



UTILISE THE YAK'S POWERFUL
ONLINE PRESENCE TO GET
YOUR MESSAGE OUT.

2020 RATE CARD

What Our Clients Say About Us...

A HAPPY CUSTOMER IS ALL WE WANT.

Lifestyle Residential Resort
Wana Sandat - EDM package

“**YES - VERY HAPPY. EDM PRODUCED 286 CLICKS THROUGH TO OUR WEBSITE.**”

Digital
Telio Internet server - EDM package

“**WE USE THE YAK'S EDM SERVICE ONCE A MONTH AND WE ALWAYS GET INQUIRIES AFTER SENDOUT. OFTEN WE SIGN NEW CLIENTS DIRECTLY BECAUSE OF THESE EMAIL BLASTS.**”

F&B
Shotgun Social - Online Article, EDM Package

“**THANK YOU SOMUCH FOR THE PUBLICATION OF US IN THE YAK MY PHONE IS BUZZING HERE NON STOP :) THANK YOU SO VERY MUCH FOR THE INCLUSION**”

SOCIAL MEDIA POST ON THE YAK MAGAZINE BALI

 **Sophie Digby** ▶ The Yak Magazine Bali

3 Sep · 🌐 · ...feeling of coming home ... Puri Ganesha Homes by the BEACH Pemuteran's best staycation option Great deals. Three bedroom villa for under 4mill a night ... Fab...



  55 17 comments 2 shares

 **Sophie Digby** ▶ The Yak Magazine Bali

27 Aug · 🌐 · Recently seen · Hands up, who wants to retire? Arms up and waving in the air if you want to retire in Bali 🙌🏻 (Lovin' that it is only open to the over 55s 🥰)

THEWANASANDAT.COM
The Wana Sandat Residential Resort Bali



  69 31 comments 1 share

2 matching comments

 **The Wana Sandat - Nusa Dua**
Geraldine Jones The Wana Sandat is due for completion at the end of 2022 - hopefully by th...

  2

 **Sophie Digby** ▶ The Yak Magazine Bali

3 Sep · 🌐 · ...women that power Bali... ❤️ The Yak magazine - Digital Issue #68 ❤️

The Yak Magazine's post
We take a look back at the women who ha...



  50 9 comments 2 shares

 **Sophie Digby** ▶ The Yak Magazine Bali

8 Sep · 🌐 · Recently seen · A collaboration made in HEAVEN people. Every Wednesday to Sunday from 5.30PM to 10.30PM. Velada Tapas Bar & Kitchen and Merah Putih Resta...



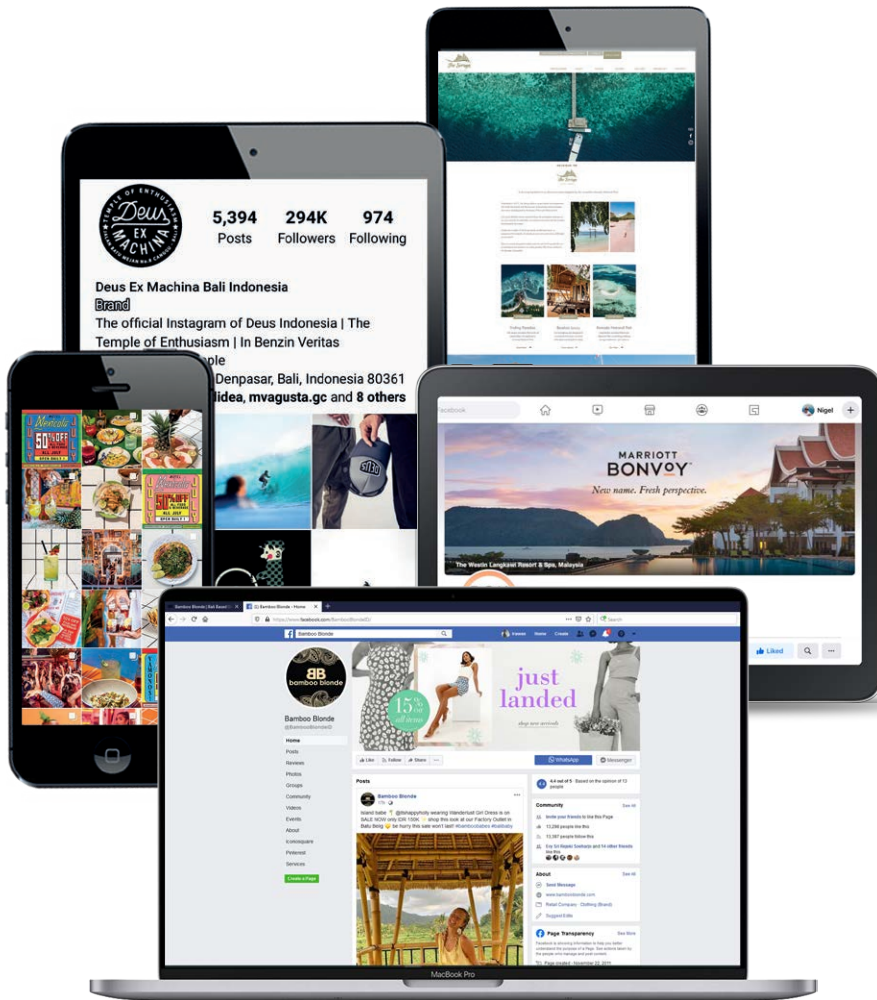
  30 4 comments 2 shares

Offerings & Prices

WE work together with your team to create engaging online campaigns that mix all aspects of today's digital marketing world.

