



UTILISE THE YAK'S POWERFUL  
ONLINE PRESENCE TO GET  
YOUR MESSAGE OUT.

2020 RATE CARD

# What Our Clients Say About Us...

A HAPPY CUSTOMER IS ALL WE WANT.

Lifestyle Residential Resort  
Wana Sandat - EDM package

“ **YES - VERY HAPPY. EDM PRODUCED 286 CLICKS THROUGH TO OUR WEBSITE.** ”

Digital  
Telio Internet server - EDM package

“ **WE USE THE YAK'S EDM SERVICE ONCE A MONTH AND WE ALWAYS GET INQUIRIES AFTER SENDOUT. OFTEN WE SIGN NEW CLIENTS DIRECTLY BECAUSE OF THESE EMAIL BLASTS.** ”

F&B  
Shotgun Social - Online Article, EDM Package

“ **THANK YOU SOMUCH FOR THE PUBLICATION OF US IN THE YAK MY PHONE IS BUZZING HERE NON STOP :) THANK YOU SO VERY MUCH FOR THE INCLUSION** ”

## SOCIAL MEDIA POST ON THE YAK MAGAZINE BALI

 **Sophie Digby** ▶ The Yak Magazine Bali

3 Sep · 🌐 · ...feeling of coming home ... Puri Ganesha Homes by the BEACH Pemuteran's best staycation option Great deals. Three bedroom villa for under 4mill a night ... Fab...



  55 17 comments 2 shares

 **Sophie Digby** ▶ The Yak Magazine Bali

27 Aug · 🌐 · Recently seen · Hands up, who wants to retire? Arms up and waving in the air if you want to retire in Bali 🙌🙌🙌 (Lovin' that it is only open to the over 55s 🤔)

[THEWANASANDAT.COM](http://THEWANASANDAT.COM)  
The Wana Sandat Residential Resort Bali



  69 31 comments 1 share

**2 matching comments**

 **The Wana Sandat - Nusa Dua**  
Geraldine Jones The Wana Sandat is due for completion at the end of 2022 - hopefully by th...

  2

 **Sophie Digby** ▶ The Yak Magazine Bali

3 Sep · 🌐 · ...women that power Bali... ❤️ The Yak magazine - Digital Issue #68 ❤️

The Yak Magazine's post  
We take a look back at the women who ha...



  50 9 comments 2 shares

 **Sophie Digby** ▶ The Yak Magazine Bali

8 Sep · 🌐 · Recently seen · A collaboration made in HEAVEN people. Every Wednesday to Sunday from 5.30PM to 10.30PM. Velada Tapas Bar & Kitchen and Merah Putih Resta...



