

Fery's Journal

MEDIA KIT
2026 – 2027

SANUR, BALI · STORIES SINCE 2018

Places, tables, and the *people behind them.*

Media kit & partnership proposal for cafés, bars, restaurants, hotels and villas. Editorial storytelling, social coverage and original photography.

VISIT THE BLOG ↗ | INSTAGRAM @FERYSJOURNAL ↗



MENCOL HILL, KARANGASEM · FROM THE JOURNEYS SERIES

INTRODUCTION

Hi, I'm *Fery*.

I was born and raised in Bali, and I fell in love with travel on the back of my parents' motorbike as they took me around the island. Even then, I tried to record every trip on an old phone. I still do, now with a better camera and a little more patience.

I've been writing Fery's Journal since 2018: a personal journal about the places I explore, the cafés, bars, restaurants and hotels I keep returning to, and the people behind them. By day I work in Bali's food and beverage hospitality industry, after starting out in hotel PR, so I see venues from both sides of the table.

WHY I WRITE

"I write because places change and memories fade."

A FEW THINGS ABOUT ME

- Based in Sanur, Bali
- Studied English Literature
- Works in F&B hospitality, formerly hotel PR
- Happiest on a motorbike, behind a camera, or near cake

FOUR SECTIONS OF THE JOURNAL

Journeys

Road trips, quiet corners and the detours that became the story.

Guestbook

Cafés, bars, restaurants and hotels. Where partner venues are featured.

Life Lately

Honest updates on growing up, friendship and change.

On the Job

What working in hospitality is teaching me, as it happens.

READ MY STORY ↗ VISIT THE BLOG ↗

ABOUT THE JOURNAL

Places, experiences, and stories *worth sharing.*

Fery's Journal is an independent lifestyle and travel journal documenting places, experiences, and stories worth sharing. Written from a personal perspective, it explores cafés, bars, restaurants, accommodations, travel destinations, and the people behind them.

Through editorial storytelling, social media content, and original photography, Fery's Journal helps hospitality and lifestyle businesses introduce their experiences to a wider audience, while creating visual content that keeps supporting their marketing long after the visit.



DECAFO, UBUD · A GUESTBOOK FAVOURITE

POSITIONING

"A lifestyle and hospitality content creator, blogger, and photographer sharing thoughtful stories about places, food, stays, and the experiences around them."

EDITORIAL FOCUS

- Cafés and coffee culture
- Bars, drinks, and nightlife
- Restaurants and food experiences
- Hotels, villas, and accommodations
- Travel destinations and local experiences
- Hospitality, people, and lifestyle stories

2018	28	Bali	3
WRITING SINCE	STORIES PUBLISHED ON THE BLOG	BASED IN SANUR	FORMATS: ARTICLE, SOCIAL, PHOTOS

AUDIENCE AT A GLANCE

Seen in Bali, *read beyond it.*

Instagram brings reach and repeat exposure close to home; the journal gives every collaboration a permanent, searchable story that travels further.

INSTAGRAM · @FERYSJOURNAL · 1 AUG – 29 OCT 2026

232,320
VIEWS IN 90 DAYS

61.2K
UNIQUE VIEWERS
≈ 3.8 views per viewer

1.6K
PROFILE VISITS

49% / 45%
APPROX. SHARE OF VIEWS: STORIES / REELS

737
FOLLOWERS

+124
NET NEW FOLLOWERS

WEBSITE · FERYSJOURNAL.COM · 2 AUG – 30 OCT 2026

383
VISITORS (GA4 ACTIVE USERS)
+147% vs previous 90 days

470
SESSIONS

2m 59s
AVG. SESSION

2.7K
GOOGLE IMPRESSIONS
Avg. position 10.4

56.5%

A RELEVANT LOCAL AUDIENCE FOR BALI HOSPITALITY

Of the Instagram audience is based in Denpasar (34.9%) and Badung (21.6%), and 86% is based in Indonesia: a geographically relevant audience for cafés, bars, restaurants, hotels, villas and lifestyle businesses in Bali.







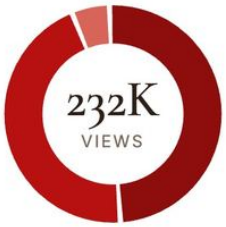
INSTAGRAM · @FERYSJOURNAL

Stories for reach, *Reels for response.*

Stories drive the largest share of views, which suits real-time venue coverage. Reels earn most of the interactions, so every partnership includes both.

