

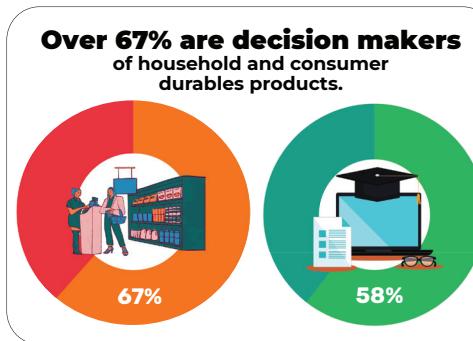
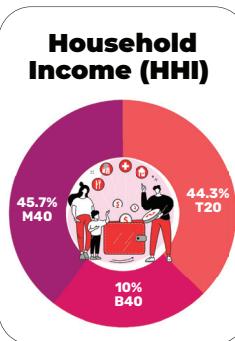
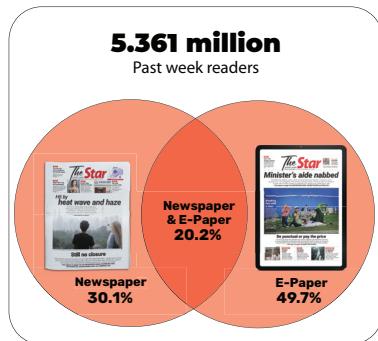
# UNLOCK THE FUTURE OF EDUCATION

As the educational landscape evolves, so do the opportunities to connect with an engaged and forward-thinking audience. Our Education Guide series is set to empower students, parents, and educators with the knowledge and resources they need for success in today's ever-changing world.



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## The Star's Readership Demographic



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 Guide 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.



### GET STARTED

advg@thestar.com.my

### National Advertisement Rates:

**RM62.40<sup>^</sup>** per cm col (Black & White) / **RM31,500** 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 20% discount

**Edition: National**

Publication Date	Booking & Story Deadline	Material Deadline
1-Jan-2026	18-Dec-2025	29-Dec-2025
5-Feb-2026	22-Jan-2026	30-Jan-2026
5-Mar-2026	19-Feb-2026	2-Mar-2026
2-Apr-2026	19-Mar-2026	30-Mar-2026
7-May-2026	23-Apr-2026	4-May-2026
4-Jun-2026	21-May-2026	29-May-2026
2-Jul-2026	18-Jun-2026	29-Jun-2026
6-Aug-2026	26-Jul-2026	3-Aug-2026
3-Sep-2026	20-Aug-2026	28-Aug-2026
1-Oct-2026	17-Sep-2026	28-Sep-2026
5-Nov-2026	22-Oct-2026	2-Nov-2026
3-Dec-2026	19-Nov-2026	30-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

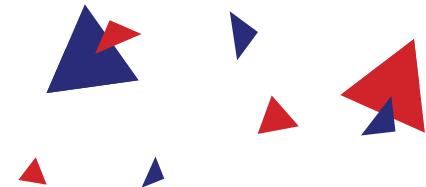
\*\* Print content is the same content as digital advertorial

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	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

- All rates are subject to Service Tax 8%.
- Ad and story must be related to each other
- Loading is applicable if ad and story are not related to each other  
OR if ad is converted to advertorial
- All ads booked (minimum 72 cm/col) are entitled to free content in the same supplement.
- 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).
- Interviews will be granted wherever possible at The Star's discretion.
- Size / length of content is strictly at the editor's discretion unless otherwise stated. Digital advertorial word limit is 500 words.
- Content will be edited and laid out based on editorial house style.
- 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.
- 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.
- All promos & inventories are subject to change.

