

## ELEVATE YOUR BRAND IN HIGHER EDUCATION

In the dynamic landscape of higher education, opportunities to connect with a discerning and forward-thinking audience are boundless. Our **Higher Education** series is designed to empower students, educators, and decision-makers with the knowledge and resources they need for success in today's academic world. In our **Higher Education** supplement, we aim to serve as a bridge connecting you with readers who are seeking the finest educational institutions to shape their academic pursuits.



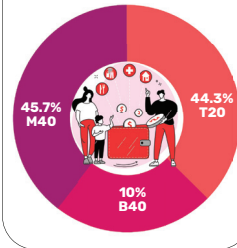
### The Star's Readership Demographic

COPYRIGHTS © OF STAR MEDIA GROUP 2024

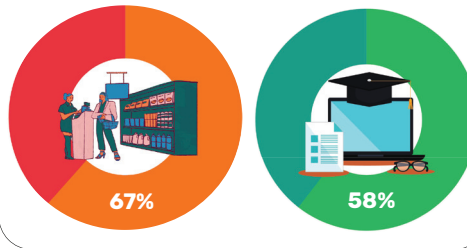
**5.361 million**  
Past week readers



**Household Income (HHI)**



**Over 67% are decision makers** of household and consumer durables products.



**Over 2 Millions readers** are parents with children under 18 years old



Data Source: Nielsen consumer and media view. Period: Jan - Dec 2023 read past week

### Why advertise with us?



- Audience Reach:** Reach a diverse audience of students, parents, and educators.
- Thought Leadership:** Position your brand as a leader in the education sector through Star Special Higher Education and lead the way in shaping the future of education.
- Impactful Content:** Align your brand with valuable, insightful, and influential content.

**Join us in shaping the future of higher education.** Let's embark on a journey that not only informs but inspires, opening doors to endless possibilities.

**GET STARTED**  
advg@thestar.com.my



### National Advertisement Rates:

**RM62.40<sup>^</sup>** per cm col (Black & White) / **RM31,500** 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 20% discount

Edition: National		
Publication Date	Booking & Story Deadline	Material Deadline
16-Jan-2025	2-Jan-2025	13-Jan-2025
20-Feb-2025	6-Feb-2025	17-Feb-2025
20-Mar-2025	6-Mar-2025	17-Mar-2025
17-Apr-2025	3-Apr-2025	14-Apr-2025
15-May-2025	2-May-2025	9-May-2025
19-Jun-2025	5-Jun-2025	16-Jun-2025
17-Jul-2025	3-Jul-2025	14-Jul-2025
21-Aug-2025	7-Aug-2025	18-Aug-2025
18-Sep-2025	3-Sep-2025	11-Sep-2025
16-Oct-2025	2-Oct-2025	13-Oct-2025
20-Nov-2025	6-Nov-2025	17-Nov-2025
18-Dec-2025	4-Dec-2025	15-Dec-2025

## 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. Ad and story must be related to each other
3. Loading is applicable if ad and story are not related to each other OR if ad is converted to advertorial
4. All ads booked (minimum 72 cm/col) are entitled to free content in the same supplement.
5. 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).
6. Interviews will be granted wherever possible at The Star's discretion.
7. Size / length of content is strictly at the editor's discretion unless otherwise stated. Digital advertorial word limit is 500 words.
8. Content will be edited and laid out based on editorial house style.
9. 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 / KKKLIU approval.
10. 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.
11. All promos & inventories are subject to change.

