

**POST MATRIC, NOW IN ITS 11TH YEAR OF PUBLICATION, IS SOUTH AFRICA'S LEADING CAREER GUIDANCE MAGAZINE.**

**Post Matric** is an annual magazine featuring further education, learning and career options available to school-leavers. The editorial content covers primarily education- and career-related subjects, presented in an accessible, engaging, youthful and informal style.

It will deliver your message directly into the hands of 12th graders deciding where best to continue their education and careers.



See our past editions at [www.issuu.com/yesmedia](http://www.issuu.com/yesmedia)



All Post Matric content is also available at [www.postmatric.co.za](http://www.postmatric.co.za)



## DISTRIBUTION

**Post Matric** is distributed regionally to 150 000 grade 12 learners each year. It is distributed through a selection of schools in each region so that 30 000 copies are distributed per regional issue. Distribution is facilitated by school principals and life orientation teachers.

REGIONAL ISSUE	PRINT RUN	DISTRIBUTION
KwaZulu-Natal	30 000	July 2020
Gauteng	30 000	July 2020
Limpopo, Mpumalanga, North West	30 000	July 2020
Western Cape	30 000	July 2020
Eastern Cape, Free State, Northern Cape	30 000	July 2020

**abc** Certified circulation:137 883

## POSTMATRIC WEBSITE

[www.postmatric.co.za](http://www.postmatric.co.za) is a leading local source of career guidance information. It features hundreds of career profiles, including descriptions, interviews, subjects and qualifications needed, as well as where to study.

The website gets more than 340 000 page views per year. Website advertising is sold as impression-based packages.

## ADVERTISING RATES

	1 Issue	2 Issues (Less 5%)	3 Issues (Less 10%)	4 Issues (Less 15%)	5 Issues (Less 20%)
Double Page Spread (DPS)	R 27 950	R 53 110	R 75 470	R 95 030	R 111 800
Full Page Advert + Q&A (DPS)	R 27 950	R 53 110	R 75 470	R 95 030	R 111 800
Full Page	R 18 750	R 35 630	R 50 630	R 63 750	R 75 000
Half Page Advert + Half Page Q&A	R 18 750	R 35 630	R 50 630	R 63 750	R 75 000
Half Page	R 10 450	R 19 860	R 28 220	R 35 530	R 41 800
Quarter Page	R 5 750	R 10 930	R 15 530	R 19 550	R 23 000
<b>PRIME POSITIONS</b>					
Inside Front Cover DPS	R 30 950	R 58 810	R 83 570	R 105 230	R 123 800
2nd Front DPS	R 29 950	R 56 910	R 80 870	R 101 830	R 119 800
Page next to Contents	R 20 950	R 39 810	R 56 570	R 71 230	R 83 800
Page next to Foreword/Competition	R 20 950	R 39 810	R 56 570	R 71 230	R 83 800
Outside Back Cover	R 23 950	R 45 510	R 64 670	R 81 430	R 95 800
Prime + Full Page Q&A	+R 10 000	+R 19 000	+R 27 000	+R 34 000	+R 40 000
Prime + Half Page Q&A	+R 7 000	+R 13 300	+R 18 900	+R 23 800	+R 28 000
<b>WEBSITE</b>	100 000 Impressions / 12 months				R 10 000
	50 000 Impressions / 12 months				R 5 000

All rates exclude VAT and exclude Agency Commission. Agency inclusive rates on request. 50% deposit is required within 14 days of order. Web impressions served at a maximum of 10 000 impressions per month.

## SUPPLIED MATERIAL

When supplying final material:

**SUPPLIED PDF:** ISO Standard (high-end) pdf/X-la file format, preflighted and validated at the point of creation.

**SUPPLIED tiff or jpg:** If in doubt about the above specifications, please supply a 300dpi CMYK jpg or tiff as well.

**Please note:** All fonts are to be embedded or converted to paths. Open files will not be accepted.

## PUBLICATION DEADLINES

**Booking deadline:** 29 May 2020

**Material Deadline:** 5 June 2020

### ADVERTISING SALES

**Project Sales Manager:**

Andy Nicholson • andy@yesmedia.co.za

**National Sales Manager:**

Jan Weiss • jan@yesmedia.co.za

### PRODUCTION COORDINATOR / DEBTORS

Ursula Munnik • ursula@yesmedia.co.za

## MATERIAL SPECIFICATIONS

SIZE (Height x Width)	TRIM (mm)	BLEED (mm)	TYPE AREA (mm)
Double page spread	275 x 420	285 x 430	255 x 190 (per page)
Full page	275 x 210	285 x 220	255 x 190
Half page horizontal	138 x 210	148 x 220	118 x 190
Quarter page	123 x 90	n/a	n/a

### POST MATRICIS AN A4 FORMAT MAGAZINE

Post Matric is printed on 52gsm semi-gloss paper with 90gsm non-varnished covers.

DOUBLE PAGE SPREAD	FULL PAGE	HALF PAGE
		QUARTER PAGE
WEBSITE BANNER (H X W)	250 x 300px	



## A SELECTION OF COMMENTS WE HAVE RECEIVED FROM SCHOOLS OVER THE YEARS

Thank you very much for sending enough copies of the Post Matric career magazine for all our matrics. It has very useful career information in it, as well as where to apply for bursaries. It is very encouraging for our matrics to receive a magazine like this as they are preparing for their exams, because it serves to remind them where their focus should be, and of the exciting opportunities that await them.

**Cecelia Behrent,**  
Principal, Khwezi Lomso  
Comprehensive School

Thank you very much for the very inspirational and informative magazines you sent out to our school. The magazines couldn't have come at a better time as I will be talking to my grade 12 group on Friday afternoon. I shall be distributing these to them and highlighting the important points I have already gone through in these, especially study tips and guidance. I hope that this partnership and association will continue for quite some time!

**Dr Mduzuzi Mathe,**  
Principal, Bhukulani Secondary School

I would like to thank you for the Post Matric magazine which has recently arrived. We have a Matric Day today where all the matrics get together for various talks and bonding activities, so these magazines are being handed out to them there. I found this so useful last year as the Careers Coordinator in the school, even contacting advertisers for more information, so it really is a wonderful resource for both students and staff.

**Janice Hall**  
Grantleigh School