

## FUTURE PARENTING

Modern-day parents have a lot of conveniences at their disposal to make parenting just that bit easier. Tell our readers how they can find the perfect conveniences for their families with our Future Parenting supplement. Reach out to Malaysian households to share what you have for a joyful parenting experience.

### StarSpecial Expands Online into StarPicks!

([www.thestar.com.my/StarPicks](http://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:

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
27 April 2023	13 April 2023	21 April 2023
25 May 2023	11 May 2023	22 May 2023
22 June 2023	08 June 2023	19 June 2023
27 July 2023	13 July 2023	24 July 2023
24 August 2023	10 August 2023	21 August 2023
28 September 2023	14 September 2023	25 September 2023
26 October 2023	12 October 2023	23 October 2023
23 November 2023	09 November 2023	20 November 2023
28 December 2023	14 December 2023	22 December 2023

### eSupplements Special Promo

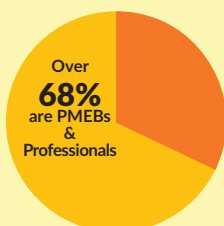
Enjoy both **DIGITAL & PRINT** Presence!  
Pay Black & White rates and enjoy Full Colour ad upgrade

Advertisement	Cost (RM)
Quarter Page Full Colour Ad + Story	7,500
Junior Page* Full Colour Ad + Story	10,000
Half Page Full Colour Ad + Story	15,000
Full Page Full Colour Ad + Story	25,000

#### Notes:

- Ads in PDF eSupplements will be hyperlinked to advertiser's website.
- Selected supplements will be uploaded to StarPicks in a downloadable PDF format.
- Full Colour ad upgrade promo valid until 31 December 2023.
- \*Junior page- all ad sizes bigger than 72cmcol and below 144cmcol ie: 24x5, 37x3, 28x4, 12x8

### 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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