

## POSTGRADUATE

The *Postgraduate* supplement by *The Star* provides valuable guidance and insights into educational options, course syllabus, and managing the challenge of adult responsibilities while advancing in higher education. As a quarterly feature, it's the perfect platform to highlight structured programmes that cater to diverse educational needs. This supplement also serves as a suitable avenue for service providers and educational resource suppliers who play a pivotal role in shaping a student's academic journey.

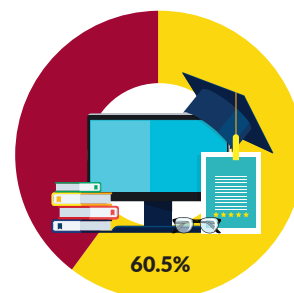
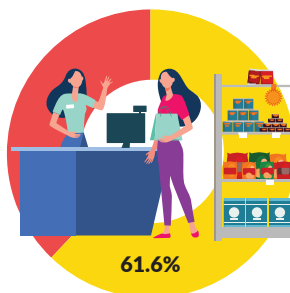
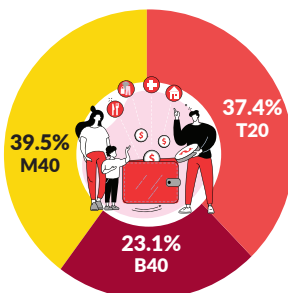


### *The Star*'s Readership Demographic

**5.385 million**  
Past week readers

**Household  
Income (HHI)**

**Over 60% are decision makers**  
of household and consumer durables products.



Data Source: Nielsen consumer and media view. Period: Jan - December 2022 read past week

### Why advertise with us? <<<

- ✓ **Audience Reach:** Make this your platform to reach potential students who are intending to further their studies.
- ✓ **Thought Leadership:** Deliver crucial information and testimonies that will push candidates to take the next step of enrolment.
- ✓ **Impactful Content:** Align your brand with valuable, insightful, and influential content.

### Join us in shaping the future of education.

Let's embark on a journey that not only informs but inspires, opening doors to endless possibilities.

### 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

Edition: National		
Publication Date	Booking & Story deadline	Material deadline
19-Mac-2024	5-Mac-2024	13-Mac-2024
18-Jun-2024	4-Jun-2024	12-Jun-2024
17-Sep-2024	3-Sept-2024	11-Sep-2024
17-Dec-2024	3-Dec-2024	11-Dec-2024

**GET STARTED**

advg@thestar.com.my

## StarPicks (Digital) + StarSpecial

(Print Supplement) Ad + Content Package RM30,000 (ROI : 4.03)

- 1 digital advertorial in StarPicks (digital) with 10,000 guaranteed pageviews
- 1 social media post\* each on The Star Facebook, X & Instagram
- 150,000 Facebook reach + 1,500 Facebook engagement
- 1 Junior Page OR Half Page Full Colour ad\*\* + 1 content\*\*\* in StarSpecial (print)

\* Social media post links to the digital advertorial

\*\* Ad size: min 112 cm col - max 144 cm col

\*\*\* Print content is the same content as digital advertorial

All inventories to be utilised on the same publication date

## StarPicks (Digital) + StarSpecial

(Print Advertorial) Content-only Package RM30,000 (ROI : 4.5)

- 1 digital advertorial in StarPicks (digital)
- 1 social media post\* each on The Star Facebook, X & Instagram
- 150,000 Facebook reach + 1,500 Facebook engagement
- 1 Full Page content\*\* in StarSpecial (print)

\* Social media post links to the digital advertorial

\*\* Print content is the same content as digital advertorial

All inventories to be utilised on the same publication date

## eSupplements Special Promo

Enjoy both **DIGITAL & PRINT** Presence!

Pay Black & White rates and enjoy Full Colour ad upgrade

Advertisement	Cost (RM) Per Insertion
Quarter Page Full Colour Ad + Content	7,500
Junior Page* Full Colour Ad + Content *below 144 cm col	10,000
Half Page Full Colour Ad + Content	15,000
Full Page Full Colour Ad + Content	25,000
Full Page Full Colour Ad + Content + 1 social media post on The Star Facebook Min commitment 4 insertions	30,000
Full Page Full Colour Ad + Full Page Full Colour Content (size guaranteed) + 1 social media post on The Star Facebook Min commitment 6 insertions	30,000

- Ads in PDF eSupplements will be hyperlinked to the advertiser's website.
- Selected supplements will be uploaded to StarPicks in a downloadable PDF format.



### TERMS & CONDITIONS

1. All rates are subject to Service Tax 8%.
2. All ads booked (minimum 72 cm col) are entitled to free content in the same supplement.
3. Press releases must be submitted in Word format before the content deadline. Pictures must be submitted in hi-res JPEG format (min 300 dpi / 1MB).
4. Interviews will be granted wherever possible at The Star's discretion.
5. Size / length of content is strictly at the editor's discretion unless otherwise stated. Digital advertorial word limit is 500 words.
6. Content will be edited and laid out based on editorial house style.
7. Ad & content 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 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. All promos & inventories are subject to change.