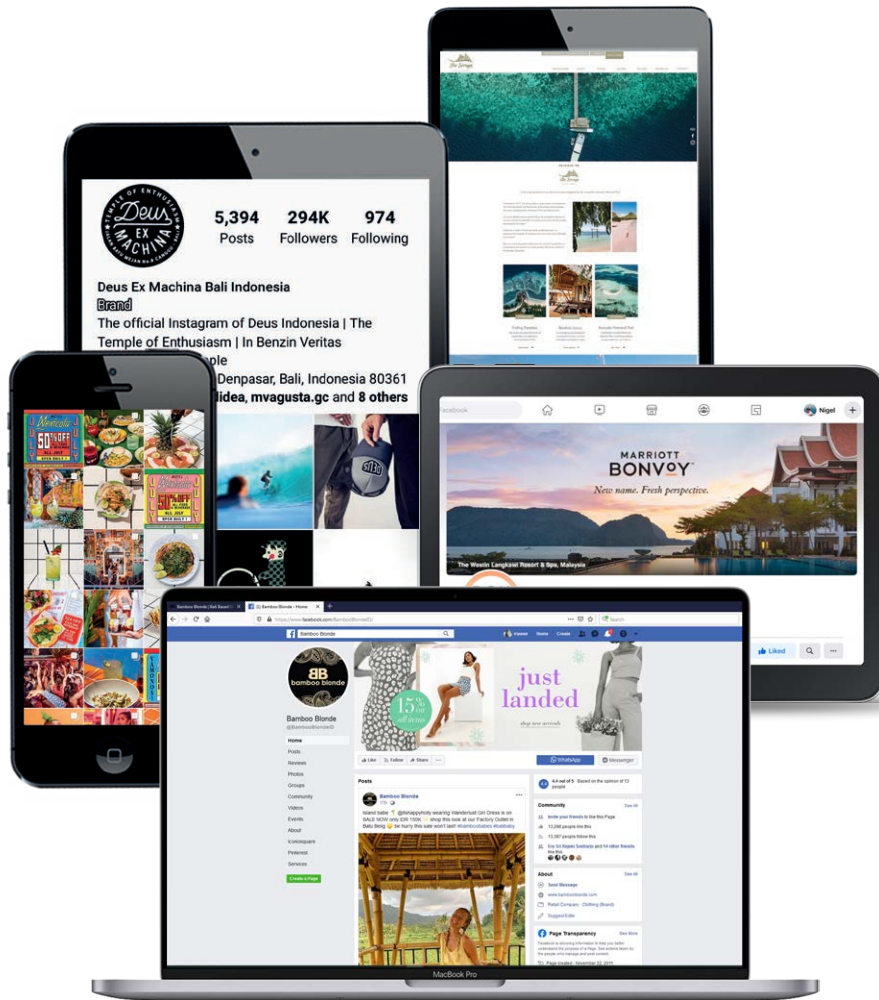
  30 4 comments 2 shares

# Offerings & Prices

WE work together with your team to create engaging online campaigns that mix all aspects of today's digital marketing world.

This utilizes everything we are already known for: great quality, great design, innovative events and above all a loyal following. Our products and services include:

- Social Media Management
- Online Advertorials and Content Creation
- Email Direct Marketing & Email newsletters
- Affiliate Marketing
- Yak Travel Experiences
- Events
- Graphic Design / Video Stills Production
- Instagram GridView, IG Stories, FB Stories
- Online competitions



# How We Charge For This

SOCIAL MEDIA MANAGEMENT - WHITE LABEL	
<ul style="list-style-type: none"> <li>• 4 posts for IG feed = FB page per week</li> <li>• 2 posts for IG story per day (depending on events/promotions)</li> <li>• Send 5 DM per day to spread information/promotion</li> <li>• Create IG highlights IG and custom icons</li> <li>• 6 posts for Google Mybusiness per week</li> <li>• Reply review or comment or question by IG /FB / Google Mybusiness</li> <li>• Update photos on TripAdvisor</li> <li>• Facebook ads budget in addition suggested at Rp1mil minimum spend across IG n FB max two accounts</li> </ul>	<b>5MIL Per Month</b>
YAK STREAMS	
1. SOCIAL (1 Instastory -1 FB Group post)	<b>500k</b>
2. SHARED EDM (by invitation only) or Minyak sent to 10K database	<b>500k</b>
3. COMBO (SOCIAL + MINYAK) <ul style="list-style-type: none"> <li>• 1 Instastory, • 1FB Group posting,</li> <li>• 1 inclusion in minYak (newsletter)</li> </ul>	<b>1MIL</b>

ADVERTORIAL	
<ul style="list-style-type: none"> <li>• 500 word write up of your product/service • Article Uploaded to www.theyakmag.com</li> <li>• Online banner ad that links to your website</li> <li>• Sharing the article on The Yak's FB streams.</li> </ul> <p>DESIGN, VIDEO, STILLS, COPYWRITING PRICES CAN BE DISCUSSED ON A PROJECT BY PROJECT BASIS.</p>	<b>2.5MIL</b>
EDM – (ELECTRONIC DATA MAILOUT)	
<p>Your EDM sent to our 10k targeted database</p> <ul style="list-style-type: none"> <li>• With Affiliate link/code in your booking system 1mil</li> <li>• Without Affiliate link/code/commission 1.5mil</li> <li>• Edm design 500k</li> </ul>	<b>1-2MIL</b>
E-NEWSLETTERS	
<p>Unique design template included in first newsletter (3mil) Newsletter build distribution (monthly if you wish) Help with content – you send us information and we write it. Or distribution of your existing newsletter only 2mil</p>	<b>2-3MIL</b>

