



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.



Difficulty: Summiteer

BIG READ

Lessons about laziness



Stop and think: What was the purpose of the game jam?



1

Reading levels

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

surprise ending to carry the message of "you are your own enemy".

"I needed a twist or something that was going to make sure that our game had something that set it apart," said one of the winning participants, Theo Zhu, 17.

"It meant showing and proving to people how their own laziness can affect them in the future."

Throughout the game, players must solve puzzles and overcome challenges as they are faced with tricky decisions, such as being able to avoid a puzzle or tackle it straight away.

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

"This was a great...

our skills," Theo expl...

The trio also sai...

due to the fact that...

friends. Theo said game...

required teammates to tr...

about making sur...

same page, but...

to do their o...

they'll add som...

me won first i...

the contesta...

the project itse...

that I was the n...

was really proud...

to do it in such a sh...

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

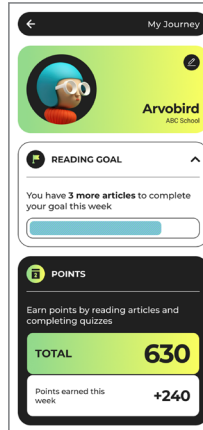
Students can set weekly reading goals to build consistent habits and track progress.



Student Module

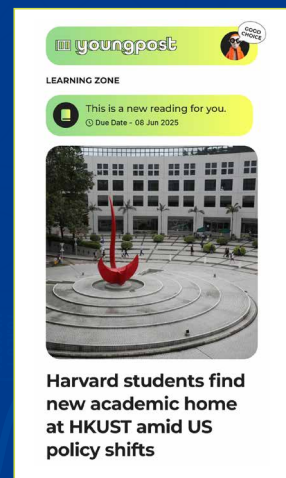
Inspiring Daily Reading Through Gamified Rewards

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



Teacher Module

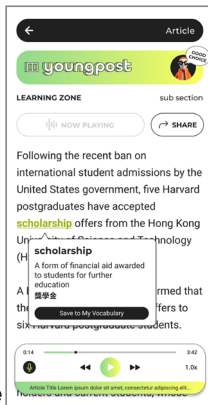
A handy add-on with tools for reading assignment, access to article archives, student progress tracking and downloadable reports.



Student Module

Enriched Learning Support

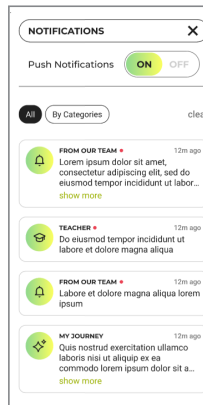
Enhance reading engagement with tools like the **Vocabulary Builder**, which allows students to build their own custom word banks, and **Text-to-Speech**, which supports immersive English language learning.



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.

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HK\$50,000 or more	Complimentary SCMP company tour for a group of 20 students

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to 30 June 2026

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*Minimum order of 20 copies per day and per delivery point

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January 2026	5, 12, 19, 26
February 2026	2, 9, 23
March 2026	2, 9, 16, 23, 30
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May 2026	4, 11, 18
June 2026	1, 8, 15, 22, 29

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/

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HK\$

HK\$

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