



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

2022 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	
<ul style="list-style-type: none"> • 1 x Instagram story, mirroring to Facebook • 1 x Facebook post to Yak Facebook group 	500K
2. MINYAK (NEWSLETTER) - SENT 9K EMAIL DATABASE	
<ul style="list-style-type: none"> • 1 x Inclusion of your press release (up to 250 words) + images in MinYak • 1 x Facebook post to Yak Facebook group 	500K
3. YAK COMBO (SOCIAL + MINYAK)	
<ul style="list-style-type: none"> • 1 x Inclusion in Yak newsletter (MinYak) • 1 x Instagram story mirroring to Facebook • 1 x Facebook post to Yak Facebook group 	750K
4. NEW IN THE HOOD (NITH)	
<ul style="list-style-type: none"> • Short article written by The Yak, for your MinYak entry • Premium spot on our newsletter layout • Instagram story mirroring to Facebook 	1,5K
5. SHARED SERIES - SELECTED TOPIC AND BY INVITATION ONLY	
<ul style="list-style-type: none"> • Article of 250-500 words (depending on the chosen topic) • 1 x Facebook Post to Yak Facebook streams • 1 x Instagram story mirroring to Facebook 	1Mill++

6. DEDICATED EDM	
<ul style="list-style-type: none"> • Your EDM artwork sent to Yak targeted 9K database • 1 x Instagram story mirroring to Facebook • Regular online banner on www.theyakmag.com, links to your website 	1,5 Mill
7. ONLINE EDVERTORIAL OR CURATED ONE-ON-ONE Q&A	
<ul style="list-style-type: none"> • Up to 300 words article on www.theyakmag.com (Option 1) • OR Curated one-on-one Q&A (Option 2) • Inclusion of your article/Q&A on Yak newsletter • Your article subsequently shared on Yak online streams 	2,5 Mill
8. YAK ON THE GRID (INSTAGRAM POST FEEDS)	
* Please contact our Online & Sales team directly	TO BE DISCUSSED
9. SOCIAL MEDIA MANAGEMENT (MONTHLY)	
*Please contact our Online & Sales team directly	TO BE DISCUSSED
9. AFFILIATE PROGRAM	
* Please contact our Online & Sales team directly	TO BE DISCUSSED

*** 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

85%

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



9.000+

YAK Database



31%

Subscribers from Indonesia

48%

Other various Country



30%

Open Rate

Instagram

@theyakmagazine



18,1k+
followers



62%
25-44 years old
audience



41%
Followers
from Indonesia



53,4%
Female audience

AVG impressions:
176k / month

AVG reach:
47k / month

Facebook

The Yak magazine

The Yak magazine bali (Group)



37k
The Yak Magazine
Followers (Fan Page)

8,1k
The Yak Magazine Bali
Members (Group)



72%
18 - 44 years old
audience



41%
Followers
from Indonesia



51%
Female audience

FB FAN PAGE

AVG reach:
65k / month

AVG engagement
9,5k / month

Pinterest

@theyakmag



56,2k
Monthly unique
views



42,7%
25 - 34 years old
audience

AVG impressions
57,35k+ / month
AVG engagement
1,15k / month



49%
Followers from
various country



58%
Female audience

Say Hello

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