



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

2021 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](http://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

# Yak Online - Prices & Inclusions

| 1. YAK SOCIALS  |                 |
|---|-----------------|
| 1 x Instagram story, mirroring to Facebook story<br>1 x Facebook post to Yak FB streams   | <b>500K</b>     |
| 2. MINYAK (MONTHLY NEWSLETTER) - SENT TO 10K DATABASE   |                 |
| 1 x Inclusion of your short article (150 words)+Images in MinYak<br>1 x Dedicated Facebook post to Yak Facebook streams   | <b>750K</b>     |
| 3. SHARED SERIES - SELECTED TOPIC AND BY INVITATION ONLY  |                 |
| Short article up to 250 words<br>1 x Dedicated Facebook Post to Yak Facebook streams<br>1 x Instagram story mirroring to FB story   | <b>1 Mill</b>   |
| 4. YAK COMBO (SOCIAL + MINYAK)  |                 |
| 1 x Inclusion in Yak monthly newsletter (MinYak)-upto 150 editorial<br>1 x IG story mirroring to FB story<br>1 x Dedicated Facebook post to Yak Facebook streams                        | <b>1 Mill</b>   |
| 5. DEDICATED EDM  |                 |
| Your EDM artwork sent to Yak targeted 10K database<br>Your EDM artwork posted to Yak Facebook streams<br>1 x IG story mirroring to FB story<br>Online banner that links to your website | <b>1,5 Mill</b> |

| 6. ONLINE ADVERTORIAL  |                 |
|--|-----------------|
| Up to 500 words write up on <a href="http://www.theyakmag.com">www.theyakmag.com</a><br>Online banner that links to your website<br>Posting your article on Yak Facebook streams<br>Inclusion on Yak newsletter (MinYak) 10K database  | <b>2,5 Mill</b> |
| 7. YAK ON THE GRID   |                 |
| 3 GRIDS = 3 x Feed + 1 x story + up to 300 words advertorial   | <b>3 Mill</b>   |
| 6 GRIDS = 6 x Feed + 2 x story + up to 500 words advertorial   | <b>5 Mill</b>   |
| 9 GRIDS = 9 x Feed + 3 x story + up to 700 words advertorial   | <b>7 Mill</b>   |
| 8. SOCIAL MEDIA MANAGEMENT (MONTHLY)   |                 |
| <ul style="list-style-type: none"> <li>• 4 X post for IG feed mirroring to FB page / week</li> <li>• Up to 2 IG story post / day</li> <li>• Creat IG highlights and custom icon</li> <li>• Reply review, comment or question by IG or FB</li> <li>• Facebook and IG ads budgeting - to be discussed</li> </ul> | <b>5 Mill</b>   |
| 9. AFFILIATE PROGRAM   |                 |
| Available by request   | <b>TBC</b>      |

\*\*\* PRICE SUBJECTS TO 10% PPN

# Stats

## Our Website

[www.theyakmag.com](http://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



**17,500+**  
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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