This utilizes everything we are already known for: great quality, great design, innovative events and above all a loyal following. Our products and services include:

- Social Media Management
- Online Advertorials and Content Creation
- Email Direct Marketing & Email newsletters
- Affiliate Marketing
- Yak Travel Experiences
- Events
- Graphic Design / Video Stills Production
- Instagram GridView, IG Stories, FB Stories
- Online competitions



How We Charge For This

SOCIAL MEDIA MANAGEMENT - WHITE LABEL	
<ul style="list-style-type: none"> • 4 posts for IG feed = FB page per week • 2 posts for IG story per day (depending on events/promotions) • Send 5 DM per day to spread information/promotion • Create IG highlights IG and custom icons • 6 posts for Google Mybusiness per week • Reply review or comment or question by IG /FB / Google Mybusiness • Update photos on TripAdvisor • Facebook ads budget in addition suggested at Rp1mil minimum spend across IG n FB max two accounts 	5MIL Per Month
YAK STREAMS	
1. SOCIAL (1 Instastory -1 FB Group post)	500k
2. SHARED EDM (by invitation only) or Minyak sent to 10K database	750k
3. COMBO (SOCIAL + MINYAK) <ul style="list-style-type: none"> • 1 Instastory, • 1FB Group posting, • 1 inclusion in minYak (newsletter) 	1MIL

ADVERTORIAL	
<ul style="list-style-type: none"> • 500 word write up of your product/service • Article Uploaded to www.theyakmag.com • Online banner ad that links to your website • Sharing the article on The Yak's FB streams. <p>DESIGN, VIDEO, STILLS, COPYWRITING PRICES CAN BE DISCUSSED ON A PROJECT BY PROJECT BASIS.</p>	2.5MIL
EDM – (ELECTRONIC DATA MAILOUT)	
<p>Your EDM sent to our 10k targeted database</p> <ul style="list-style-type: none"> • With Affiliate link/code in your booking system 1mil • Without Affiliate link/code/commission 1.5mil • Edm design 500k 	1-2MIL
E-NEWSLETTERS	
<p>Unique design template included in first newsletter (3mil) Newsletter build distribution (monthly if you wish) Help with content – you send us information and we write it. Or distribution of your existing newsletter only 2mil</p>	2-3MIL

How We Charge For This

Monthly Retainer Package

1 MONTH PACKET (IDR 5 Mill / Month)

- 2 x EDM sent to our targeted database of 10K names. Total Value 3 Mill
- 1 x Online Advertorial story / interview written by us and placed on www.theyakmag.com and promoted on our FB streams. Total value 2.5Mill
- 4 x Instagram Story Mirroring to Facebook story. Total value 2 Mill

TOTAL MONTHLY VALUE: IDR 7,5 Mill

3 MONTHS PACKAGE (IDR 9 MILL/MONTH)

- Be-weekly EDM (6 EDM/month) sent to our targeted database of 10K names. Total Value 9 Mill
- Inclusion in Yak monthly E-Newsletter (minYak) sent to our 10K database. Total Value 1,5 Mill
- Weekly Instagram story, mirroring to Facebook story. Total value 6 Mill
- Weekly posting to Yak Facebook Groups. Total value 6 Mill
- 3 x Advertorial story / interview written by us and placed on www.theyakmag.com and promoted on our FB streams. Total value 7.5Mill
- 3 x Instagram Grid View (3 squares). Total value 9Mill
- One shared or one-off event assisted by The Yak – when applicable. Total Value 2,5 Mill

TOTAL MONTHLY VALUE: IDR 13,8 Mill

6 MONTH PACKAGE (IDR 8 MILL/MONTH)

- Double up the 3 months package for less.

YAK ON THE GRID (IG + FB BOOSTING IS AVAILABLE)

3 GRIDS	3 x feed + 1 x IG story with online advertorial 300 words	3MIL
6 GRIDS	6 x feed + 2 x IG story with online advertorial 500 words	5MIL
9 GRIDS	9 x feed + 3 x IG story with online advertorial 700 words	7MIL

IG + FB BOOSTING IS AVAILABLE

Stats

Our Website

www.theyakmag.com



1.5min

Average length spent on a page



93%

From FB



9,700+

Pageviews / month

89%

New visitor



78%

English user
(Language based on setting in user's device)



58%

Acces from mobile device



38%

Organic acquisition

EDMS & minyak

Shared & Unique EDM
Monthly Email Newsletter



10.0000+

YAK Database



31%

Subscribers from Indonesia

48%

Other various Country



30%

Open Rate

Instagram

@theyakmagazine



17.300+
followers



36,7%
25-34 years old audience



45%
Followers from Indonesia



51%
Female audience

AVG impressions:
175,800+ / month

AVG reach:
14,128+ / month

AVG Profile Visits:
4,740+ / month

Facebook

The Yak magazine

The Yak magazine bali (Group)



39,000+
The Yak magazine Followers

7,500+
The Yak magazine bali Followers



72%
18 - 44 years old audience



41%
Followers from Indonesia



51%
Female audience

FB FAN PAGE

AVG reach:
64,400+ / month

AVG engagement
9,500+ / month

Twitter

@Theyakmagazine



1,000+
Followers



86%
18 - 44 years old audience

AVG tweet impressions:
21,200+ /month
↑ **77,6%**



41%
Followers from Indonesia



63%
Male audience

Pinterest

@theyakmag



15,200+
Monthly unique followers



36,1%
18 - 24 years old audience

AVG impressions
26,000+ / month

AVG engagement
600+ / month



60,1%
Followers from various country



60%
Female audience

Say Hello

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