



Reimagine English Learning with the **Brand New** Posties

Brought to you by the South China Morning Post, Posties is a weekly 12-page newspaper designed to help students build English proficiency, think critically and communicate with confidence.

Now with a revamped digital experience, Posties brings learning to life in new and exciting ways with interactive quizzes, a 3D avatar companion, and gamified reading tasks. Meanwhile, teachers benefit from intuitive tools to plan lessons and track progress.



Scan to take a look at our sample edition

Print Newspaper

Delivered to your school every Monday.

ePaper

Available any time on digital devices or as a downloadable PDF for easy use in class.

NEW

Digital Hub

Accessible via desktop or our all-new app for mobile and tablet, the digital hub delivers a dynamic, immersive learning experience. Here's what you can expect:

For Students

- Gamified Motivation
- Personalised Reading Goals
- Vocabulary Builder
- Text-to-Speech
- Smart Notifications
- Access to the Posties Archive

For Teachers

- Create and Manage Reading Assignments
- Resource Library
- Progress Tracking
- Exportable Reports

Available with a **Teacher Module** subscription only.

What Makes Posties Special?

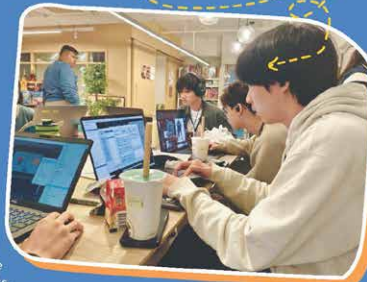
Supportive tools and real-world content help students grow with every issue.



BIG READ

Difficulty: Summiteer

Lessons about laziness



Andy Liang (left), Jay Lau (centre) and Theo Zhu (right) are hard at work. Photo: Hansout



1

Reading levels

are clearly labeled throughout, allowing students to easily find content that matches their ability.

2

Vocabulary boxes

can be found under key articles highlighting important phrases and new words.

3

Questions

guide students while reading and improve their critical thinking skills.

4

Fun-filled, interactive learning

comes to life through QR codes that provide seamless access to audio, games and quizzes.

HANDY PHRASES

on the same page: when people involved in a task have a shared understanding about something

time frame: the amount of time set for a specific task or event

WORD POWER

culmination: the final point or stage of something, where everything comes together

overcome: to successfully deal with a challenge

trio: a group of three people

THINK ABOUT IT

1. What was the trick in the game *Monophobia*?
2. What did each boy do during the game jam?



Scan for the audio and an online game based on the story

5

Theme-based articles

aligned with the school curriculum makes for easy integration into existing lesson plans.

Scan to see our 2025-26 themes.



6

Writing submission opportunities

structured to encourage student participation and foster a love of writing can be found in each issue.



7

Age-appropriate global news

helps students connect with current events, whilst regular columns like STEAM Studio and Infographics spark curiosity and exploration across a range of subjects.



Posties Digital Hub

The new and improved Posties digital experience brings a fresh, student-driven approach to strengthening English language skills.

Student Module

Set Personal Goals, Shape Your Path

Students can **set weekly reading goals** to build consistent habits and **track progress**.

Student Module

Inspiring Daily Reading Through Gamified Rewards

Students are motivated to build **daily reading habits** by earning points, badges and leaderboard positions for completing reading tasks and quizzes.

Teacher Module

A handy add-on with tools for reading assignment, access to article archives, student progress tracking and downloadable reports.

Harvard students find new academic home at HKUST amid US policy shifts

Student Module

Enriched Learning Support

Enhance reading engagement with tools like the **Vocabulary Builder**, which allows students to build their own custom word banks, and **Text-to-Speech**, which supports immersive English language learning.

Student Module

Smart Notifications

A personal assistant provides **reminders, assignment alerts and encouraging messages** to support the learning journey.

HK\$25,000 per school

Includes unlimited one-year access for up to 30 teachers.

Complimentary access to the Teacher Module may be provided with student subscriptions on a discretionary basis.

Contact schoolsub@scmp.com to learn more.

Subscription Benefits

Rewarding Subscribing Schools

Total Subscription Amount	Benefits
HK\$5,000 or more	Complimentary Posties Log Book for every subscriber
HK\$20,000 or more	Complimentary visit from our Posties mascot
HK\$50,000 or more	An exclusive journalistic sharing session by an SCMP expert



Scan to view our benefits



Print + Digital Subscription

HK\$ 5 per copy

1 September 2025
to 30 June 2026

Includes:

- 1 print copy of Posties per subscriber, delivered to your school on Mondays
- 1 Posties digital account per subscriber
- *Minimum sign up of 25 subscription days
- *Minimum order of 20 copies per day and per delivery point

ePaper + Digital Subscription

HK\$ 290 per login

1 September 2025
to 31 August 2026

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- 1 Posties ePaper account per subscriber
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- *Minimum order of 20 subscriptions

Publication Calendar

– Circle the selected subscription dates below:

Month	Publishing Dates (Monday)
September 2025	1, 8, 15, 22, 29
October 2025	6, 13, 20, 27
November 2025	3, 10, 17, 24
December 2025	1, 8, 15, 22
January 2026	5, 12, 19, 26
February 2026	2, 9, 23
March 2026	2, 9, 16, 23, 30
April 2026	13, 20, 27
May 2026	4, 11, 18
June 2026	1, 8, 15, 22, 29

Subscription Deadline:

17 October 2025

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1. Posties will be published every Monday in print and ePaper format. The exact publication dates are listed on the calendar.
2. 5 working days are required to process and activate the subscription. For submissions received after the subscription deadline date (i.e. Friday, 17 October 2025), any missed copies before subscription activation will not be compensated or refunded.
3. A proforma invoice will be issued in mid-November, followed by the invoice in mid-December. Full payment should be made by cheque within 30 days of the invoice issue date.
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