

STAR EDUCATION FAIR 2026

This year's Star Education Fairs will provide students with the perfect chance to connect and talk with tertiary educational institutions about their interests and education goals. Both local and international educators will be there to showcase their strengths and the best education courses they have for students.

With over 30 years experience, Star Education Fair is no stranger to the public and is a trusted platform in providing an avenue for educators to reach out to potential students pursuing a reputable degree or furthering their studies and to prudent parents looking for the top academic institutions to send their kids to.

Advertise in our StarSpecial pullout and increase your reach to everyone out there looking to take the next step in their education journey.

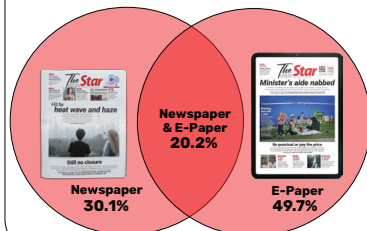
OPEN TO
FAIR
EXHIBITORS
ONLY

Star
EDUCATION
FAIR
2026

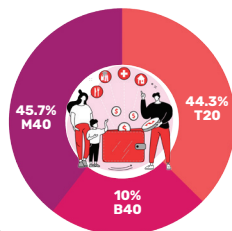
The Star's Readership Demographic

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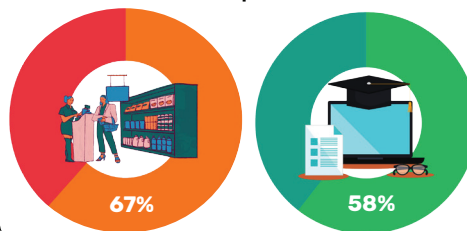
5.361 million
Past week readers



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:** Attract more traffic to your booth, make it known to readers about what you are offering during the fair.
- ☒ **Positive Image:** Position your brand as a leader in the education sector and lead the way in shaping the future of education.
- ☒ **Stand Out:** With a host of local and international higher education institutions in Malaysia, this is the perfect place to expose readers to your brand.

Join us in offering the best for education

Increase your reach to everyone out there looking to take the next step in their education journey.

GET STARTED

advg@thestar.com.my

PICCA Penang (NEW)

24-25 January 2026

KLCC

11-12 April 2026

Persada JB

25-26 April 2026

IOI Putrajaya

16-17 May 2026

Spice Penang

23-24 May 2026

Edition: National

Publication Date	Booking and Story deadline	Material deadline
24-Jan-2026	9-Jan-2026	21-Jan-2026
11-Apr-2026	27-Mar-2026	8-Apr-2026
25-Apr-2026	10-Apr-2026	22-Apr-2026
16-May-2026	30-Apr-2026	13-May-2026
23-May-2026	8-May-2026	20-May-2026

National Advertisement Rates:

RM62.40[^] per cm col (Black & White) / **RM31,500** Full Page
Full Colour or contract rates where applicable.

[^]based on RM78 per cm col (Main Paper Wed-Sat rates for Black & White) with 20% discount

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

SPECIAL PROMO

Ad Size	Full Color (RM)	Black & White (RM)
Full Page (37cm x 8col)	20,000.00	16,161.60
Half Page (37cm x 4col)	15,000.00	8,080.80
Half Page (18cm x 8col)	15,000.00	7,862.40
Quarter Page (18cm x 4col)	12,000.00	3,931.20



- 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. Ad and story must be related to each other
3. Loading is applicable if ad and story are not related to each other OR if ad is converted to advertorial
4. All ads booked (minimum 72 cm/col) are entitled to free content in the same supplement.
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 / KKKIU 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.