

## EVERYTHING EDUCATION

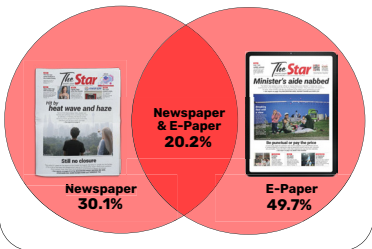
Educational success ignites potential, empowering individuals to create meaningful impact and pursue achievements. The Star's education-focused supplements provide readers with valuable insights on a wide range of topics, from career guidance and academic pathways to skills development and emerging fields of study. For advertisers, these supplements offer an ideal platform to showcase their educational services and solutions, including universities, online learning platforms, language courses, test preparation services, and learning tools. Take advantage of this unique opportunity to connect with our engaged readership and highlight your educational offerings on our trusted platform.



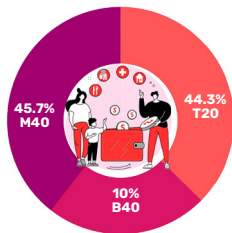
### The Star's Readership Demographic

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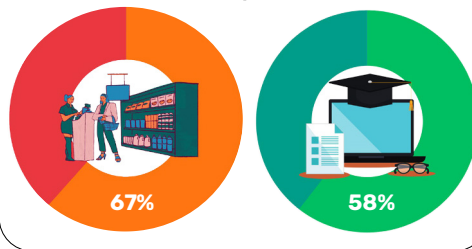
**5.361 million**  
Pastweekreaders



**Household Income (HHI)**



**Over 67% are decision makers**  
of household and consumer durables products.



**Over 2 Millions readers**  
are parents with children under 18 years old



Data Source: Nielsen consumer and media view. Period: Jan - Dec 2023 read past week

### Why advertise with us? <<<

- Audience Reach:** Make this your platform to reach potential students who are intending to further their studies.
- Thought Leadership:** Deliver crucial information and testimonies that will push candidates to take the next step of enrolment.
- Impactful Content:** Align your brand with valuable, insightful, and influential content.

### Join us in shaping the future of education.

Let's embark on a journey that not only informs but inspires, opening doors to endless possibilities.

**GET STARTED**

advg@thestar.com.my

### National Advertisement Rates:

**RM58.50<sup>^</sup>** per cm col (Black & White) / **RM26,775** Full Page

Full Colour or contract rates where applicable.

<sup>^</sup>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
14-Jan-2025	Postgraduate	31-Dec-2024	8-Jan-2025
21-Jan-2025	Private & International School Guide	7-Jan-2025	15-Jan-2025
15-Apr-2025	Private & International School Guide	1-Apr-2025	9-Apr-2025
6-May-2025	Scholarship & Loans	22-Apr-2025	30-Apr-2025
13-May-2025	Choosing A Pre-University Course	29-Apr-2025	7-May-2025
17-Jun-2025	Postgraduate	3-Jun-2025	11-Jun-2025
1-Jul-2025	Private & International School Guide	17-Jun-2025	25-Jun-2025
9-Sep-2025	Postgraduate	26-Aug-2025	3-Sept-2025
11-Nov-2025	Private & International School Guide	28-Oct-2025	5-Nov-2025
2-Dec-2025	Private & International School Guide	18-Nov-2025	26-Nov-2025
16-Dec-2025	Postgraduate	2-Dec-2025	10-Dec-2025

## 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.

