

The lighter and darker sides of Bali, Asia's fashionable playground

the yak



PRINT. ONLINE. SOCIAL MEDIA. EVENTS.



MEDIA THAT MAKES SENSE

With more than one million engagements per year across print, online and social media, The Yak Magazine is so much more than just a luxury lifestyle magazine.

Tour de Force

The Yak Magazine and its online affiliate websites, App and online content are a marketing tour de force in a sea of publishing mediocrity in Bali and beyond.

Luxury Lifestyle

Established over a decade ago as the island's principal luxury lifestyle mouthpiece, the magazine has grown from strength to strength to incorporate slick, original content across all platforms in the modern age.

World Class

With a fully responsive mobile website and world class native App at its side, the print edition of The Yak turns heads from all corners of the world with its superb attention to design, writing, photography and layout, which is continued throughout our online platforms.

Vibrant Events

The magazine and its global online reach also form the basis for a vibrant events calendar incorporating sporting events to rival the best, an awards show and network lunch series.


Discerning Appeal

The Yak's appeal to advertisers lies in its immediate international reputation for style, quality and luxury, and in its extensive and defined reach into a market of discerning readers spanning the prime purchasing demographic.

Distribution

Distribution of the print edition tops a readership of 90,000 per issue with controlled circulation to premier venues in Asia, to bookshops throughout Indonesia and Bali; in private members clubs, luxury hotels and airline lounges. An engagement of 360,000 readers per year.

The Online Source

Online its content is unrivaled. With a guide book App used by discerning concierges, a mobile and responsive website that powers extensive social media groups across FB, Instagram, LinkedIn and Twitter (with a combined annual reach of more than 700,000 engagements), The Yak stands as a definitive source in Bali lifestyle and offering a tried and tested channel to consumers. 



MEDIA THAT MAKES SENSE

GLOBAL REACH

IN PRINT 360,000+ READERS PER YEAR through bookshops and selected venues Indonesia, Singapore, Malaysia, Taiwan, Hong Kong, Tokyo, Russia, Italy, Paris, London and New York. Average live expectancy of a magazine is 2+4 years

ONLINE AND SOCIAL MEDIA 100,000+ ENGAGEMENTS through www.theyakmag.com 100,000+ pageviews and 700,000 engagements per year through SOC. MED. channels on FB, Instagram, Twitter and LinkedIn

WORLD CLASS CONTENT

UNRIVALLED The best photographers, stylists, designers, videographers, bloggers and influencers create a perfect storm of creativity which you can SHARE

LONGEST IN THE MARKET

OVER A DECADE OF EXPERIENCE in luxury lifestyle the island of Bali in every single industry of value.

QUALITY REPUTATION

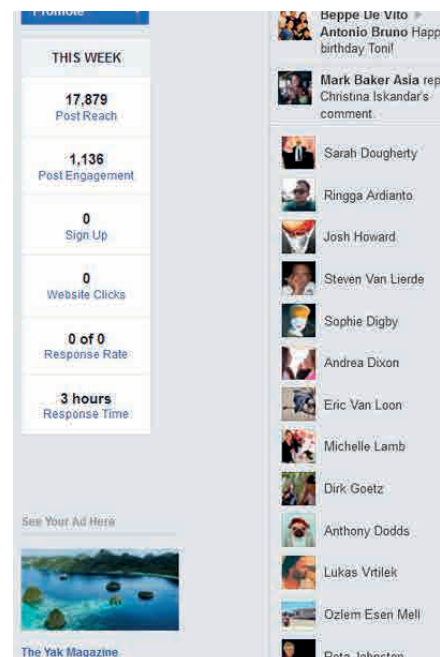
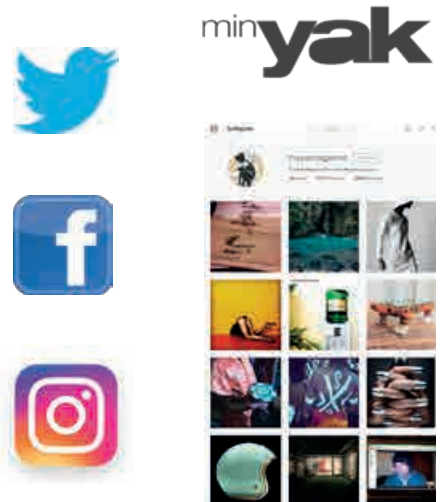
HUNDREDS OF THOUSANDS of supporters around the world who have been entertained and amazed by what we do.

