



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

2022 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

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

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

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

 The Yak Magazi...

Admin · 9 Nov 2021 · 🌐

CONGRATULATIONS TO US!!!!
HAPPY 18TH ANNIVERSARY TO THE YAK MAGAZINE - 2003 - 2021 🎉 MILESTONE!!
I'd like to thank all our readers, followers and clients - who have believed in us, supported us and appreciated us over the last 18 years!! Especially those subscribers and Venue Copy 'borr... See more



  Jane Auer and 438 others

218 comments · 2 shares

Yak Online - Prices & Inclusions

1. YAK SOCIALS	
<ul style="list-style-type: none"> • 1 x Instagram story, mirroring to Facebook • 1 x Facebook post to Yak Facebook group 	500K
2. MINYAK (NEWSLETTER) - SENT 9K EMAIL DATABASE	
<ul style="list-style-type: none"> • 1 x Inclusion of your press release (up to 300 words) + images in MinYak • 1 x Facebook post to Yak Facebook group 	500K
3. YAK COMBO (SOCIAL + MINYAK)	
<ul style="list-style-type: none"> • 1 x Inclusion in Yak newsletter (MinYak) • 1 x Instagram story mirroring to Facebook • 1 x Facebook post to Yak Facebook group 	750K
4. NEW IN THE HOOD (NITH)	
<ul style="list-style-type: none"> • Short article written by The Yak, for your MinYak entry up to 150 words • Premium spot on our newsletter layout • Instagram story mirroring to Facebook 	1,5Mill
5. SHARED SERIES - SELECTED TOPIC AND BY INVITATION ONLY	
<ul style="list-style-type: none"> • Article of 250-500 words (depending on the chosen topic) • 1 x Facebook Post to Yak Facebook group • 1 x Instagram story mirroring to Facebook 	1Mill

*** PRICE SUBJECT TO 11% PPN

6. DEDICATED EDM	
<ul style="list-style-type: none"> • Your EDM artwork sent to The Yak's targeted 9K database • 1 x Instagram story mirroring to Facebook • Online banner on www.theyakmag.com, links to your website (800x800) pixel 	1,5 Mill
7. ONLINE ADVERTORIAL OR CURATED ONE-ON-ONE Q&A	
<ul style="list-style-type: none"> • Up to 300 words article on www.theyakmag.com (Option 1) OR a curated one-on-one Q&A (Option 2) • Inclusion of your article/Q&A on Yak newsletter • Your article subsequently shared on Yak online streams 	2,5 Mill
8. YAK ON THE GRID (INSTAGRAM POST FEEDS)	
* Please contact our Online & Sales team directly	TO BE DISCUSSED
9. SOCIAL MEDIA MANAGEMENT (MONTHLY)	
*Please contact our Online & Sales team directly	TO BE DISCUSSED
10. AFFILIATE PROGRAM	
*Please contact our Online & Sales team directly	TO BE DISCUSSED
11. OUT OF THE BOX	
<ul style="list-style-type: none"> • Yak Online • MinYak Inclusion (Short product introduction + link to shop) • 1 x Instagram story, mirroring to Facebook • 1 x Facebook post to Yak Facebook group 	500K

Our Website

www.theyakmag.com



1.2min

Average length spent on a page



93%

From FB



195,121+

Pageviews / year



75%

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



59%

From mobile device



58.91%

Organic acquisition

EDMS & minyak



8,510+

Current Subscribers



Shared & Unique EDM Monthly Email Newsletter

33%

Subscribers from Indonesia

9%

Australia

54%

Other Various Countries



OPEN RATE

34%

22%

Bali

4%

Singapore

Instagram

@theyakmagazine



18,3k+

followers



63%

25-44 years old audience



58%

Follower from Indonesia



54,2%

Female audience

AVG impressions:
176k / month

AVG reach:
47k / month

Facebook

The Yak magazine
The Yak magazine Bali (Group)



37k

The Yak Magazine Followers (Fan Page)

8,1k

The Yak Magazine Bali Members (Group)



72%

18 - 44 years old audience



41%

Follower from Indonesia



51%

Female audience

FB FAN PAGE

AVG reach:
65k / month

AVG engagement
9,5k / month

Pinterest

@theyakmag



40k

Monthly unique views



42,1%

25 - 34 years old audience



52%

Female audience

AVG impressions
44.49k+ / month

AVG engagement
936 / month



12,5%

USA

8,9%

Japan

8%

Indonesia

70,6%

Global Followers from various country

Say Hello

Kompleks Perkantoran Simpang Siur Square,
JL. Setia Budi, Blok E4, Kuta - Bali 80361, Indonesia
E : sales@theyakmag.com, online@theyakmag.com
T : 0361 766 539

www.theyakmag.com



Vero

M: +62 812-3933-6747

E: online@theyakmag.com



Rhby

M: +62 852-9985-6668

E: media@theyakmag.com