

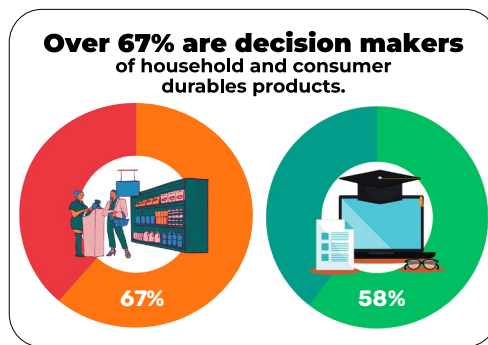
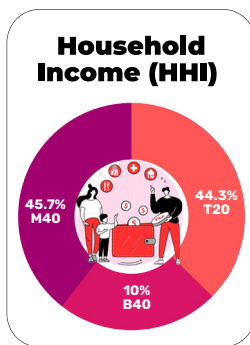
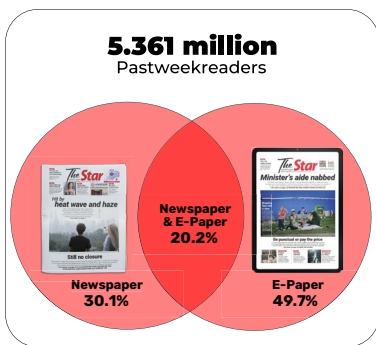
YOUR HEALTH

Prioritising health is essential, forming the foundation for a fulfilling life. *The Star's Your Health* supplement is committed to keeping readers informed on a broad array of health topics, from early disease detection to timely interventions that can change the course of illness. Each quarterly edition offers in-depth articles on pressing health concerns and the latest advancements in healthcare, along with valuable opportunities for advertisers to feature a diverse range of health products and services.



The Star's Readership Demographic

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

Why advertise with us?

- ✔ **Audience Reach:** Connect with the mass audience, concerned family members and caregivers to patients.
- ✔ **Thought Leadership:** Be the voice of credibility by relaying medically approved content and advice from medical experts.
- ✔ **Impactful Content:** Align your brand with valuable, insightful, and influential content.

Join us in shaping a health-conscious community

Let's work together to ensure we and our loved ones have the best chances to lead a fulfilling life.

National Advertisement Rates:

RM54.60[^] per cm col (Black & White) / **RM25,200** Full Page Full Colour or contract rates where applicable.

[^]based on RM78 per cm col (Main Paper Wed-Sat rates for Black & White) with 30% discount

Edition: National		
Publication Date	Booking & Story deadline	Material deadline
16-Mar-2025	3-Mar-2025	12-Mar-2025
18-May-2025	5-May-2025	14-May-2025
3-Aug-2025	21-Jul-2025	30-Jul-2025
23-Nov-2025	10-Nov-2025	19-Nov-2025

GET STARTED

advg@thestar.com.my

StarPicks & StarSpecial PACKAGES

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.