VIEW INSTAGRAM PROFILE ↗

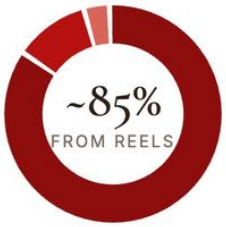
Views by format



Stories	114K · ~49%
Reels	104K · ~45%
Posts	13K · ~6%

Rounded by Instagram; shares approx.

Interactions by format



Reels	16K · ~85%
Stories	2.1K · ~11%
Posts	719 · ~4%

Rounded figures; shares approx.

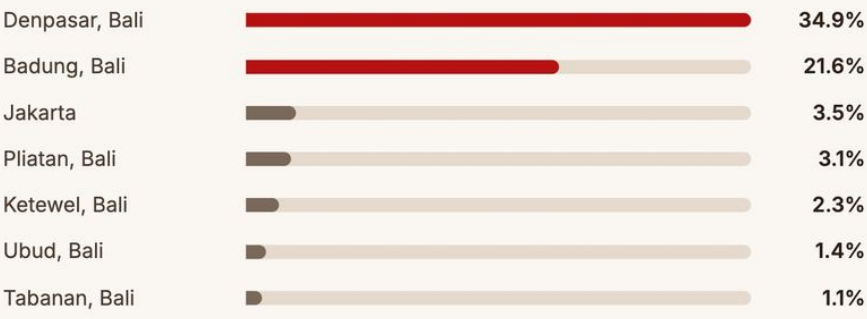
Audience by country



Indonesia	86%
Australia	3.4%
Other	10.6%

Hong Kong, Japan, India, PH, US...

TOP CITIES





REPEAT EXPOSURE

232K views from 61.2K viewers, creating multiple opportunities for the journal's content to be seen.

CURIOSITY

1.6K profile visits show people looking for more after they see the content.

MOMENTUM

+124 net new followers in the period, with October's daily viewers well above the 90-day median.

FERYSJOURNAL.COM

A story that stays *after the feed moves on.*

Every partner gets a long-form article that keeps working: shared from social, found on Google, and read by an international audience.

READ THE BLOG ↗

Traffic sources



Social	38%
Direct	37%
Referral	16%
Search	8%
Other	1%

Reader locations



Indonesia	54%
United States	22%
Singapore	9%
India	4%
Other	11%

Devices



Mobile	68%
Desktop	30%
Tablet	2%

Shared stories, last 90 days

STORY	PAGEVIEWS
Tata Lagi: The Cafe That Invites You to Slow Down	242
Decafo: The Little Ubud Cafe I Keep Coming Back To	46
The Purr-fect Spot in Bali: Cat Cafe & Cat Boarding Sanur	39
Glamping in Kintamani: Igloo Glamping Bali	30
Sanur's Must-Visit Cafe: Café Bloom	29

Features from 2022–2025 are still read today.

SPOTLIGHT

242

PAGEVIEWS · 143 READERS

Tata Lagi is the most-read story of the period, four months after publication.



26
COUNTRIES WITH VISITORS

45.5%
ENGAGEMENT RATE (GA4)

2,664
SEARCH IMPRESSIONS

10.4
AVG. GOOGLE POSITION

SOURCES: GOOGLE ANALYTICS 4 · SEARCH CONSOLE · 2 AUG – 30 OCT 2026

TWO WAYS TO COLLABORATE

One visit, *three ways to be seen.*

Route 1 · Hosted experience partnership. An exposure-based barter for cafés, bars, restaurants, hotels, villas and lifestyle businesses. No fees: an agreed visit, meal, tasting or stay in exchange for editorial, social and photographic coverage.

A

Editorial feature

1 DEDICATED ARTICLE

- Story-led article on the venue, food and drink, facilities or stay
- Original photography throughout
- Links to your website, booking page, menu or social media
- SEO-conscious title, headings and copy

B

Social coverage

INSTAGRAM · @FERYSJOURNAL

- **1 carousel** of curated visual highlights
- **1 Reel** introducing the venue, atmosphere, products or stay
- **5+ Story frames** with real-time moments, tags and calls to action

C

Original photography

10–15 IMAGES IN TOTAL

- Food and drinks, interiors, ambience, details, rooms and surroundings
- Delivered digitally in an agreed format and timeframe
- Total allocation, including photos used in the article and on Instagram, unless agreed otherwise

2

ROUTE 2 · PRESS RELEASE & ANNOUNCEMENT FEATURES

Sharing an opening, new menu, event or seasonal offer? Send a press release, verified details and approved photos, and I'll rewrite it as a Guestbook article with photo credits. It isn't presented as a first-hand visit, and publication depends on editorial fit.

