



SMART TRAVEL ASIA 2018 MEDIA KIT

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

2018 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 2017

Does STA help you make travel selections?

Yes: 95%

Sometimes: 5%

How do you book?

Online Travel Agent: 50%

Travel Agent: 32%

Hotel Website: 18%

Online you *first* look for

Information & Reviews: 84%

Best Prices: 16%

Primary source of brand information

Online Media: 96%

Print: 2%

Television: 2%

Travel/ Lifestyle Interests

Culture / History: 70%

Shopping: 56%

Spas: 45%

Dining & Nightlife: 45%

Child-friendly resorts: 43%

Adventure / Nature: 39%

Conference / Meetings: 35%

Golf: 20%

Cruising: 18%

Diving: 16%

Resort Weddings: 14%

Casinos: 12%

Yearly income US\$156,000

Purchase Interests

Luxury Fashion Brands: 56%

Duty-Free Alcohol: 52%

Mobile Phone: 46%

Medical Tour Package: 38%

Flat / Holiday Villa: 35%

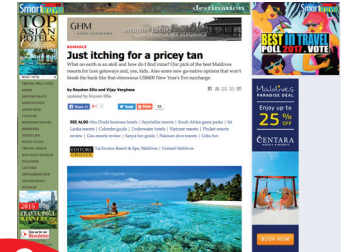
Car: 30%

Laptop: 15%

Video / Camera: 19%



1.2 million readers a year, 12 air trips



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 our team - A4 page US\$12,000, 30 days, or in-page style.



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

TALK PERSONALITY NOT JUST BEST PRICE

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

RESEARCH HAPPENS FIRST BEFORE RETAIL

Get seen here where most consumers get lost. Readers come to us for trusted reviews.

LUXE TRAVELLERS DO NOT CLICK AND BOOK

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

Circulation Breakdown / 1.2 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%

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.**