# How We Charge For This

## Monthly Retainer Package

### 1 MONTH PACKET (IDR 5 Mill / Month)

- 2 x EDM sent to our targeted database of 10K names. Total Value 3 Mill
- 1 x Online Advertorial story / interview written by us and placed on [www.theyakmag.com](http://www.theyakmag.com) and promoted on our FB streams. Total value 2.5Mill
- 4 x Instagram Story Mirroring to Facebook story. Total value 2 Mill

**TOTAL MONTHLY VALUE: IDR 7,5 Mill**

### 3 MONTHS PACKAGE (IDR 9 MILL/MONTH)

- Be-weekly EDM (6 EDM/month) sent to our targeted database of 10K names. Total Value 9 Mill
- Inclusion in Yak monthly E-Newsletter (minYak) sent to our 10K database. Total Value 1,5 Mill
- Weekly Instagram story, mirroring to Facebook story. Total value 6 Mill
- Weekly posting to Yak Facebook Groups. Total value 6 Mill
- 3 x Advertorial story / interview written by us and placed on [www.theyakmag.com](http://www.theyakmag.com) and promoted on our FB streams. Total value 7.5Mill
- 3 x Instagram Grid View (3 squares). Total value 9Mill
- One shared or one-off event assisted by The Yak – when applicable. Total Value 2,5 Mill

**TOTAL MONTHLY VALUE: IDR 13,8 Mill**

### 6 MONTH PACKAGE (IDR 8 MILL/MONTH)

- Double up the 3 months package for less.

### YAK ON THE GRID ( IG + FB BOOSTING IS AVAILABLE )

<b>3 GRIDS</b>	3 x feed + 1 x IG story with online advertorial 300 words	<b>3MIL</b>
<b>6 GRIDS</b>	6 x feed + 2 x IG story with online advertorial 500 words	<b>5MIL</b>
<b>9 GRIDS</b>	9 x feed + 3 x IG story with online advertorial 700 words	<b>7MIL</b>

**IG + FB BOOSTING IS AVAILABLE**

# Stats

## Our Website

[www.theyakmag.com](http://www.theyakmag.com)



**1.5min**

Average length spent on a page



**93%**

From FB



**9,700+**

Pageviews / month

**89%**

New visitor



**78%**

English user  
(Language based on setting in user's device)



**58%**

Acces from mobile device



**38%**

Organic acquisition

## EDMS & minyak

Shared & Unique EDM  
Monthly Email Newsletter



**10.0000+**

YAK Database



**31%**

Subscribers from Indonesia

**48%**

Other various Country



**30%**

Open Rate

# Instagram

@theyakmagazine



**17.300+**  
followers



**36,7%**  
25-34 years old audience



**45%**  
Followers from Indonesia



**51%**  
Female audience

AVG impressions:  
**175,800+ / month**

AVG reach:  
**14,128+ / month**

AVG Profile Visits:  
**4,740+ / month**

# Facebook

The Yak magazine

The Yak magazine bali (Group)



**39,000+**  
The Yak magazine Followers

**7,500+**  
The Yak magazine bali Followers



**72%**  
18 - 44 years old audience



**41%**  
Followers from Indonesia



**51%**  
Female audience

**FB FAN PAGE**

AVG reach:  
**64,400+ / month**

AVG engagement  
**9,500+ / month**

# Twitter

@Theyakmagazine



**1,000+**  
Followers



**86%**  
18 - 44 years old audience

AVG tweet impressions:  
**21,200+ /month**  
↑ **77,6%**



**41%**  
Followers from Indonesia



**63%**  
Male audience

# Pinterest

@theyakmag



**15,200+**  
Monthly unique followers



**36,1%**  
18 - 24 years old audience

AVG impressions  
**26,000+ / month**

AVG engagement  
**600+ / month**



**60,1%**  
Followers from various country



**60%**  
Female audience

# Say Hello

Kompleks Perkantoran Simpang Siur Square,  
JL. Setia Budi, Blok E4, Kuta - Bali 80361, Indonesia  
E : sales@theyakmag.com, online@theyakmag.com  
0851 004 318 04, 0361 766 539, 0851 004 317 96

[www.theyakmag.com](http://www.theyakmag.com)



**Amik**

M: +62 813-3963-8635  
E: sales@theyakmag.com



**Livia**

M: +62 898-9101-560  
E: online@theyakmag.com