BEST EVENTS

THE FIRST AND LEADING awards show, vibrant sporting events attracting heavyweight international brands, beloved networking events that lead to real sales.

ONLINE AND ON THE BALL

THE BEST MAGAZINE WEBSITE with award-winning content available for sharing across all platforms.



OUR REACH



90,000 READERS / ISSUE
360,000 READERS / YR



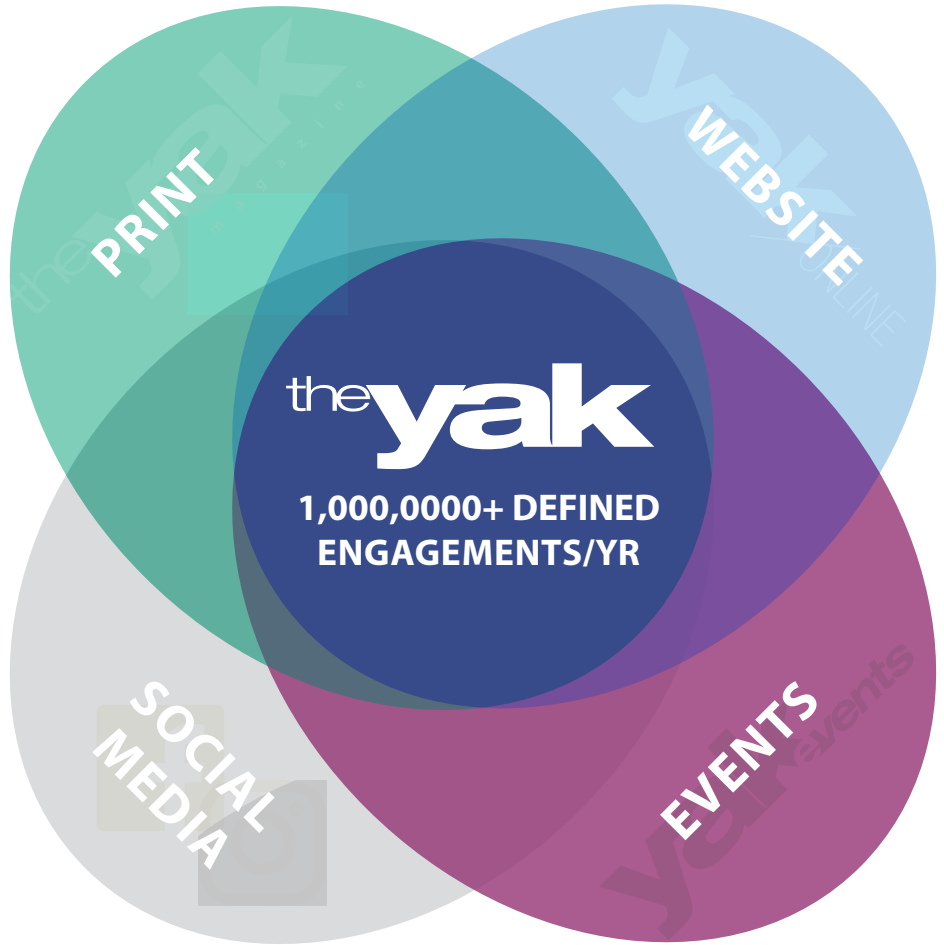
WWW.THEYAKMAG.COM
100,000+ PAGEVIEWS/YR



700,000 ENGAGEMENTS / YR
FB UP TO 25,000 REACH /WK
INSTAGRAM, LINKEDIN,
TWITTER



THE YAK AWARDS
THE YAK GOLF INVITATIONAL
THE YAK CREATIVE CONNECTIONS
THE YAK WINE DINNERS

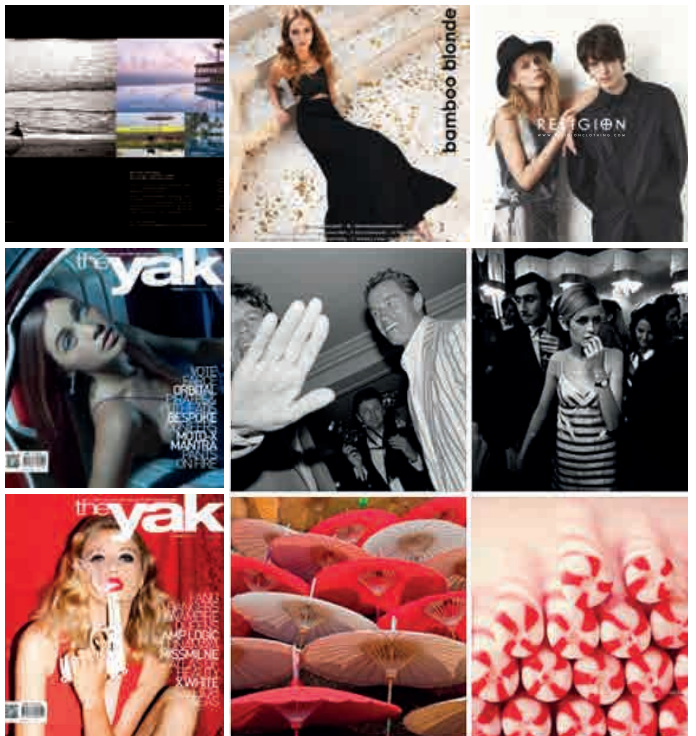


PRINT The Yak Magazine. Leader in the market for over a decade. Readership 90,000 per issue / 360,000 readers per year (we know there's more of you out there).

WEB www.theyakmag.com. Relunched in 2015. Fully responsive. Compelling content. Targeted website reach. 100,000+ pageviews per year and advertiser-friendly to share our content on your platforms.

SOCIAL MEDIA Facebook reach averaging 15,000 per week. 700,000+ views per year. Instagram, Lnked In, Twitter exposure.

EVENTS Annual events across various industries and sports and connected to international brands and sponsors. Includes The Yak Awards (annually since 2004); The Yak Golf Invitational (biannually since 2015); The Yak Creative Connection Lunch Series (quarterly since 2016) and The Yak Wine Dinners (started 2009 and held invariably whenever we feel the need to go wining).



