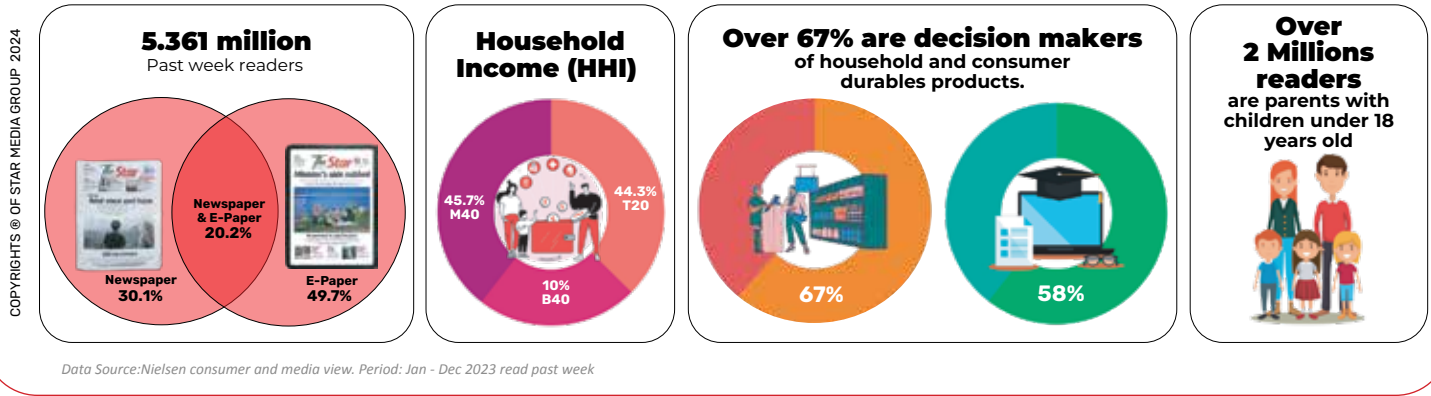


Health Related Supplements

Achieving optimal health enhances life, leading to richer experiences and greater fulfilment. The Star's health-focused supplements offer readers valuable insights on a wide range of topics, from disease prevention and cancer care to nutrition, fitness, and mental wellness. For advertisers, these supplements offer a prime platform to highlight a variety of healthcare services and solutions, such a medical facilities, pharmaceutical products, fitness equipment, devices, and dietary supplements. Take advantage of this opportunity to connect with our broad readership and showcase your comprehensive healthcare offerings.



The Star's Readership Demographic



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 |
| 8-Mar-2026 | Your Health - Women & Menopause | 23-Feb-2026 | 4-Mar-2026 |
| 12-Apr-2026 | Healthy Gut | 30-Mar-2026 | 8-Apr-2026 |
| 3-May-2026 | Your Health - Senior | 20-Apr-2026 | 29-Apr-2026 |
| 21-Jun-2026 | Digestive Health & You | 8-Jun-2026 | 16-Jun-2026 |
| 16-Aug-2026 | Your Health - Children | 3-Aug-2026 | 12-Aug-2026 |
| 20-Sept-2026 | Healthy Heart | 7-Sept-2026 | 15-Sept-2026 |
| 4-Oct-2026 | Caring For Your Eyes | 21-Sept-2026 | 30-Sept-2026 |
| 11-Oct-2026 | Fight Against Cancer | 28-Sept-2026 | 7-Oct-2026 |
| 25-Oct-2026 | World Stroke Day | 12-Oct-2026 | 21-Oct-2026 |
| 15-Nov-2026 | World Diabetes Day | 2-Nov-2026 | 11-Nov-2026 |
| 29-Nov-2026 | Your Health | 16-Nov-2026 | 25-Nov-2026 |

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.

