

## PRIVATE & INTERNATIONAL SCHOOL GUIDE

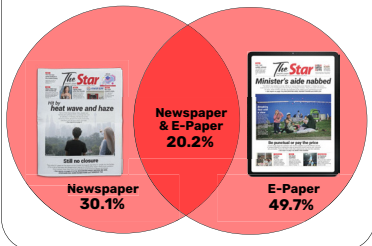
Early experiences are key to a child's growth, and choosing the right school can have a lasting impact on their character, values, skills, and worldview. The *Private and International School Guide* is a valuable resource for parents, providing in-depth information about the curricula, facilities, programmes, fees, and extracurricular activities offered by private and international schools across Malaysia. For schools, it's a fantastic opportunity to showcase what makes them unique—their teaching methods, strengths, and modern amenities—helping parents make well-informed decisions for their child's future.



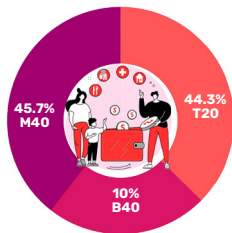
### The Star's Readership Demographic

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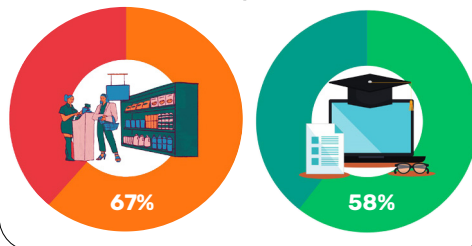
**5.361 million**  
Pastweekreaders



**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:** Reach a diverse audience of students, parents, and educators.
- Thought Leadership:** Impress upon the audience your deep expertise and experience in the area of international schooling.
- 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.

### 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	Booking & Story deadline	Material deadline
21-Jan-2025	7-Jan-2025	15-Jan-2025
15-Apr-2025	30-Mar-2025	9-Apr-2025
1-Jul-2025	17-Jun-2025	25-Jun-2025
11-Nov-2025	28-Oct-2025	5-Nov-2025
2-Dec-2025	18-Nov-2025	26-Nov-2025

**GET STARTED**

advg@thestar.com.my

# StarPicks & StarSpecial PACKAGES

## 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.