YOUR BRAND PROMOTION PRINT & ONLINE PACKAGES

PACKAGE A+

PRINT

- + **Back Cover Ad**
286 mm (h) x 266 mm (w)
- + Full use of *new in the hood* or *out of the box*
- + *Fashion Fee Style* (if applicable)
- + Shared or unique article in line with business also posted online

* Rp 66,000,000

ONLINE

- + Yak Directory
- + 3 banner ad
600px(h) x 1050px(w)
- + 2 x Yak app Bali for length of contract
- + Full use of Minyak (monthly online newsletter)
- + 2 Minyak Banner ad
385px(h) x 600px(w)

SOCIAL MEDIA

- Monthly postings shared across multiple community pages
- + instagram
- + event promotions

PACKAGE A

PRINT

- + **Double Spread Ad**
526 mm (w) x 286 mm (h)
- + Full use of *new in the hood* or *out of the box*
- + *Fashion Fee Style* (if applicable)
- + Shared or unique article in line with business also posted online

* Rp 55,000,000

ONLINE

- + Yak Directory
- + 3 banner ad
600px(h) x 1050px(w)
- + 2 x Yak app Bali for length of contract
- + Full use of Minyak (monthly online newsletter)
- + 1Minyak Banner ad
385px(h) x 600px(w)

SOCIAL MEDIA

- Monthly postings shared across multiple community pages
- + instagram
- + event promotions

