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

2020 RATE CARD
We’re Changing The Way We Work

AT THE YAK WE ARE CHANGING THE WAY WE WORK WITH CLIENTS TO REFLECT A CHANGING WORLD.

WE used to talk to you about print advertising. Now we talk about your online branding.

At The Yak the goal has always been the same: to get your product in front of targeted buyers to help you increase sales and maintain a good position in the market.

We’ve always done this by providing great content that attracts readers to our world, then sold them on the idea of considering a purchase of a range of products and services from yours. We used to call this advertising. Now we call it content marketing.
Nothing’s changed. Everything’s changed.

Great content engages great audiences. We’ve always known this.

So what’s changed?

Print is fantastic and tactile but online is data driven and more targeted. We’ve learned new skills and made alliances with some of the best online marketers out there.

We’ve changed to meet a changing marketplace, offering a range of digital content options that are cost effective, focused online and backed by our reputation for high quality media.
360K IMPRESSIONS PER MONTH

WEBSITE: 20k+ pageviews / month
INSTAGRAM: 175k+ impressions / month
FACEBOOK: 120k people reached / month

PINTEREST: 22K impressions / month
TWITTER: 20K impressions / month
DATABASE: 10K
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
LET us take the pain away from daily postings. Let us design your Instagram Grid View so your stream looks amazing.

Let us identify online ad opportunities to increase your followers and engagement. Let us build your brand on social media.

Or jump on The Yak powerful social streams with postings in minYak (our e-newsletter), in our Facebook Group, our Instastories and Grid Views Ads and our Shared EDMs.
White Label
5MIL PER MONTH

• 4 posts for IG feed = FB page per week
• 2 posts for IG story per day (depending on events/promotions)
• Send 5 DM per day to spread information/promotion
• Create IG highlights IG and custom icons
• 6 posts for Google Mybusiness per week
• Reply review or comment or question by IG/FB/Google Mybusiness
• Update photos on TripAdvisor
• Facebook ads budget in addition suggested at Rp1mil minimum spend across IG n FB max two accounts

Yak Streams

1. SOCIAL 500k
   • 1 Instastory -1 FB Group post
2. SHARED EDM (by invitation only) 500k
   • Shared EDM sent to 10K database
3. COMBO (SOCIAL + MINYAK) 1mill
   • 1 Instastory,
   • 1FB Group posting,
   • 1 inclusion in minYak
Online Advertorials & Content Creation

We are experts in creating exceptional online content in words, images and video, whether it’s for your website or social media or The Yak’s online streams. Or both.

Let us write a story about you and your brand that will attract premium attention among the right market. We’ll share it on www.theyakmag.com, our Facebook streams and in relevant independent FB groups for maximum exposure. We’ll add it to our content management system to make sure it’s repeatedly shared on a suitable schedule.

Let our in-house design team work with you on how you appear online, whether it’s by designing your logo and branding, your e-newsletter, your online shop or your website. Need a video or stills shoot? No problem.

Pricing

ADVERTORIAL
2.5MIL

- 500 word write up of your product/service
- Article Uploaded to www.theyakmag.com
- Online banner ad that links to your website
- Sharing the article on The Yak’s FB streams.

DESIGN, VIDEO, STILLS, COPYWRITING PRICES CAN BE DISCUSSED ON A PROJECT BY PROJECT BASIS.
Generate solid leads by sending out EDMs to our targeted 10,000 email database. Let us funnel unique clicks from the initial send out with a second offer sent directly to those people who have expressed an interest. Let us create a customized list of all people who have clicked on your offer and send them regular updates on your product. Let us design and build your monthly email newsletter and share it. Let us design a FB and Instagram post to share the news that you’ve sent out a newsletter to your followers.

**EDM – (ELECTRONIC DATA MAILOUT) 1 – 2MIL**

- Your EDM sent to our 10k targeted database
- With Affiliate link/code in your booking system 1mil
- Without Affiliate link/code/commission 1.5mil
- Edm design 500k

**E-NEWSLETTERS 2-3MIL**

- 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
Yak Travel Experiences & Affiliate Marketing

Let us work with you as an affiliate, creating sales campaigns and directly selling your products and services, then pay us a commission for doing so.

Or place your brand in one of our travel experiences. Join and we’ll design a unique, single or multi-branded travel experience for you with The Yak as you Affiliate Partner.

