

MATIE LAND

Matieland is Stellenbosch University's official alumni magazine and is sent out to more than 96 000 addresses twice a year (July and December). It is a full colour A4-size magazine consisting of 48 pages per edition.

Matieland is the winner of the "MACE* 2008 Excellence Awards" in the category for external magazines.

COSTS FIRST EDITION 2009

Full page: R19 240 (VAT incl)
Other placings: Inside back, etc: + 10%

Note: The magazine is sent to more than 96 000 addresses, but Matieland boasts a readership of more than 100 000 as many married couples receive a single copy between them. (This excludes secondary readers such as family and friends of MatiesAlumni).



MORE INFORMATION: Martin Viljoen (Editor), tel (021) 808 4921, cell 082 775 2396, media@sun.ac.za

AGE GROUP	READERSHIP	%
18-30	23 617	23.4
31-40	25 772	25.5
41-50	20 810	20.6
51-60	15 266	15.1
61-99	12 622	12.5
Older or unknowns	2 796	2.9
Total	100 883	100

- Nearly 50% readers are between 21 and 40 years.
- Nearly 77% are 55 years and younger.

AREA	READERSHIP	%
Gauteng	12 429	12.3
Mpumalanga, Northwest & Limpopo	4 108	4.1
Kwazulu-Natal	3 792	3.8
Eastern Cape	6 417	6.4
Western Cape	60 226	59.7
Northern Cape	2 629	2.6
Free State	2 524	2.5
Total in RSA	92 125	91.4
Outside RSA	8 758	8.6
Grand Total	100 883	100

- 60.4% readers live in the Western Cape.

LANGUAGE OF CORRESPONDENCE	READERSHIP	%
Afrikaans	76 015	75.4
English	24 868	24.6
Total	100 883	100

RACE	READERSHIP	%
White	83 463	82.7
Coloured	6 680	6.6
Black	6 619	6.6
Indian	914	0.9
No data available	3 207	3.2
Total	100 883	100

- 54% are male.

* Marketing, Advancement and Communication in Education (MACE) is a Southern African organisation for practitioners in the areas of marketing, communication, fund raising, recruitment and alumni in higher and further education.