PACKAGE B+

PRINT

- + **Back Inside Cover Or Front Inside Cover Ad**
286 mm (h) x 266 mm (w)
- + Full use of *new in the hood* or *out of the box*
- + *Fashion Fee Style* (if applicable)
- + Shared or unique article in line with business also posted online

* Rp 40,500,000

ONLINE

- + Yak Directory
- + 3 banner ad
600px(h) x 1050px(w)
- + 2 x Yak app Bali for length of contract
- + Full use of Minyak (monthly online newsletter)
- + 2 Minyak Banner ad
385px(h) x 600px(w)

SOCIAL MEDIA

- Monthly postings shared across multiple community pages
- + instagram
- + event promotions

PACKAGE B

PRINT

- + **Full Page Ad**
286 mm (h) x 266 mm (w)
- + Full use of *new in the hood* or *out of the box*
- + *Fashion Fee Style* (if applicable)
- + Shared or unique article in line with business also posted online

* Rp 27,500,000

ONLINE

- + Yak Directory
- + 2 banner ad
600px(h) x 1050px(w)
- + 2 x Yak app Bali for length of contract
- + Full use of Minyak (monthly online newsletter)
- + 1 Minyak Banner ad
385px(h) x 600px(w)

SOCIAL MEDIA

- Monthly postings shared across multiple community pages
- + instagram
- + event promotions

PACKAGE C+

PRINT

- + **Half Page Ad**
Half Page Vertical
114.5 mm(w) x 254 mm (h)
Half Page Horizontal
234 mm (w) x 124.5 mm (h)
- + Full use of *new in the hood* or *out of the box*
- + Shared or unique article in line with business also posted online

* Rp 17,000,000

ONLINE

- + Yak Directory
- + Yak app Bali for length of contract
- + Full use of Minyak (monthly online newsletter)
- + 1 Minyak Banner ad
385px(h) x 600px(w)

SOCIAL MEDIA

- Monthly postings shared across multiple community pages
- + instagram
- + event promotions

PACKAGE C

PRINT

- + **Quarter Page Ad**
114.5 mm (w) x 124.5 mm (h)
- + Full use of *new in the hood* or *out of the box*
- + Shared or unique article in line with business also posted online

* Rp 13,000,000

ONLINE

- + Yak Directory
- + Yak app Bali for length of contract
- + Full use of Minyak (monthly online newsletter)

SOCIAL MEDIA

- Monthly postings shared across multiple community pages
- + instagram
- + event promotions

CLASSIFIED

PRINT

- + full use of *New in the hood* or *out of the box*
- + ad size
114mm(H)x52mm(w)

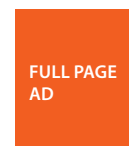
* Rp 4,500,000

ONLINE

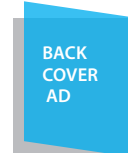
- + yak directory
- + **Yak Directory Adv**
52 mm(w) x 114 mm (h)
- + yak app for length of contract

SOCIAL MEDIA

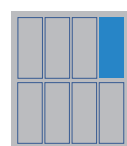
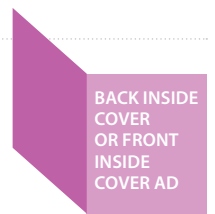
- Monthly postings shared across multiple community pages
- + instagram
- + event promotions



HALF PAGE VERTICAL



HALF PAGE HORIZONTAL



CLASSIFIED (YAK DIRECTORY ADV)

* + FULL USE OF YAK FB PLATFORM (17.000 ONLINE ENGAGED READERS)
+ OTHER VARIOUS GROUPS UP TO 70,000 + YAK APP FOR LENGTH OF CONTRACT

* Above price are NET include 10% PPN.
* 20% loading charge for specific pages.

* 25% cancellation fee applies on all contracts.
* Monthly payment options available.

