

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
3 Jan 2023	20 Dec 2022	28 Dec 2022
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

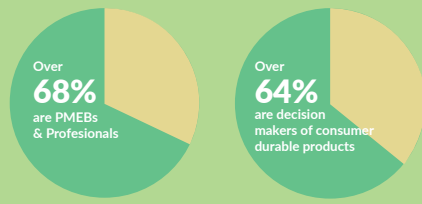
Enjoy both DIGITAL & PRINT Presence!
Pay Black & White rates and enjoy Full Colour ad upgrade

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.

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

- 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.
- Digitorials promo & inventories are subject to change.

GET STARTED
advq@thestar.com.my