



StarSpecial 2017

Home & Living

In this new-age century, the home has become more than just a necessity for survival. Instead, it has taken a form of art, a space that reflects our personalities and an outlet for expressing our creativity.

This Home & Living supplement provides advertisers the platform to connect with potential clients seeking to tap into the expertise of leading local and international architecture and design companies.

Leverage on The Star's wide readership to showcase the latest products and services, from custom-building interior designs to new home-related technology and essential household gadgets. Be a permanent part of the life of your customers with The Star today.

Edition: National

Publication Date	Booking & Story deadline	Material deadline
22 Jan 2017	09 Jan 2017	18 Jan 2017
26 Feb 2017	13 Feb 2017	22 Feb 2017
26 Mar 2017	10 Mar 2017	22 Mar 2017
23 Apr 2017	10 Apr 2017	19 Apr 2017
28 May 2017	15 May 2017	24 May 2017
25 June 2017	09 June 2017	21 June 2017
23 July 2017	10 July 2017	19 July 2017
27 Aug 2017	14 Aug 2017	23 Aug 2017
24 Sep 2017	08 Sep 2017	20 Sep 2017
22 Oct 2017	06 Oct 2017	18 Oct 2017
26 Nov 2017	13 Nov 2017	22 Nov 2017
24 Dec 2017	11 Dec 2017	20 Dec 2017

National Advertisement Rates : RM78.00 per col cm or contract rates where applicable.
30% discount from Main Paper (Wed-Sat) rates for BW ads.

Suggested Size	Black & White	2 Neg. Colour	Full Colour
37cm x 8col (Full page)	RM 16,161.60	RM 21,161.60	RM 25,200.00
37cm x 4col (Half page)	RM 7,862.40	RM 12,862.40	RM 17,600.00
18cm x 8col (Half page)	RM 3,931.20	RM 8,931.20	RM 14,080.00

Upgrade to Full Colour :

Full page, i.e. 296col cm, pay an additional RM6,500. All other sizes, i.e. all sizes below 296col cm, pay an additional 50% loading to your BW ad rates

Rates quoted above are subject to 6% GST.

Rates are subject to change in the event of a 2017 rate adjustment.

1 Get your Ad & Story to be featured on the same / facing pages.

Ad and story on facing pages @ additional 30% loading (not applicable for health related products or service that require MOH / KKLIU approval)

2 COVER PICTURE & LOGO

Cover picture with logo (National Edition RM12,000 & Metro Central Edition RM10,000) Above is valid with a minimum of FPBW or HPFC ad in the supplement. T & C apply

3 Ads of 72cm/col and above will be entitled for an editorial write-up.

Press release must be submitted before deadline. Interviews to be granted wherever possible, at The Star's discretion. Size / length of write-up is strictly at the editor's discretion. Write-up will be edited and laid out at the editor's discretions based on editorial house style.