

Health Related Supplements

Achieving optimal health enhances life, leading to richer experiences and greater fulfillment. 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 as 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

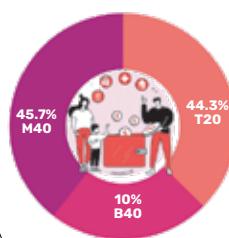
COPYRIGHTS © OF STAR MEDIA GROUP 2024

5.361 million

Past week readers

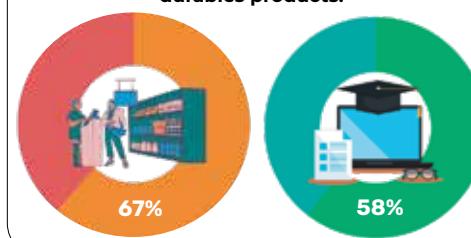


Household Income (HHI)



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: 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 & StarSpecial PACKAGES

StarPicks (Digitorial) + 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 (Digitorial) + 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 / KKLIAU 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.