

UPDATED
APRIL

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!

(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:

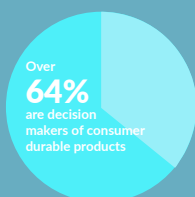
RM58.50[^] per cm col (Black & White) / **RM26,775** Full Page Full Colour
or contract rates where applicable.

[^]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
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

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!
Upgrade your ad to Full Colour with our special rates!

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 72cm/col and below 144cm/col ie. 24x5, 37x3, 28x4, 12x8

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 print 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. Digitals promo & inventories are subject to change.

GET STARTED
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