WITH more than 1,500,000 engagements per year across print, online and social media, The Yak Magazine is so much more than just a luxury lifestyle magazine.

**PRINT** Leader in the market for over a decade. Readership 90,000 per issue / 360,000 readers per year. *Shelf / bookcase life of a single copy? Anywhere up to 13+ years.*

**WEB** [www.theyakmag.com](http://www.theyakmag.com). Relaunched in 2015. Fully responsive. Compelling content. Targeted reach. 100,000+ visitors per year and advertiser-friendly to share our content on your platforms.

**SOCIAL MEDIA** Facebook reach averaging 30,000 per week. 1,500,000+ views per year. Instagram, Pinterest, Google plus, Linked In, Twitter, Snapchat exposure.

**EVENTS** Annual events across various industries and sports 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).

**THE YAK APP** Comprehensive native app reaching beyond Bali’s borders to promote businesses based in Bali. Available from Appstore and GooglePlay

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**VENUE COPIES**

The Yak is distributed in Indonesia, Singapore, Malaysia, Taiwan, Hong Kong, Tokyo, Russia, Italy, Paris, London and New York.

**LOCAL (BALI)**

Throughout Bali to Luxury & Boutique Hotels; Luxury Villas; Boutiques & Shops; Bars & Restaurants; Clubs; Spas; Limousines; Executive or VIP Lounges; Misc. venues. 776 point’s of distribution

**NATIONAL**

The Yak is available in Airport Business Lounges, Presidential Suites, Executive Lounges and Premier Banking Lounges.

**In Jakarta’s** top hotels, business clubs, sports clubs and coffee shops.

**In Lombok and the Gills:** Blue Marlin Dive, Desa Dunia Beda, Horizontal Bar, Kelapa Villas, The Oberoi Lombok, Qunci Villas, Sugar Lombok, The Beach House, Villa Ombak, Villa Qunang-Qunang, Villa Qusia, Quake Bar etc.

**INTERNATIONAL**

Hong Kong, London, Malaysia, Singapore, Taiwan, Thailand

Airports Business Lounge, Member Clubs, Sports Clubs, Five Star Hotels etc.

**SALES COPIES**

Where to buy your very own copy:

**Indonesia-wide at 19 Books & Beyond** and 14 Periplus Bookstores and at Gramedia:

Also in other Jakarta bookstores:

Gramedia bookstores, Pesona Karya Mandiri, Sinar Kasih Bookshop, Star Mart Ascott, SM Citra Regency, SM Lippo Sudirman, SM Menteng, SM Permata Hijau, SM Regent, Sogo Mall, Kelapa Gading

**Sales points in Jogya/Bandung/Surabaya**

At all Gramedia and Periplus bookstores.

**Sales points in Bali:**

At Books & Beyond - Kuta Square; Siloam/Lippo Plaza; Periplus & Gramedia bookstores.

All outlets of Pepito Supermaket.

Also at: Ary’s Ubud, Canggu Station, Glo Spa, Grocer & Grind Seminyak, Kuta Icon, SKS Sanur, Wah Wah's.

**HIGH ATTITUDE PACKAGE (Print, Online Social Media+APP)**

**AD SIZES FOR PRINT**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
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<tbody>
<tr>
<td>Gate Fold</td>
<td>286 mm (H) x 512 mm (W)</td>
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<tr>
<td>Double Spread</td>
<td>286 mm (H) x 526 mm (W)</td>
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<td>Full Page Bleed</td>
<td>286 mm (H) x 266 mm (W)</td>
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<tr>
<td>Actual size of Mag</td>
<td>280 mm (H) x 260 mm (W)</td>
</tr>
<tr>
<td>Full Page with Border</td>
<td>254 mm (H) x 234 mm (W)</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>254 mm (H) x 114.5 mm (W)</td>
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<tr>
<td>Half Page Horizontal</td>
<td>124.5 mm (H) x 234 mm (W)</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>124.5 mm (H) x 114.5 mm (W)</td>
</tr>
<tr>
<td>Small Pleasures</td>
<td>96 mm (H) x 57.5 mm (W)</td>
</tr>
</tbody>
</table>

**PRICE PER PACKAGE**

- Back Cover + Online + Socmed: Rp 66.000.000
- Gate Fold + Online + Socmed: Rp 81.000.000
- Inside Front Cover / Inside Back Cover+ Online + Socmed: Rp 40.500.000
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- Full Page + Online + Socmed: Rp 27.500.000
- Half Page + Online + Socmed: Rp 17.000.000
- Quarter Page + Socmed: Rp 13.000.000
- Small Pleasures + Socmed: Rp 4.500.000
- Cigar Wrap: Rp 5.500.000
- Bookmarks - include Printing: Rp 5.000
- Insert Per Piece (flyer): Rp 350.000

*Please note, print is not available on its own

- Above price are NET inclusive of 10% PPN.
- 20% loading charge for specific pages.
- 25% cancellation fee applies on all contracts.

**YAK CLOUD (Online & Social Media)**

Rp. 2.200.000 nett / MONTH

Article about your venue in MINYAK - our monthly online newsletter - with a reach of over 16,000 inboxes subsequently published on our FB platforms. (Avg reach to over 25,000 with Text by The Yak and images by the venue)

**YAK SOCIAL CLUB (Social Media)**

Rp. 1.100.000 nett / MONTH

2 x Your venue's promotional flyer/s (provided by you) shared to our FB platforms and strategic partner platforms (Avg reach 50k)

**YAK SOCIAL CLUB**

Rp. 3,300,000 nett/ MONTH

Article about your venue in MINYAK - our monthly online newsletter - with a reach of over 16,000 inboxes subsequently published on our FB platforms. (Avg reach to over 25k + 50k = 75k)

2 x Your venue's promotional banner ad/s (provided by you) shared to our FB platforms and strategic partner platforms (Avg reach 50k)

1 x Yak APP entry = image, text, map locator includes web, email and sharing icons. (13,000 downloads)

**DEADLINES:**

- YAK Cloud: MinYak – 22nd of date prior to uploading.
- YAK Social Club: No deadlines - TBA from client re date of postings.
- YAK Combo: MinYak – 22nd of date prior to uploading + TBA from client re date of postings.

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