SEND A PRESS RELEASE ↗

Coverage tailored to your business

Café

Coffee, signature drinks, food, pastries, setting, work or gathering atmosphere

Restaurant

Signature dishes, menu highlights, dining experience, service, ambience

Bar

Cocktails, drinks, food, atmosphere, design, evening experience

Hotel · Villa

Rooms, property, facilities, breakfast or dining, location, the overall stay



SAMPLE PRESS RELEASE FEATURE · GUESTBOOK

LUSA Bistro Berawa: *An All-Day Dining Spot That Moves From Day To Night.*

An editorial rewrite of LUSA Bistro's press release and supplied photos, not a first-hand hosted review. Published 30 October 2026.



EVENING AT LUSA


THE DINING ROOM


SPANISH OMELETTE


GIANT PRAWN PASTA


COCKTAILS


STRIPLOIN, FINISHED AT THE TABLE

Photos: FLOW HAUS PROJECT, supplied with the press release.

01
Venue sends
Press release, menu highlights and photos.

02
I rewrite
A story in the journal's voice, with a Quick Info box, SEO-friendly headings and captions.

03
Published
In Guestbook, with photo credits and links to the menu and reservations.

QUICK INFO BOX, AS PUBLISHED

- **Location:** Berawa, Bali
- **Concept:** All-day café and European-inspired bistro
- **Dining:** Breakfast, brunch, lunch and dinner
- **Opening hours:** 7:30 AM – 11:00 PM
- **Price range:** IDR 35,000 to 300,000++

PRESS RELEASE SUBMISSIONS

- Features depend on editorial relevance and publishing capacity; submitting doesn't guarantee publication.
- Copy may be edited for clarity, structure, accuracy and the journal's style.
- Supplied photos are credited to the business or photographer.
- Please include accurate details, image credits, links and a contact person.

READ THE ARTICLE ↗

SEND A PRESS RELEASE ↗

SELECTED STORIES

Stories that keep *being read.*

A few Guestbook features from the journal. Each one is still live, searchable and linked from Instagram.



CAFÉ · MOST READ

Tata Lagi: The Cafe That Invites You to Slow Down

A rice-field café where the point is to stay a little longer.

READ THE STORY ↗

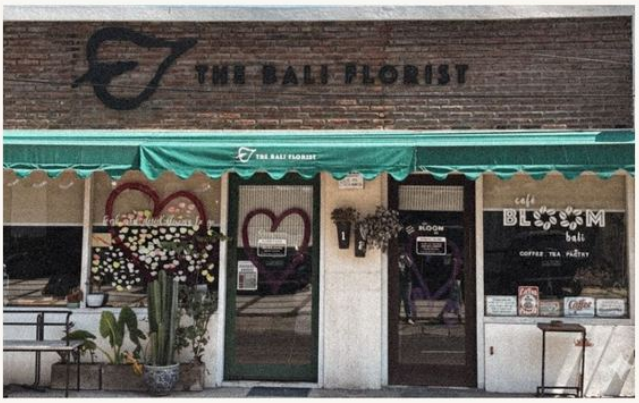


CAFÉ · UBUD

Decafo: The Little Ubud Cafe I Keep Coming Back To

The small café that always comes to mind first in Ubud.

READ THE STORY ↗



CAFÉ · SANUR

Sanur's Must-Visit Cafe: Everything to Know About Café Bloom

More than the coffee: a café with its own community.

READ THE STORY ↗



CAFÉ · SANUR

The Purr-fect Spot in Bali: Cat Cafe & Cat Boarding Sanur

A break from the beach, with the fluffiest company.

READ THE STORY ↗

READ THE BLOG ↗ INSTAGRAM ↗

PHOTOGRAPHY SAMPLES · GUESTBOOK

Cafés, food & drinks, *as they feel in person.*

Natural light, real tables and the small details: the cup, the crumb, the corner seat. Photographs that help someone imagine sitting there.



