

Education

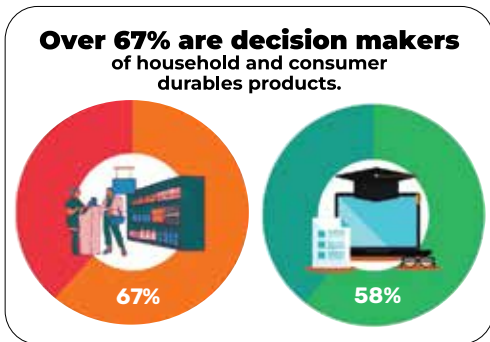
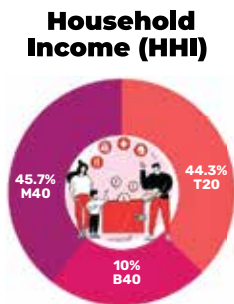
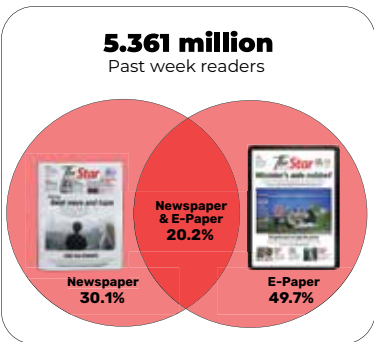
Related Supplements

Educational success unlocks potential, empowering individuals to make a meaningful impact and reach their goals. The Star's education-focused supplements offer readers valuable insights on various topics, from career guidance and academic pathways to skills development and emerging fields of study. For advertisers, these supplements provide an excellent platform to promote educational services and solutions, including universities, online learning platforms, language courses, test preparation services, and learning tools. Don't miss the chance to engage with our dedicated readership and showcase your educational offerings on our trusted platform.



The Star's Readership Demographic

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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:** Position your brand as a leader in the education sector through Star Special Education Related Supplements and lead the way in shaping the future of education.
- ✔ **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:

RM54.60[^] 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 30% discount

Edition: National			
Publication Date	Supplements	Booking & Story deadline	Material deadline
18-Jan-2026	MBA (postgraduate)	5-Jan-2026	14-Jan-2026
10-May-2026	Scholarships & Loans	27-Apr-2026	6-May-2026
17-May-2026	After SPM Guide	4-May-2026	13-May-2026
7-Jun-2026	Postgraduate (PG)	25-May-2026	3-Jun-2026
13-Sept-2026	Postgraduate (PG)	28-Aug-2026	9-Sept-2026
6-Dec-2026	Private & International School Guide	23-Nov-2026	2-Dec-2026
13-Dec-2026	Postgraduate (PG)	30-Nov-2026	9-Dec-2026

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 + 1 social media post on The Star Facebook (min 2 insertions* per booking order - client to decide which ad gets the FB post) *to be used within 3 months	18,000
Full Page Full Colour Ad + Content + 1 social media post on The Star Facebook + 1 Rectangular banner across The Star website (ROS - 400k imp)	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 / KKLIU 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.

