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.

**What do you like about The Yak?**
- Hospitality: 41%
- Inhouse ads: 10%
- Events: 10%
- Don’t like ads: 10%
- Fashion & interiors: 44%

**What do you spend on while in Bali?**
- Fashion & accessories: 34%
- Entertainment: 33%
- Art & interiors: 25%
- Real estate: 8%
- Entertainment: 33%

**How long do you spend reading the magazine?**
- 0-15 minutes: 1%
- 15-30 minutes: 7%
- 30-60 minutes: 13%
- 60+ minutes: 18%
- Repeat reading: 53%

**What is your nationality?**
- ASEAN: 27%
- Asia-Pacific: 34%
- Europe: 26%
- Americas: 11%
- Other: 2%

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 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