

STAR SPECIAL HEALTH

Optimal health leads to a more enriched life. This series of health-focused supplements are designed to furnish readers with comprehensive insights into a long list of topics, from disease prevention and cancer management to nutrition, fitness, and psychological wellness. These supplements offer advertisers the opportunity to showcase a diverse range of healthcare services and solutions, encompassing healthcare facilities, pharmaceutical products, exercise machines, devices, and dietary supplements. Take advantage of this opportunity to engage with our vast readership and explore our comprehensive healthcare services and solutions.

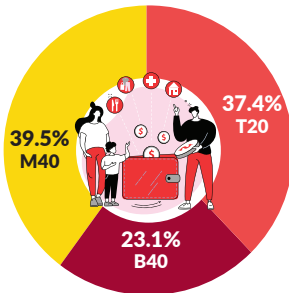


The Star's Readership Demographic

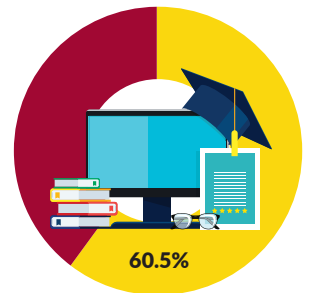
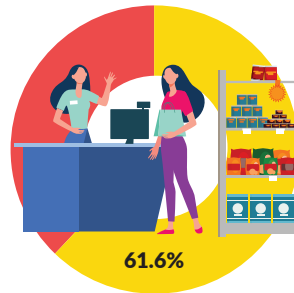
5.385 million
Past week readers



Household Income (HHI)



Over 60% are decision makers
of household and consumer durables products.



Data Source: Nielsen consumer and media view. Period: Jan - December 2022 read past week

Why advertise with us? <<<

- Audience Reach:** Connect with the mass audience, concerned family members and caregivers to patients.
- Thought Leadership:** Be the voice of credibility by relaying medically approved content and advice from medical experts.
- Impactful Content:** Align your brand with valuable, insightful, and influential content.

Join us in shaping a health-conscious community

Let's work together to ensure we and our loved ones have the best chances to lead a fulfilling life.

GET STARTED
advg@thestar.com.my

National Advertisement Rates:

RM54.60[^] per cm col (Black & White) / **RM25,200** Full Page Full Colour or contract rates where applicable.

[^]based on RM78 per cm col (Main Paper Wed-Sat rates for Black & White) with 30% discount

Edition: National			
Publication Date	Supplements	Booking & Story deadline	Material deadline
25-Feb-2024	Healthcare in Malaysia	13-Feb-2024	19-Feb-2024
3-Mac-2024	Obesity Awareness	19-Feb-2024	26-Feb-2024
17-Mac-2024	Your Health	4-Mac-2024	11-Mar-2024
14-Apr-2024	Healthy Liver	1-Apr-2024	7-Apr-2024
12-May-2024	Your Health	29-Apr-2024	6-May-2024
26-May-2024	Digestive Health & You	13-May-2024	20-May-2024
23-Jun-2024	Nutritional Health & You	10-Jun-2024	18-Jun-2024
30-Jun-2024	Brain Health	18-Jun-2024	24-Jun-2024
4-Aug-2024	Your Health	22-Jul-2024	29-Jul-2024
18-Aug-2024	Healthy Living for All	5-Aug-2024	12-Aug-2024
29-Sep-2024	Healthy Heart	17-Sept-2024	23-Sept-2024
6-Oct-2024	Caring For Eyes	23-Sept-2024	30-Sept-2024
13-Oct-2024	Fight Against Cancer	30-Sept-2024	7-Oct-2024
20-Oct-2024	World Osteoporosis Day	7-Oct-2024	14-Oct-2024
27-Oct-2024	World Stroke Day	14-Oct-2024	21-Oct-2024
10-Nov-2024	World Diabetes Day	28-Oct-2024	4-Nov-2024
24-Nov-2024	Your Health	11-Nov-2024	18-Nov-2024

StarPicks (Digital) + StarSpecial

(Print Supplement) Ad + Content Package RM30,000 (ROI : 4.03)

- 1 digital advertorial in StarPicks (digital) with 10,000 guaranteed pageviews
- 1 social media post* each on The Star Facebook, X & Instagram
- 150,000 Facebook reach + 1,500 Facebook engagement
- 1 Junior Page OR Half Page Full Colour ad** + 1 content*** in StarSpecial (print)

* Social media post links to the digital advertorial

** Ad size: min 112 cm col - max 144 cm col

*** Print content is the same content as digital advertorial

All inventories to be utilised on the same publication date

StarPicks (Digital) + StarSpecial

(Print Advertorial) Content-only Package RM30,000 (ROI : 4.5)

- 1 digital advertorial in StarPicks (digital)
- 1 social media post* each on The Star Facebook, X & Instagram
- 150,000 Facebook reach + 1,500 Facebook engagement
- 1 Full Page content** in StarSpecial (print)

* Social media post links to the digital advertorial

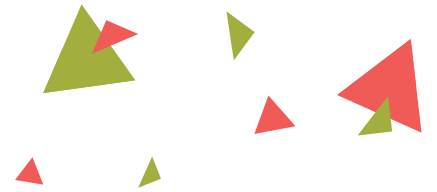
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eSupplements Special Promo

Enjoy both **DIGITAL & PRINT** Presence!

Pay Black & White rates and enjoy Full Colour ad upgrade



Advertisement	Cost (RM) Per Insertion
Quarter Page Full Colour Ad + Content	7,500
Junior Page* Full Colour Ad + Content *below 144 cm col	10,000
Half Page Full Colour Ad + Content	15,000
Full Page Full Colour Ad + Content	25,000
Full Page Full Colour Ad + Content + 1 social media post on The Star Facebook Min commitment 4 insertions	30,000
Full Page Full Colour Ad + Full Page Full Colour Content (size guaranteed) + 1 social media post on The Star Facebook Min commitment 6 insertions	30,000

- Ads in PDF eSupplements will be hyperlinked to the advertiser's website.
- Selected supplements will be uploaded to StarPicks in a downloadable PDF format.



TERMS & CONDITIONS

1. All rates are subject to Service Tax 8%.
2. All ads booked (minimum 72 cm col) are entitled to free content in the same supplement.
3. Press releases must be submitted in Word format before the content deadline. Pictures must be submitted in hi-res JPEG format (min 300 dpi / 1MB).
4. Interviews will be granted wherever possible at The Star's discretion.
5. Size / length of content is strictly at the editor's discretion unless otherwise stated. Digital advertorial word limit is 500 words.
6. Content will be edited and laid out based on editorial house style.
7. Ad & content on the same / facing pages is available at additional 30% loading. This is not applicable for health related products or services that require MOH / KKKLIU approval.
8. Cover picture buy is available at RM12,000. This is only valid with a minimum of Full Page Black & White or Half Page Full Colour ad buy in the same supplement. Cover picture is subject to approval from The Star. Other T&Cs apply.
9. All promos & inventories are subject to change.