TATA LAGI · GARDEN SEATING



TATA LAGI · FRENCH PRESS



TATA LAGI · HOUSE CRACKERS



TATA LAGI · RESIDENT CAT



DECAFO, UBUD · MORNING LIGHT



DECAFO, UBUD · LIVING-ROOM CORNER

Shot for stories on Fery's Journal. Partners receive 10–15 edited images in this style.

MORE ON INSTAGRAM ↗

PHOTOGRAPHY SAMPLES · GUESTBOOK

Counters, corners & plates, *the details that draw people in.*

Interiors, coffee bars and plated food from Café Bloom and the Cat Cafe in Sanur: spaces photographed the way guests experience them.



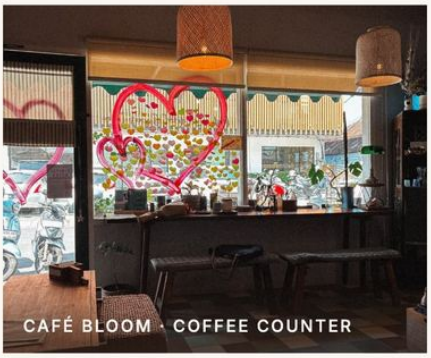
CAFÉ BLOOM, SANUR · THE CAFÉ



CAFÉ BLOOM · MATCHA & BRUNCH



CAFÉ BLOOM · LATTE



CAFÉ BLOOM · COFFEE COUNTER



CAT CAFE, SANUR · THE CAFÉ



CAFÉ BLOOM · COFFEE & BITES

Shot for stories on Fery's Journal.

READ THE CAFÉ BLOOM STORY ↗

PHOTOGRAPHY SAMPLES · JOURNEYS

Journeys & places, *the long way round.*

Sunrises, forests and quiet roads from across Bali. The same eye for light and setting I bring to a hotel, villa or destination story.



HIDDEN PINE FOREST, KARANGASEM



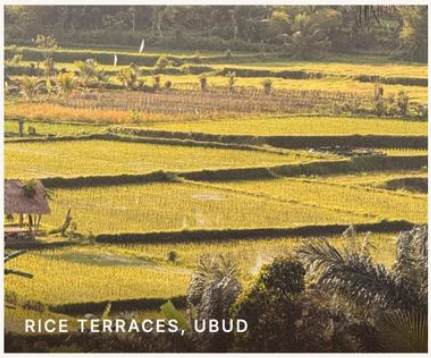
DOLPHIN MONUMENT, LOVINA



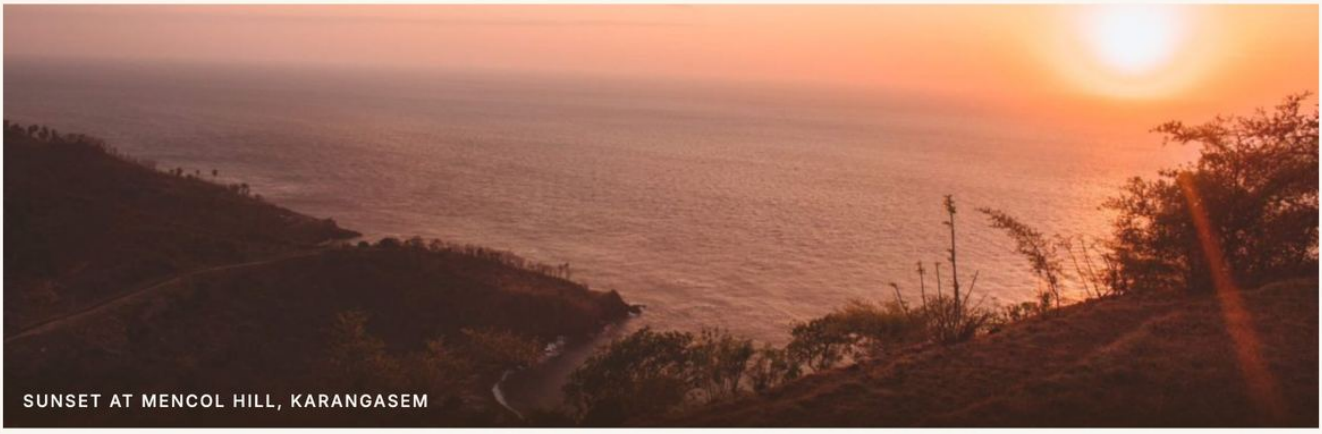
SUKAWANA, KINTAMANI



LAKE BATUR VIEW, KINTAMANI



RICE TERRACES, UBUD



SUNSET AT MENCOL HILL, KARANGASEM

Shot for stories on Fery's Journal.

