

POSITIVE PARENTING

Modern parenting has evolved with plenty of new, exciting technology, energy and time-savers.

Come let our StarSpecial help you reach out to busy parents and make your goods and services known. Advertise with us today and start reaching out to your target audience now.

National Advertisement Rates :

RM78.00 per cm col or contract rates where applicable. 20% discount from Main Paper (Wed-Sat) rates for BW ads.

Suggested Size

37cm x 8col (Full page)
18cm x 8col (Half page)
18cm x 4col (Qtr page)

Black & White

RM 18,470.40
RM 8,985.60
RM 4,492.80

2 Neg. Colour

RM 23,470.40
RM 13,985.60
RM 9,492.80

Full Colour

RM 31,500.00
RM 22,000.00
RM 17,600.00

Edition: National

Publication Date	Booking & Story deadline	Material deadline
23 Jan 2020	09 Jan 2020	20 Jan 2020
27 Feb 2020	13 Feb 2020	24 Feb 2020
26 Mar 2020	12 Mar 2020	23 Mar 2020
23 Apr 2020	09 Apr 2020	20 Apr 2020
28 May 2020	12 May 2020	21 May 2020
25 Jun 2020	11 Jun 2020	22 Jun 2020
23 Jul 2020	09 Jul 2020	20 Jul 2020
27 Aug 2020	12 Aug 2020	24 Aug 2020
24 Sep 2020	09 Sep 2020	21 Sep 2020
22 Oct 2020	08 Oct 2020	19 Oct 2020
26 Nov 2020	12 Nov 2020	23 Nov 2020
24 Dec 2020	10 Dec 2020	21 Dec 2020

*Terms & Conditions

1. All rates are subject to Service Tax 6%
2. Press release must be submitted before the story deadline.
3. Interviews will be granted wherever possible at The Star's discretion.
4. Size / length of write-up is strictly at the editor's discretion.

5. Write-up will be edited and laid out based on editorial house style.
6. Ad & story on same / facing pages is not applicable for health related products or services that require MOH / KKLJU approval
7. Cover picture & logo buy is only valid with a minimum of FPBW or HPFC ad in the supplement.

Let's talk about you!

Enjoy a free write-up* when you book an ad with us (min 72 cm col)

Maximise your exposure!

Print + Digital Advertorial Package* RM20,000

- 1 Half Page Black & White ad in the supplement
- 1 write-up in the supplement
- 1 online upload of write-up on TSOL
- 1 week traffic driver
- 1 social media post

Make an impact!

Get your ad & story featured on the same / facing pages* at an additional 30% loading

First impression matters!

Cover picture & logo buy* RM12,000 (National)