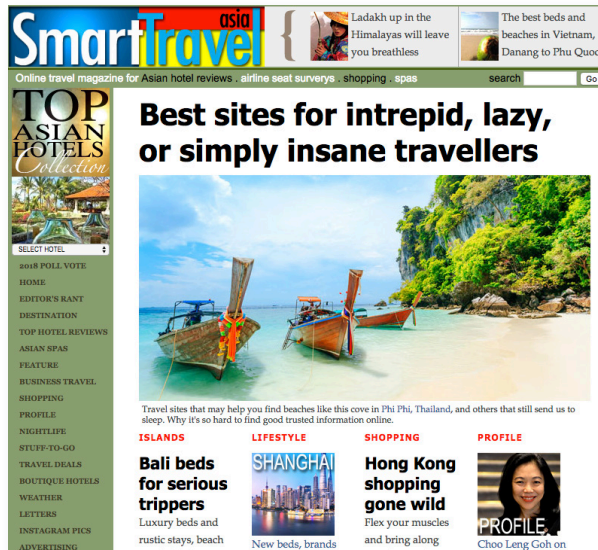
Mobile Phone: 38%

Medical Tour Package: 35%

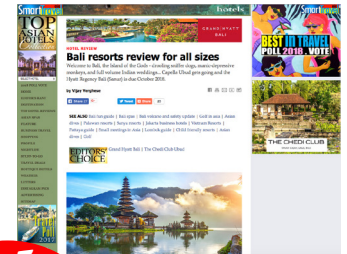
Car: 30%

Laptop: 12%

Video / Camera: 11%



**1.5 million readers a year, 14 air trips**



## TALK PERSONALITY NOT JUST BEST PRICE

Travellers want to know about you. Low brand interest will mean fewer bookings.

## ALEXA-STYLE TOOLS ARE MISLEADING

This is statistical nonsense as IT kids, not luxury travellers, download such toolbars.

## LUXE TRAVELLERS DO NOT CLICK AND BOOK

They have many avenues for booking. But they take decisions. Kids click. Bankers don't.

## Circulation Breakdown / 1.5 Million unique visitors annually

**Asia & Australia** - 70% [HK + China (25%), Singapore (15%), Australia/ New Zealand (10%), India (8%), Malaysia, Thailand, Philippines, Japan, Indonesia, South Korea, Taiwan, Dubai, Iran, Turkey, Israel]

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

### DISPLAY BOX

300x250px, US\$6,000, inside upper right.

### CINEMA BANNERS

600x160px, US\$8,000 inside. XL-size inside 600x240px \$9,000.



### SKYSCRAPER

Home, US\$8,000 vertical, 160x600px. Inside \$7,000.

### BUTTON

US\$2,000, 30 days, 130x130px.

### ADVERTORIALS

Elegantly designed and written by us - A4 page US\$12,000, 30 days, or longer in-page style US\$24,000, 30 days.



**TOP ASIAN HOTELS**  
By invitation. A4 style EDITORS' CHOICE recommendations.