These travel experiences have previously included our Harley Martini Tours promoting KuDeTa, Dava at The Ritz Carlton and Naughty Nuri’s Ubud; Sushi On Board promoting a fishing trip and boat; The Yak’s Hangover Picnic in association with Alila Ubud and Escape Nomade and Oysters By The Pool in association with a seafood company.
Let us bring our Yak crowd to your venue. We can design and create events to suit your restaurant or bar, and we can work on a commission basis. Prices for curation and creation of events to be discussed on an individual basis.
Place your brand into our popular IG stream with 3, 6 or 9 squares comprising your artwork and promotion. Let us create compelling IG and FB Stories and engaging online competitions.

<table>
<thead>
<tr>
<th>YAK ON THE GRID ( IG + FB BOOSTING IS AVAILABLE )</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3 GRID</strong></td>
<td>3 x feed + 1 x IG story with online advertorial 300 words</td>
</tr>
<tr>
<td><strong>6 GRID</strong></td>
<td>6 x feed + 2 x IG story with online advertorial 500 words</td>
</tr>
<tr>
<td><strong>9 GRID</strong></td>
<td>9 x feed + 3 x IG story with online advertorial 700 words</td>
</tr>
</tbody>
</table>

**IG + FB BOOSTING IS AVAILABLE**
We live in a subscription-based world. You pay monthly for goods and services for anything from your electricity to your CRM software. At The Yak we now do the same.

We work on a monthly retainer the size of which depends on which services we provide to you.

Set the size of your budget, choose from our list of services and make a packet for a cheaper price.

Or you can pick one service for one time and pay us for that (it’s more expensive this way).

### How We Charge For This

<table>
<thead>
<tr>
<th>1 MONTH PACKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 2 EDMS – value 3mil</td>
</tr>
<tr>
<td>• Advertorial value 2.5mil</td>
</tr>
<tr>
<td>• 1 minYak inclusion 500k</td>
</tr>
<tr>
<td>• 3 x Instastory 1.5k</td>
</tr>
<tr>
<td>• 1 x FB posting 500k</td>
</tr>
<tr>
<td><strong>Total value IDR8.5MIL</strong></td>
</tr>
<tr>
<td><strong>IDR5MIL Per Month</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3 MONTH PACKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 3 EDMs (design included) and sent to our targeted database of 10,000 names. Value 4.5MIL per month plus 1.5mil design fee.</td>
</tr>
<tr>
<td>• Design, build and management of your monthly E-Newsletter sent to your database and our 10K database. Value 3MIL per month</td>
</tr>
<tr>
<td>• Advertorial story / interview written by us and placed on <a href="http://www.theyakmag.com">www.theyakmag.com</a> and promoted on our FB streams. 2.5MIL</td>
</tr>
<tr>
<td>• Social Media Management of your IG stream including Grid View and IG story design 5MIL. One shared or one-off event per three months assisted by The Yak.</td>
</tr>
<tr>
<td><strong>Total value IDR16.5MIL</strong></td>
</tr>
<tr>
<td><strong>IDR9MIL Per Month</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6 MONTH PACKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double up the three months package and get an extra discount.</td>
</tr>
<tr>
<td><strong>IDR8MIL Per Month</strong></td>
</tr>
</tbody>
</table>
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 THROUGHS 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."
Stats

Our Website
www.theyakmag.com

1.5min
Average length spent on a page

9,700+
Pageviews / month

89%
New visitor

93%
From FB

78%
English user (Language based on setting in user’s device)

EDMS & min

Shared & Unique EDM
Monthly Email Newsletter

10,0000+
YAK Database

31%
Subscribers from Indonesia

48%
Other various Country

30%
Open Rate

58%
Access from mobile device

38%
Organic acquisition
Instagram
@theyakmagazine

17,300+ followers
36.7% 25-34 years old audience
45% Followers from Indonesia

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+ followers
72% 18 - 44 years old audience
7,500+ followers
41% Followers from Indonesia

FB FAN PAGE
AVG reach: 64,400+ / month
AVG engagement: 9,500+ / month

51% Female audience
51% Female audience
Twitter
@Theyakmagazine

- 1,000+ Followers
- 86% 18 - 44 years old audience
- 41% Followers from Indonesia
- Male audience 63%
- AVG tweet impressions: 21,200+ /month
  ↑ 77.6%

Pinterest
@theyakmag

- 15,200+ Monthly unique followers
- 36.1% 18 - 24 years old audience
- 60.1% Followers from various country
- Female audience 60%
- AVG impressions 26,000+ / month
  AVG engagement 600+ / month
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