



SMART TRAVEL ASIA 2023 MEDIA DETAILS

SmartTravelAsia.com

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

2023 AD RATES

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

READER PROFILE

From annual poll May-Jun 2019

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%

LUXURY IS A FEELING NOT AN ALGORITHM

Does your Brand convey Emotion? How did you propose? On your knees or with an ROI chart? Don't kill your love story.



TALK PERSONALITY NOT JUST BEST PRICE

If travellers do not understand your brand they will not pay more for quality, business or boutique.

LUXURY TRAVELLERS DO NOT CLICK AND BOOK

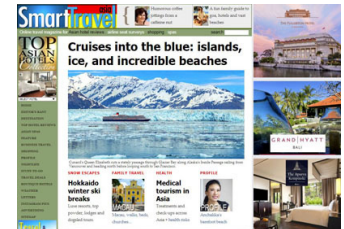
They are not in the click space. Meetings and weddings are not through clicks. Kids click. Bankers don't.

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%

1.5 million readers a year, 14 air trips



DISPLAY BOX

300x250px, US\$6,000, right margin.

CINEMA BANNER

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



SKYSCRAPER

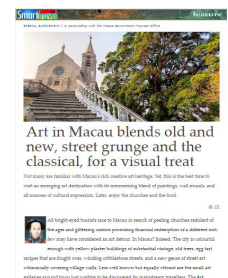
US\$8,000 vertical, 160x600px.

BUTTON

US\$3,000, 30 days, 130x130px, left index.

ADVERTORIALS

Elegantly designed, strongly visual, mobile-friendly editorial showcase for 30 days, (below) US\$30,000, plus high visibility add-ons.



TOP ASIAN HOTELS

By invitation. A4 style EDITORS' CHOICE recommendations.

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.**