

## STAR SPECIAL HEALTH

Good health equals to a more fulfilling life. This series of health-related supplements provide readers the information on a vast range of topics, from disease prevention and cancer treatment to nutrition, exercise and mental health. These supplements allow advertisers to promote varied healthcare products and services, including healthcare facilities, pharmaceutical products, fitness equipment, helpful gadgets and nutritional supplements. Grab this chance to reach our wide readership and contribute to the public's health knowledge pool.

### 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:

**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

#### National Advertisement Rates:

**RM58.50<sup>^</sup>** per cm col (Black & White) / **RM26,775** Full Page Full Colour or contract rates where applicable.

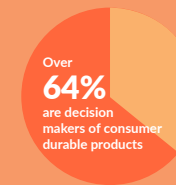
<sup>^</sup>based on RM78 per cm col (Main Paper Wed-Sat rates for Black & White) with 25% discount

#### National Advertisement Rates:

**RM54.60<sup>^</sup>** per cm col (Black & White) / **RM25,200** 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 30% discount

#### Connect with our affluent audiences



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

### 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.

### 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

### Edition: National

Publication Date	Supplements	Booking & Story Deadline	Material Deadline
4 Feb 2023	Cancer Awareness	23 Jan 2023	31 Jan 2023
5 Mar 2023	Healthy Eyes	21 Feb 2023	1 Mar 2023
17 Mar 2023	World Sleep Day	3 Mar 2023	13 Mar 2023
21 Mar 2023	Your Health	7 Mar 2023	15 Mar 2023
16 Apr 2023	Healthy Liver	4 Apr 2023	12 Apr 2023
17 May 2023	Your Health	2 May 2023	10 May 2023
10 Jun 2023	Healthcare in Malaysia	29 May 2023	6 Jun 2023
11 Jun 2023	Digestive Health & You	30 May 2023	7 Jun 2023
4 Jul 2023	Brain Health	20 Jun 2023	28 Jun 2023
11 Jul 2023	Healthy Bones	27 Jun 2023	5 Jul 2023
18 Jul 2023	Nutritional Health & You	4 Jul 2023	12 Jul 2023
28 Jul 2023	Geriatric Healthcare & Wellbeing	14 Jul 2023	24 Jul 2023
21 Aug 2023	Senior Citizen Day	8 Aug 2023	16 Aug 2023
22 Aug 2023	Your Health	8 Aug 2023	16 Aug 2023
29 Sep 2023	Healthy Heart	15 Sep 2023	25 Sep 2023
1 Oct 2023	Breast Cancer Awareness	19 Sep 2023	27 Sep 2023
9 Oct 2023	Obesity Awareness	25 Sep 2023	4 Oct 2023
10 Oct 2023	Mental Health Awareness	26 Sep 2023	4 Oct 2023
12 Oct 2023	World Sight Day	29 Oct 2023	9 Oct 2022
20 Oct 2023	World Osteoporosis Day	6 Oct 2023	16 Oct 2023
29 Oct 2023	World Stroke Day	17 Oct 2023	25 Oct 2022
14 Nov 2023	World Diabetes Day	31 Oct 2023	8 Nov 2023
21 Nov 2023	Your Health	7 Nov 2023	15 Nov 2023

#### \*Terms & Conditions

- All rates are subject to Service Tax 6%.
- All ads booked (minimum 72 cm col) are entitled to a free story in the same supplement.
- Press release must be submitted before the story deadline.
- Interviews will be granted wherever possible at The Star's discretion.
- Size / length of print story is strictly at the editor's discretion. Digital advertorial word limit is 500 words.
- Story will be edited and laid out based on editorial house style.
- 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 / KKKLU approval.
- 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.
- Digitentials promo & inventories are subject to change.

**GET STARTED**  
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