

POSTGRADUATE

The Star's Postgraduate supplement provides helpful tips and information on study pathways, programme modes and balancing adult responsibilities while studying. This monthly supplement is the best platform to highlight your postgraduate programmes. The pullout is also suitable for other service providers and distributors of studying tools that are helpful in a student's academic journey.

StarSpecial Expands Online into StarPicks!

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

National Advertisement Rates:

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

[^]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
17 Jan 2023	4 Jan 2023	11 Jan 2023
21 Feb 2023	7 Feb 2023	15 Feb 2023
21 Mar 2023	7 Mar 2023	15 Mar 2023
18 Apr 2023	4 Apr 2023	12 Apr 2023
16 May 2023	2 May 2023	10 May 2023
20 Jun 2023	6 Jun 2023	14 Jun 2023
18 Jul 2023	4 Jul 2023	12 Jul 2023
15 Aug 2023	1 Aug 2023	9 Aug 2023
19 Sep 2023	5 Sep 2023	13 Sep 2023
17 Oct 2023	3 Oct 2023	11 Oct 2023
21 Nov 2023	7 Nov 2023	15 Nov 2023
19 Dec 2023	5 Dec 2023	13 Dec 2023

eSupplements Special Promo

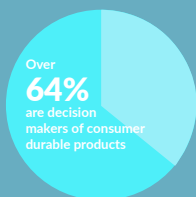
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Advertisement	Cost (RM)
Quarter Page Full Colour Ad + Story	5,000
Half Page Full Colour Ad + Story	10,000
Full Page Full Colour Ad + Story	20,000

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

*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 / KKLIU 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.
- Digitiorials promo & inventories are subject to change.

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