



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

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 1 x Facebook post to Yak FB streams	500K
2. MINYAK (MONTHLY NEWSLETTER) - SENT TO 10K DATABASE	
1 x Inclusion of your Press release + Images in MinYak 1 x Dedicated Facebook post to Yak Facebook streams	500K
3. SHARED SERIES - SELECTED TOPIC AND BY INVITATION ONLY	
Article of 250-500 words (depending on the chosen topic) 1 x Dedicated Facebook Post to Yak Facebook streams 1 x Instagram story mirroring to FB story	1Mill++
4. YAK COMBO (SOCIAL + MINYAK)	
1 x Inclusion in Yak monthly newsletter (MinYak) 1 x IG story mirroring to FB story 1 x Dedicated Facebook post to Yak Facebook streams	750K
5. DEDICATED EDM	
Your EDM artwork sent to Yak targeted 10K database Your EDM artwork posted to Yak Facebook streams 1 x IG story mirroring to FB story Online banner that links to your website	1,5 Mill
6. ONLINE ADVERTORIAL	
Up to 500 words write up on www.theyakmag.com Online banner that links to your website Posting your article on Yak Facebook streams Inclusion on Yak newsletter (MinYak) 10K database	2,5 Mill
7. YAK ON THE GRID	
3 GRIDS = 3 x Feed + 1 x story + 1 x inclusion in minYak	3 Mill
6 GRIDS = 6 x Feed + 2 x story + up to 500 words advertorial	5 Mill
9 GRIDS = 9 x Feed + 3 x story + up to 500 words advertorial	7 Mill
8. SOCIAL MEDIA MANAGEMENT (MONTHLY)	
<ul style="list-style-type: none"> • 4 X post for IG feed mirroring to FB page / week • Up to 2 IG story post / day • Creat IG highlights and custom icon • Reply review, comment or question by IG or FB • Facebook and IG ads budgeting - to be discussed 	5 Mill
9. AFFILIATE PROGRAM	
Available by request	TBC

*** PRICE SUBJECTS TO 10% PPN

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 & ^{min}yak

Shared & Unique EDM
Monthly Email Newsletter



10.000+

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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