

# BMS CONNECT

Wellness and the equilibrium of body, mind and soul are of the utmost importance in maintaining the state of our health. Tell our readers in our BMS Connect supplement about the many offerings you have to make life less stressful and a lot healthier. Reach out to our readers and help them achieve wellness in their daily lives.



## StarSpecial Expands Online into StarPicks!

(www.thestar.com.my/StarPicks)  
Increase your reach with 8.1 million online users of thestar.com.my

\*Selected supplements will be uploaded in StarPicks in a downloadable PDF format. Terms & Conditions apply

### National Advertisement Rates:

RM58.50<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 25% discount

Edition: National		
Publication Date	Booking & Story deadline	Material deadline
03 January 2023	20 December 2022	29 December 2022
07 February 2023	21 February 2023	02 March 2023
02 May 2023	18 April 2023	27 April 2023
04 July 2023	20 June 2023	29 June 2023
05 September 2023	22 August 2023	30 August 2023
07 November 2023	19 October 2023	30 October 2023

### eSupplements Special Promo

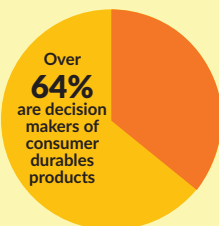
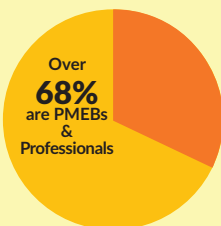
Enjoy both **DIGITAL & PRINT** Presence!  
Pay Black & White rates and enjoy Full Colour ad upgrade

Advertisement	Cost (RM)
Quarter Page Full Colour Ad + Story	5,000
Half Page Full Colour Ad + Story	10,000
Full Page Full Colour Ad + Story	20,000

**Notes:**

- Ads in PDF eSupplements will be hyperlinked to advertiser's website.
- For other ad sizes, pay only 25% loading to enjoy the same.
- Selected supplements will be uploaded to StarPicks in a downloadable PDF format.
- Full Colour ad upgrade promo valid until 31 December 2023.

### Connect with our affluent audiences



Data Source: Nielsen consumer and media view. Period: Jan - December 2021 read past week

### StarPicks (Digital) + StarSpecial (Print Supplement) Package - RM30,000 (ROI : 4.03)

- 1 digital advertorial in StarPicks (digital) with 10,000 guaranteed pageviews
- 1 week unbranded traffic driver\* on The Star website (ROS)
- 1 social media post each on The Star Facebook, Twitter & Instagram
- 150,000 Facebook reach + 1,500 Facebook engagement
- 1 Half Page Full Colour ad + 1 story\*\* in StarSpecial (print)

\* Traffic driver is done by Star Media Group

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

All inventories to be utilised on the same publication date

**\*Terms & Conditions**

1. All rates are subject to Service Tax 6%.
2. All ads booked (minimum 72 cm col) are entitled to a free story in the same supplement.
3. Press release must be submitted before the story deadline.
4. Interviews will be granted wherever possible at The Star's discretion.
5. Size / length of story is strictly at the editor's discretion. Digital advertorial word limit is 500 words.
6. Story will be edited and laid out based on editorial house style.
7. Ad & story 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.
8. Cover picture & logo 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.
9. Digital promos & inventories are subject to change.

**GET STARTED**  
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