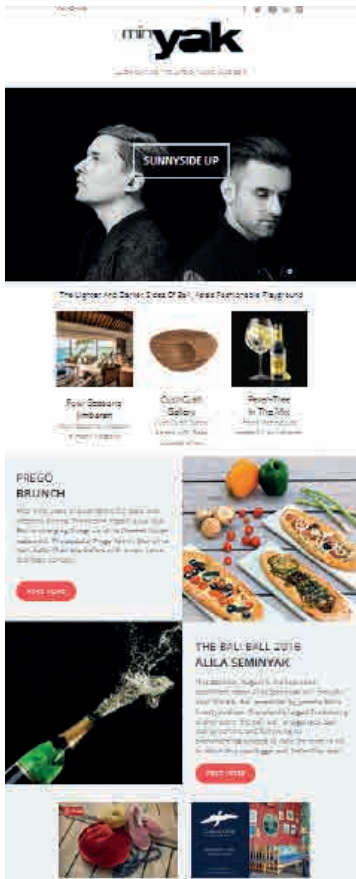
ONLINE

UNRIVALLED ONLINE CONTENT DESIGNED FOR SHARING



Our latest website www.theyakmag.com – revamped and relaunched in 2015 – has caused a stir in the market winning accolades for its innovative cross platform design, ease of use and gripping content.

At its heart lies the secret to The Yak's success: quality. All content is unique and produced originally by our team of writers and photographers. Content covers all aspects of Bali lifestyle, with celebrity interviews, thought-provoking opinion pieces, bar and restaurant reviews, fashion stories, cultural features and venting-in-a-villa coverage that is always intelligent, well informed and ultimately trusted by our readership.



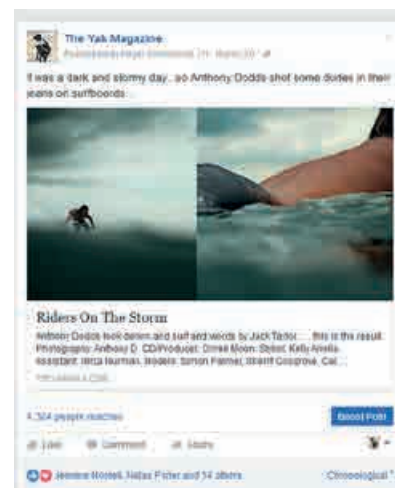
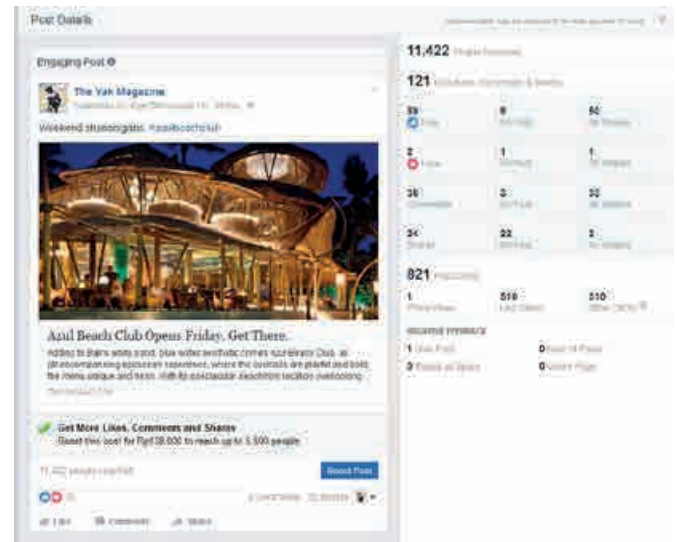
SOCIAL MEDIA

EFFECTIVE, PENETRATING AND ON THE BALL

The website serves as a backbone to The Yak's affiliated content-driven marketing efforts on behalf of our clients, hosting our monthly newsletter minYak to 16,000 (and growing) inboxes and provides regular and key updates to social media platforms that reach up to 25,000 views per week on Facebook alone.

Whether it is brand positioning or event marketing, our website and affiliated social media channels provide an excellent platform through which our advertisers reach thousands of consumers every day.