MORE ON INSTAGRAM ↗

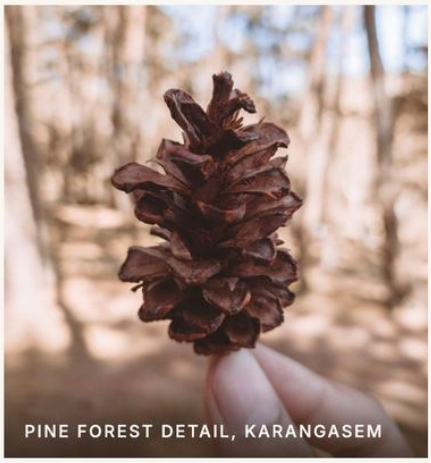
PHOTOGRAPHY SAMPLES · JOURNEYS

Mountains, forests & stays, *a little further out.*

From glamping above Lake Batur to forest trails in Karangasem: stays and destinations captured with the same eye for light and setting.



ABOVE LAKE BATUR, KINTAMANI



PINE FOREST DETAIL, KARANGASEM



GOLDEN HOUR, MENCOL HILL



WATERFALL DETOUR, KARANGASEM



PINE FOREST TRAIL, KARANGASEM



IGLOO GLAMPING, KINTAMANI

Shot for stories on Fery's Journal.

READ THE GLAMPING REVIEW ↗

WHY WORK WITH ME

Six reasons to say *yes*.

What a collaboration with Fery's Journal brings to a café, bar, restaurant, hotel or villa.



01
A relevant local audience
56.5% of my Instagram audience is based in Denpasar and Badung, and 86% in Indonesia: geographically relevant for Bali venues.

02
An insider's eye
I work in Bali's F&B hospitality industry and was in hotel PR, so I know how venues want to be presented.

03
Stories that keep working
Articles stay live and searchable. Tata Lagi was the most-read story months after it was published.

04
Three formats, one visit
A blog feature, Instagram coverage and 10–15 edited photos for your own organic social channels.

05
An honest, personal voice
Genuine experiences, clearly disclosed. Readers trust a recommendation that reads like a friend's.

06
Easy to work with
Scope agreed upfront, facts checked with you before publishing, live within 7–14 working days.

READY WHEN YOU ARE

Let's tell your venue's story.

EMAIL ME ↗ WHATSAPP ↗

BARTER ARRANGEMENT

Agreed upfront, *told honestly*.

YOUR CONTRIBUTION

- **Café, restaurant, bar:** an agreed food and beverage experience, tasting or hosted visit
- **Accommodation:** an agreed hosted stay, with length, room type, inclusions and guest count confirmed in writing
- Access to relevant areas, menu information, facilities and staff input where needed

MY CONTRIBUTION

- The editorial article, social coverage and agreed number of edited photographs
- Accurate venue information and a genuine account of the experience
- Clear disclosure of hosted experiences, as platforms and good editorial practice require

01
Agree
Deliverables, hosted value, date, guests and inclusions

02
Visit
Photography, Stories and notes captured on the day

03
Review
You check facts: names, hours, menu, prices, facilities

04
Publish
Within 7–14 working days of the visit, or as agreed

PHOTOGRAPHY & USAGE

- 10–15 edited, high-resolution photos for your organic social media, credited to Fery's Journal.
- Not to be sold, transferred, licensed to third parties, or used for paid ads, campaigns or print without written permission.
- Original photographs remain the intellectual property of Fery's Journal.

QUICK FAQ

- **Is it paid?** No. It's an exposure-based barter, agreed individually before confirmation.
- **Can we review the article?** You can check facts before publishing; opinions stay independent.
- **Are results guaranteed?** No. It provides exposure, not guaranteed bookings, sales or reach.
- **Stays welcome?** Yes. Stay length, room, inclusions, guests and scope are agreed in writing.

LET'S WORK TOGETHER

Let's create something worth sharing.

For partnership enquiries, hosted experiences or content collaborations, get in touch.

EMAIL ME ↗ | WHATSAPP ↗ | VISIT THE BLOG ↗ | INSTAGRAM ↗

EMAIL
ferysjournal@gmail.com

PHONE · WHATSAPP
+62 812 3769 4431

BASED IN
Sanur, Bali, Indonesia