

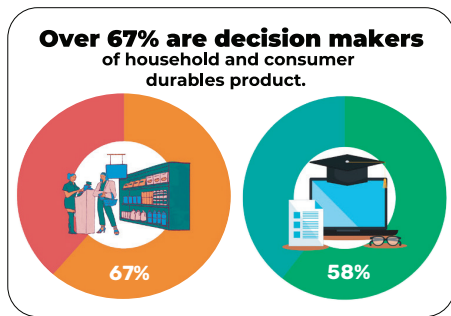
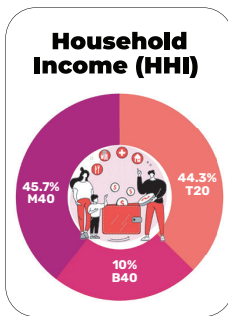
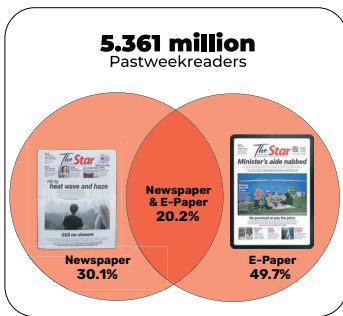
ALL ABOUT HEALTH

Achieving peak health enriches life, enabling fuller experiences and deeper fulfilment. The Star's health-focused supplements offers readers valuable insights across a broad spectrum of topics, from disease prevention and cancer care to nutrition, fitness and mental wellness. For advertisers, these supplements provide a platform to showcase diverse healthcare services and solutions, including medical facilities, pharmaceutical products, fitness equipment, devices, and dietary supplements. Don't miss this chance to engage with our extensive readership and explore our comprehensive range of healthcare services and solutions.



The Star's Readership Demographic

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Data Source: Nileson consumer and media view. Period: Jan - Dec 2023 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.

National Advertisement Rates:

SUNDAY

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

TUESDAY

RM58.50[^] per cm col (Black & White) / **RM26,775** Full Page Full Colour or contract rates where applicable.

[^]based on RM78 per cm col (Main Paper Wed-Sat rates for Black & White) with 25% discount.

Edition: National

Publication Date	Supplements	Booking & Story deadline	Material deadline
23-Feb-2025	Healthcare in Malaysia	10-Feb-2025	19-Feb-2025
2-Mar-2025	Obesity Awareness	17-Feb-2025	26-Feb-2025
16-Mar-2025	Your Health	3-Mar-2025	12-Mar-2025
20-Apr-2025	Healthy Liver	7-Apr-2025	16-Apr-2025
18-May-2025	Your Health	5-May-2025	14-May-2025
25-May-2025	Digestive Health & You	13-May-2025	21-May-2025
1-Jun-2025	Mental Health	19-May-2025	28-May-2025
6-Jul-2025	Nutritional Health & You	23-Jun-2025	2-Jul-2025
3-Aug-2025	Your Health	21-Jul-2025	30-Jul-2025
17-Aug-2025	Healthy Living for All	4-Aug-2025	13-Aug-2025
28-Sep-2025	Healthy Heart	15-Sept-2025	24-Sept-2025
5-Oct-2025	Caring For Eyes	22-Sept-2025	1-Oct-2025
12-Oct-2025	Fight Against Cancer	29-Sept-2025	8-Oct-2025
19-Oct-2025	World Osteoporosis Day	6-Oct-2025	15-Oct-2025
26-Oct-2025	World Stroke Day	13-Oct-2025	22-Oct-2025
9-Nov-2025	World Diabetes Day	27-Oct-2025	5-Nov-2025
23-Nov-2025	Your Health	10-Nov-2025	19-Nov-2025

GET STARTED

advq@thestar.com.my

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

** Print content is the same content as digital advertorial

All inventories to be utilised on the same publication date

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. Ad and content must be related to each other
4. Loading is applicable if ad and content are not related to each other OR if ad is converted to advertorial
5. 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).
6. Interviews will be granted wherever possible at The Star's discretion.
7. Size / length of content is strictly at the editor's discretion unless otherwise stated. Digital advertorial word limit is 500 words.
8. Content will be edited and laid out based on editorial house style.
9. 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.
10. 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.
11. All promos & inventories are subject to change.