Whether it's Facebook, Instagram, Twitter or Linked In, our online community alone reaches 700,000+ viewers per year, backed by engaging content. Add to that the print version of our organisation and targeted reach is more than one million per year, which you are free to share through www.theyakmag.com.



YAK STYLE – ONLINE AND SOCIAL MEDIA BRANDING

DO YOU NEED TO PROMOTE YOUR BRUNCHES, LUNCHES, DINNER, EVENTS, LAUNCHES OR ANYTHING FABULOUS? DO YOU HAVE A LIMITED BUDGET? WE HAVE THE SOLUTION!

A. MINYAK (MONTHLY ONLINE NEWSLETTER) Rp 2 mill + tax

Reaching 16,000 inboxes
up to 200 words article written by The Yak's writers, Image by client, link for booking engine, and shareable contents onto your platforms

FOR YOUR REFERENCE:

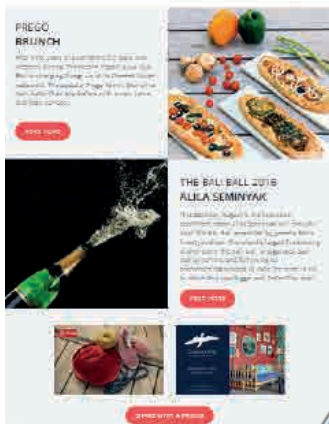
Minyak: <http://us6.campaignarchive2.com/?u=e092bab1d106457d7d3452a46&id=fd0cbf79e&e=bca028a458#awesomeshare>

SAMPLE OF OUR ONLINE CLIENTS CURRENTLY ENJOYING PACKAGE A

The Westin: <http://www.theyakmag.com/prego-reinvents-sunday-brunch/>

Nusa Cana: <http://www.theyakmag.com/nusa-cana/>

CushCush Gallery: <http://www.theyakmag.com/cush-cush-gallery-s-inaugural-exhibition/>



B. SOCIAL MEDIA (TARGETED USE OVER 183 GROUPS) Rp 1 mill + tax

2 monthly postings of your choice, shared to our various groups / platforms, combined reach of 30K ++

FACEBOOK

The Yak Magazine Bali (Public Group): <https://www.facebook.com/groups/38843202404/>

The Yak Magazine (Publisher): <https://www.facebook.com/theyakmagazine/?fref=ts>

JUST SOME OF THE GROUPS WE CAN ACCESS

- Australian Bali info Group
- Bali Business Club
- Bali Business Community
- Bali Business World
- Bali Community
- Bali Cultural Group Discussion
- Bali Food and Beverage Suppliers and Quality Information Group
- Bali Food Report, etc.

C. COMBINED

Want more bang for your buck? Take package A + B for Rp 3 mill + tax per month and get your venue listed on our mobile phone app FOC.

Looking forward to your booking one or all of the above, so we can connect you to our luxury lifestyle followers.



EVENTS

THERE ARE EVENTS – AND THEN THERE ARE YAK EVENTS

The Yak Magazine in conjunction with our events team brings together clients, sponsors and a loyal following of fans in a series of varied and matchless events throughout the year.

The Yak Awards – already in its 12th year – remains the island's first and leading awards show.

The Yak Golf Invitational sponsored by heavyweight brands and showcasing our advertisers to a full field of celebrities and golfers as well.

The Yak's Creative Connection Lunch Series brings together creatives and clients to mix it up and make connections. Our aim is always the same – to be the platform for our clients and brands and to link them to our network for the benefit of our clients and followers.



MEDIA STREAMS

WORDS. IMAGES.
VIDEO. STYLE.

EACH OF OUR MEDIA STREAMS – PRINT, ONLINE, SOC. MED. AND EVENTS – ARE BACKED BY A DEDICATION TO PEERLESS CONTENT. WE WORK WITH THE BEST WRITERS, PHOTOGRAPHERS, STYLISTS AND VIDEOGRAPHERS TO RECORD CONTENT THAT KEEPS OUR CLIENTS IN A QUALITY ENVIRONMENT.

