

RATE CARD 2018

HISTORY, BACKGROUND AND USP'S



Die Pos/The Post is a paid newspaper distributing 6000 copies weekly.

Die Pos/The Post has been in existence since 1982 and has a unique interaction with its readers and advertisers.

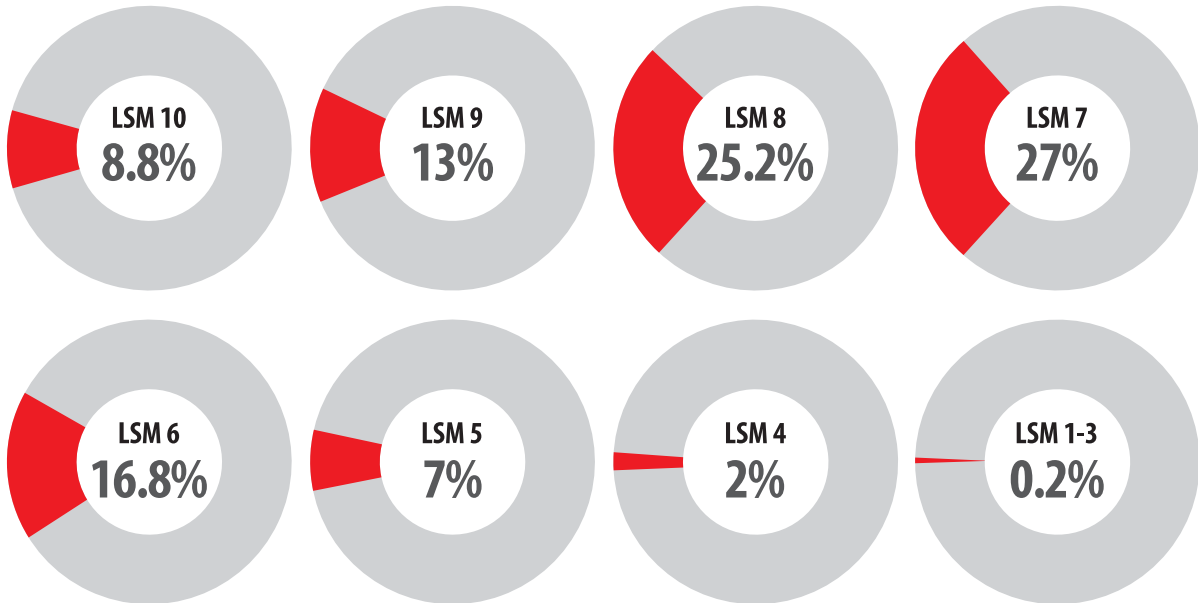
There have been several weeks where up to five (5) pages have been surrendered to letters – definite proof that the community furnishes feedback on that which they read.

The winning formula of Die Pos/The Post is unimpeachable coverage, creative advertising, arresting news, and a warm and big heart for community involvement, charity and upliftment among the less-privileged communities.

The Post is the ONLY mainly Afrikaans community newspaper which is disseminated in the areas; Bela Bela (Warmbaths), Modimolle (Nylstroom), Mookgophong, Vaalwater, Settlers, Pienaarsrivier, Leeupoort, and Radium.

THE POST/DIE POS READERSHIP: **24 000 PER WEEK**

LIVING STANDARDS MEASURE (LSM) PERCENTAGE BREAKDOWN



READERSHIP:

White 90%
Black 8%
Indian/Asian 1%
Coloured 1%



AGE:

16 - 24 = **53%**
25 - 34 = **21%**
35 - 49 = **11%**
50+ = **15%**



GENDER:

Male: **55%**
Female: **45%**

CONTACT

HEAD OFFICE:

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MODIMOLLE:

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Distribution

Modimolle | Bela-Bela | Vaalwater | Settlers | Tuinplaas | Pienaarsrivier
Radium | Mookgophong | Alma | Elim | Platrivier | Leeupoort

CHAIN STORES

Checkers	Modimolle & Bela-Bela
Shoprite	Modimolle & Bela-Bela
Spar	Modimolle, Bela-Bela, Mookgophong, Vaalwater
Pick n Pay	Modimolle & Bela-Bela
OK	Mookgophong
Sentra	Vaalwater

SHOPPING CENTRES

BELA-BELA:	MODIMOLLE:
• Bela Mall	• Modi Mall
• Spar Centre	• Pick n Pay Centre
• Bela-Bela Square	• Sparrows Centre
• Bushveld Mall	
• Shoprite Centre	

GENERAL INFORMATION

PUBLICATION TYPE: Newspaper
PRINT ORDER & CIRCULATION: 6 000 (ABC Certified, Hybrid)
FREE/SOLD: Sold & Free
DISTRIBUTION & FREQUENCY: Weekly (Friday)
LANGUAGE: Afrikaans/English

METHOD OF DISTRIBUTION:
SOLD: 5 800
FREE: 200 (Bulk Drop)
ADDITIONAL DISTRIBUTION INFO/DATES:
MOTORPOS: 1st Friday of every month

8-Column / Main Body

1 Column	29.46mm
2 Column	63.1mm
3 Column	96.75mm
4 Column	130.4mm
5 Column	164.06mm
6 Column	197.7mm
7 Column	231.35
8 Column	265mm

PLACEMENT RESERVATION: R532.00

RATES PER PSCCM: Black & White: R37.00. **1 Spot Colour:** R45.00. **Full Colour:** R54.00

Loose Inserts

PAGES	
1 - 8	R530 per thousand
10 - 16	R530 per thousand
18 - 24	R580 per thousand
28 - 32	R640 per thousand
36 c- 40	R704 per thousand
44 - 48	R777 per thousand

Classifieds/Legals

Classifieds: 1 Column only	R40 for 20 words (abbreviations and punctuation marks included)
Legals: 1 Column only	R430 standard tariff

AWARDS & ACCOLADES

2012

LiN Independent Newspaper Awards:

- Best Newspaper of the Year
- Best Supplement of the Year
- Best Sports Writer of the Year
- Best Hard News Writer of the Year
- Best Human Interest Writer of the Year
- Best Photographer of the Year

2013

- ATKV Mediaveertjies – Best Newspaper.
- Sanlam – Best Photographer of the Year

LiN Independent Newspaper Awards:

- Best Supplement of the Year
- Best Website of the Year
- Best Front Page of the Year
- Best Photographer of the Year
- 3rd – Writing Sports News
- 2nd & 3rd – Writing Hard News
- 2nd – Best Newspaper

2014

- Sanlam – Best Photographer of the Year
- Capro – Eagle Award

LiN Independent Newspaper Awards:

- Best Newspaper of the Year (2014)
- Best Supplement of the Year
- Best Advertisement (large) of the Year
- 2nd – Photographer of the Year
- 3rd – Writing Hard News

2015

- Capro – Excellence Award

LiN Independent Newspaper Awards:

- 1st – Writing Hard News
- 2nd – Writing Hard News
- Best Supplement of the Year
- 2nd – Large Advertisements
- 3rd – Small Advertisements