

15 YEARS. 60 MAGAZINES.
4,000 CONTRIBUTORS.
OVER 8,500 ADVERTISEMENTS.
75,000 YAK GUESTS WINED & DINED.
7,500,000 WORDS COMMITTED TO PRINT.
ONE LUXURY PLAYGROUND.

ONE
yak

**NOW THAT WE'RE
15 YEARS OLD WE
THOUGHT IT WAS TIME
WE HEARD FROM
OUR READERS.**

WHEN DID YOU FIRST PICK UP A COPY OF THE YAK?

“MANY YEARS AGO IN A LOUNGE IN SINGAPORE...”

“FROM A VILLA WE WERE STAYING IN...”

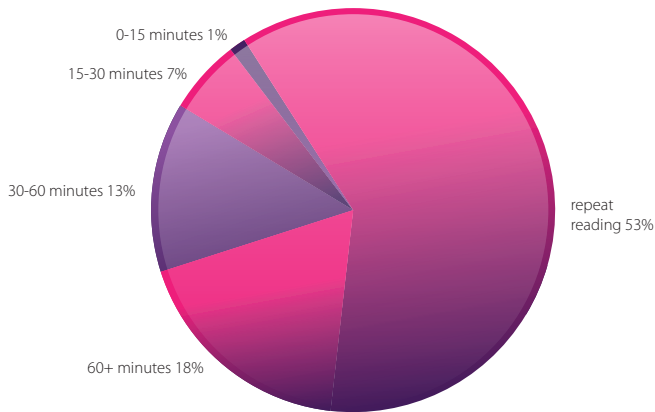
“I THINK I STILL HAVE THE FIRST ISSUE!”

“PERIPLUS BOOKSTORES”

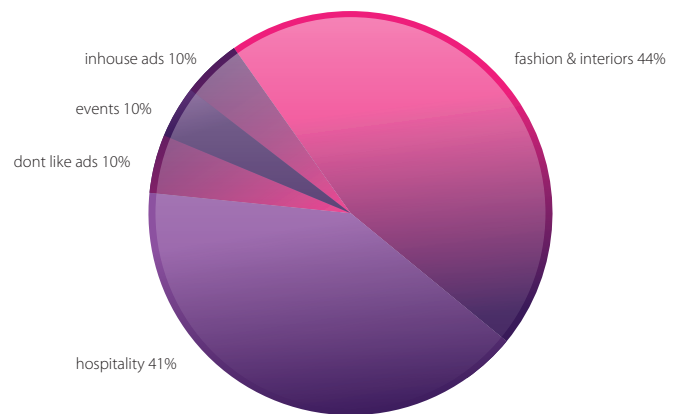
“AT THE VERY BEGINNING OF MY BALI ADVENTURE,
I WAS ABOUT 14 AT THE TIME...”

77% OF OUR AUDIENCE MAKE PURCHASES BASED ON AN ADVERT OR ARTICLE THEY HAVE SEEN IN THE YAK

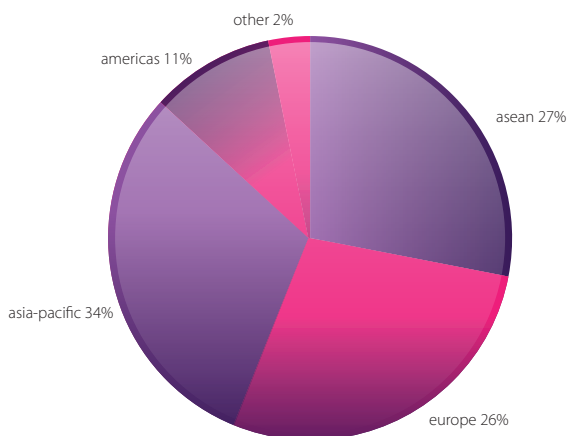
HOW LONG DO YOU SPEND
READING THE MAGAZINE?



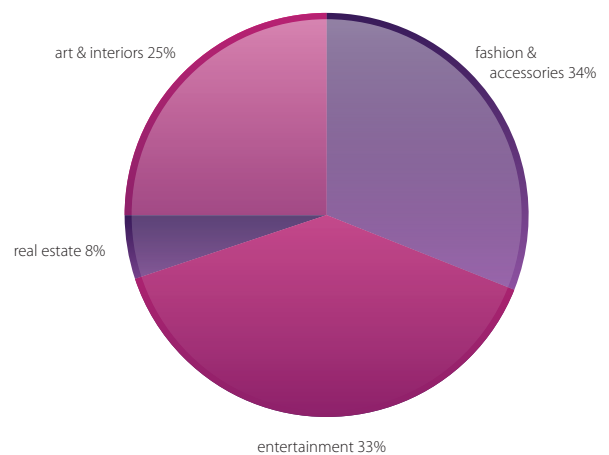
WHAT DO YOU LIKE
ABOUT THE YAK?



WHAT IS
YOUR NATIONALITY?



WHAT DO YOU SPEND ON
WHILE IN BALI?



HOW LONG DO YOU SPEND READING THE YAK?

“DAYS AND DAYS...”

**“OVER A MONTH OR SO, IT LAYS NICELY ON MY
COFFEE TABLE”**

“I LOVE THE MAGS, SOME STAY FROM 3-5 YEARS”

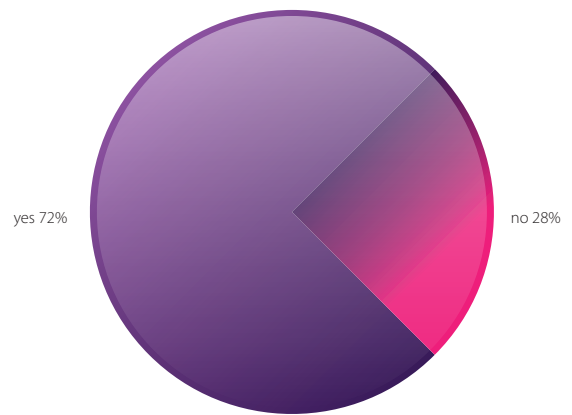
“OVER 3 OR 4 HAIRCUTS”

“HOURS, IT’S OUR FAVOURITE”

**67% OF THE YAK
AUDIENCE RESIDE
ON BALI**

**52% OF OUR
READERS ARE
FEMALE,
48% ARE MALE**

DO YOU WISH TO RECEIVE DIGITAL
INFORMATION ABOUT GOODS,
SERVICES & PRIVILEGES RELATED TO THE YAK?



WHAT IS
YOUR AGE?

