

10 YEARS. 40 MAGAZINES.  
3,000 CONTRIBUTORS.  
OVER 4,500 ADVERTISEMENTS.  
50,000 YAK GUESTS WINED & DINED.  
5,000,000 WORDS COMMITTED TO PRINT.  
ONE LUXURY PLAYGROUND.

ONE  
**yak**

**NOW THAT WE'RE  
10 YEARS OLD WE  
THOUGHT IT WAS TIME  
WE HEARD FROM  
OUR READERS.**



# WHEN DID YOU FIRST PICK UP A COPY OF THE YAK?

“MANY YEARS AGO IN A LOUNGE IN SINGAPORE...”

“FROM A VILLA WE WERE STAYING IN...”

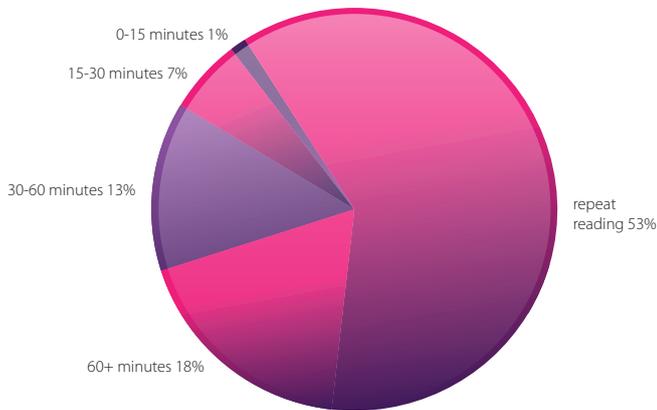
“I THINK I STILL HAVE THE FIRST ISSUE!”

“PERIPLUS BOOKSTORES”

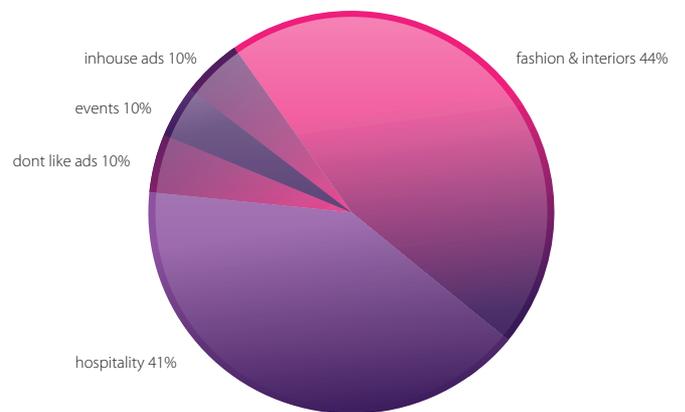
“AT THE VERY BEGINNING OF MY BALI ADVENTURE,  
I WAS ABOUT 14 AT THE TIME...”

# 77% OF OUR AUDIENCE MAKE PURCHASES BASED ON AN ADVERT OR ARTICLE THEY HAVE SEEN IN THE YAK

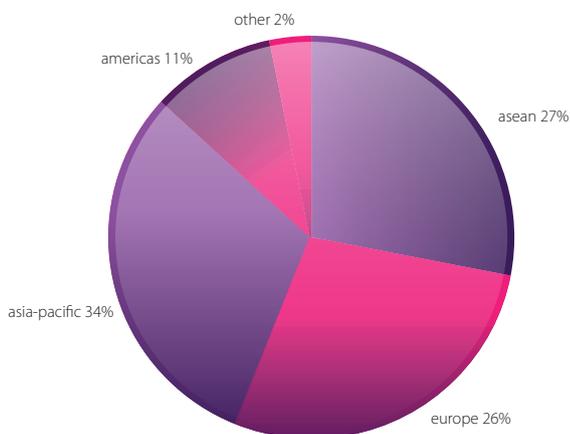
HOW LONG DO YOU SPEND  
READING THE MAGAZINE?



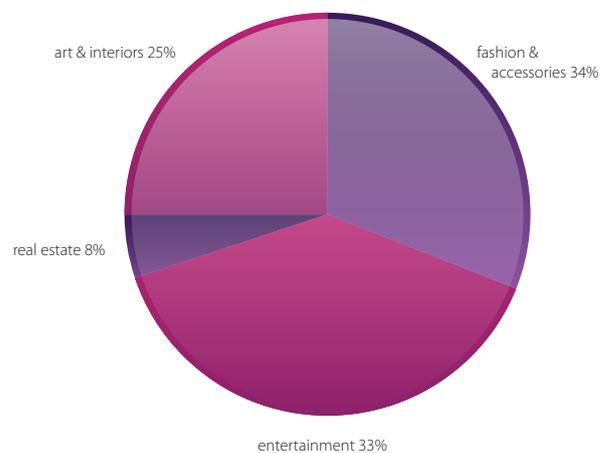
WHAT DO YOU LIKE  
ABOUT THE YAK?



WHAT IS  
YOUR NATIONALITY?



WHAT DO YOU SPEND ON  
WHILE IN BALI?



# HOW LONG DO YOU SPEND READING THE YAK?

**“DAYS AND DAYS...”**

**“OVER A MONTH OR SO, IT LAYS NICELY ON MY  
COFFEE TABLE”**

**“I LOVE THE MAGS, SOME STAY FROM 3-5 YEARS”**

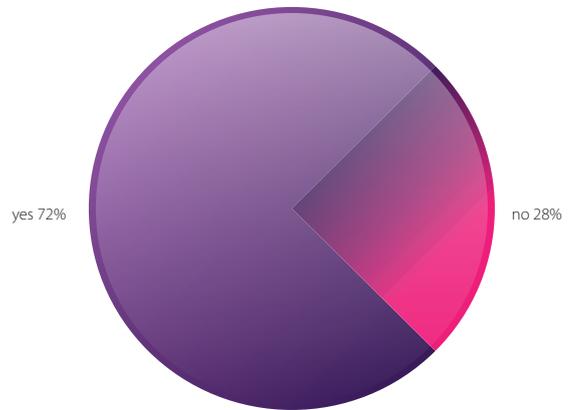
**“OVER 3 OR 4 HAIRCUTS”**

**“HOURS, IT’S OUR FAVOURITE”**

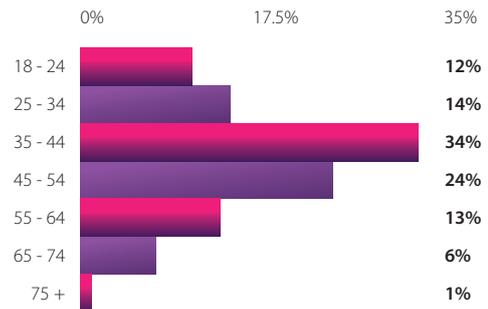
**67% OF THE YAK AUDIENCE RESIDE ON BALI**

**52% OF OUR READERS ARE FEMALE, 48% ARE MALE**

DO YOU WISH TO RECEIVE DIGITAL INFORMATION ABOUT GOODS, SERVICES & PRIVILEGES RELATED TO THE YAK?



WHAT IS YOUR AGE?



WHEN DID YOU FIRST PICK UP THE YAK?

