ADVANTAGE

GREAT VALUE
STRONG ENGAGEMENT
HIGH VISIBILITY
WIDE RANGE OF NATIONALITIES//FOLLOWERS
TARGETED MARKETING
LARGE DATABASE
GREAT TIE-IN WITH OTHER YAK FOLIO ITEMS TO MAXIMISE BRAND EXPOSURE

+9,700+
+64,400
+175,800
+22,760
+21,200
STATISTICS

±293,860k+ / MONTH

WEBSITE 9,700+ PAGEVIEWS / MONTH
INSTAGRAM 175,800+ IMPRESSIONS / MONTH
FACEBOOK 64,400+ PEOPLE REACH / MONTH
PINTEREST 22,760+ IMPRESSIONS / MONTH
TWITTER 21,200+ IMPRESSIONS / MONTH
+ GROWING
WEBSITE

AVERAGE LENGTH SPENT ON A PAGE: 1.5 MIN

1,049,256 PAGE VIEWS SINCE 2011

534,432 VISITS SINCE 2011

VISITOR
RETURNING 11%
NEW VISITOR 89%

COUNTRY
IND 35%
SING 4%
UK 4%
US 14%
AUST 16%
OTHERS 28%

DEVICE
MOBILE 58%
TABLET 7%
DESKTOP 35%

ACQUISITION
ORGANIC 38%
SOCIAL 31%
DIRECT 22%
REFERRAL 5%
EMAIL 3%

LANGUAGE
ENGLISH 78%
OTHER 15%
BAHASA 4%
FRANCE 3%
OTHER 15%

FB 93%
TWITTER 0.55%
LINKEDIN 0.25%
PINTEREST 0.13%
OTHER 0.19%
YAK DATABASE: 18,500
RECIPIENTS
OPEN RATE: 21%

INDONESIA 56%
AUSTRALIA 15%
OTHER 8%
SINGAPORE 2%
UK 4%
US 5%
SINGAPORE 2%
@THEYAKMAGAZINE
16,800+ FOLLOWERS
AVG IMPRESSIONS: 175,800+ / MONTH
AVG REACH: 14,128+ / MONTH
AVG PROFILE VISITS: 4,740+ / MONTH
FACEBOOK

FACEBOOK AND INSTAGRAM CURRENTLY OCCUPY THE MINDS OF OUR ONLINE COMMUNITY. RESIDENTS AND VISITORS TO BALI LISTEN TO OUR MESSAGE.

FB FAN PAGE
AVG REACH: 64,400+ /MONTH
AVG ENGAGEMENT: 9,500+ /MONTH

THE YAK MAGAZINE 42,000+ FOLLOWERS
THE YAK MAGAZINE BALI 6,800+ MEMBERS

72% OF OUR FOLLOWERS ARE IN THE 18 - 44 AGE BRACKET

INDONESIA 41%
OTHER 43%
AUSTRALIA 4%
USA 1%
MALE 49%
FEMALE 51%

LANGUAGE
ENGLISH 30%
BAHASA 38%
OTHER 18%
FRENCH 14%

FOLLOWERS

FACEBOOK
FACEBOOK AND INSTAGRAM CURRENTLY OCCUPY THE MINDS OF OUR ONLINE COMMUNITY. RESIDENTS AND VISITORS TO BALI LISTEN TO OUR MESSAGE.
TWITTER

OTHER 44%
INDONESIA 20%
RUSSIA 10%
USA 13%
INDIA 8%
UK 5%

FEMALE 37%
MALE 63%

ENGLISH 89%
BAHASA 11%

86% OF OUR FOLLOWERS ARE IN THE 18 - 44 AGE BRACKET

1.000+ FOLLOWERS
AVG TWEET IMPRESSIONS: 21,200+ /MONTH ↑ 77.6%
PINTEREST

15,200+ MONTHLY UNIQUE FOLLOWERS
AVG 22,760+ IMPRESSIONS / MONTH
AVG ENGAGEMENTS: 600+ / MONTH

USA 15,6%
INDONESIA 11,5%
UK 5,1%
BRAZIL 4,3%
AUSTRALIA 3,4%
OTHER 60,1%

ENGLISH 72%
SPANISH 16%
PORTUGUESE 4%
FRENCH 3%

FEMALE 60%
MALE 40%

AGE
18-24 36,1%
25-34 27,5%
35-44 17,3%
OLDER 22%

LANGUAGE

THE YAK MAGAZINE
15,8k monthly unique viewers

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YAK APP

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With 10,000 downloads and growing, The Yak App Bali is The Yak’s comprehensive listings guide direct to your phone. Browse bars, restaurants, hotels, spas and other listings with cutting edge features that include a map locator, telephone booking feature, share to your friends feature and access to web menus, services and facilities.
SAY HELLO TO OUR TEAM

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