

UPDATED
APRIL

YOUNG & BRIGHT

Equip parents with insightful knowledge provided in The Star's Young & Bright supplement. Topics of discussion include raising well-rounded kids, important nutrients and food supplements to facilitate their growth and finding the best schools and curriculums. Grab this chance to promote your range of products and services such as holistic education, holiday programmes, learning materials and nutritional products.

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
4 Apr 2023	21 Mar 2023	29 Mar 2023
4 Jul 2023	20 Jun 2023	28 Jun 2023
3 Oct 2022	19 Sep 2023	27 Sep 2023

eSupplements Special Promo

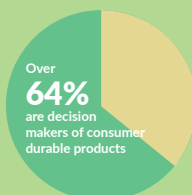
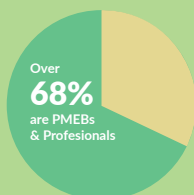
Enjoy both **DIGITAL & PRINT** Presence!
Upgrade your ad to Full Colour with our special rates!

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

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 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. Digitalis promo & inventories are subject to change.

GET STARTED
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