



**Star Special**

Now in its fourth year, *The Star's Bright Kids* – a children-centric monthly supplement – is continuing its mission in providing information on issues relevant to children, parents and caregivers. This focused national pullout looks at core topics in the areas of preschool, primary and secondary education, child development and health.

Building on its success from previous years, this supplement will continue to be a top pick for parents looking for information, news and the latest trends in education, child development, schooling options, and child health and nutrition. The articles will be able to garner the attention of readers both young and old.

This pullout, to be published **the first Tuesday of every month**, is an essential guide that advertisers will rely on to showcase their expertise and latest products to *The Star's* vast readership.

## NATIONAL EDITION

### 1 Get your ad & story featured on the same/facing pages!

Add in 30% loading on top of the ad cost for story & ad to be featured on the same/facing pages. This does not apply to health/medical related product ads.

### 2 Cover picture & logo

Cover picture with logo @ RM12,000. This is valid with a minimum of Full Page Black & White or Half Page Full Colour ad in the supplement. T&C apply.

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

Press release must be submitted before deadline. Interviews will 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 based on editorial house style.

#### Publication date

24 Jan 2017  
7 Feb 2017  
7 March 2017  
4 April 2017  
2 May 2017  
6 June 2017  
4 July 2017  
1 Aug 2017  
5 Sept 2017  
3 Oct 2017  
7 Nov 2017  
5 Dec 2017

#### Booking & story deadline

10 Jan 2017  
24 Jan 2017  
21 Feb 2017  
21 March 2017  
18 April 2017  
23 May 2017  
20 June 2017  
18 July 2017  
22 Aug 2017  
19 Sept 2017  
24 Oct 2017  
21 Nov 2017

#### Material deadline

18 Jan 2017  
1 Feb 2017  
1 March 2017  
29 March 2017  
26 April 2017  
31 May 2017  
28 June 2017  
26 July 2017  
30 Aug 2017  
27 Sept 2017  
1 Nov 2017  
29 Nov 2017

**National Advertisement Rates : RM78 per col/cm or contract rates where applicable.  
25% discount from Main Paper (Wed - Sat) rates for BW ads. (Subject to 6% GST)**

#### Suggested Size

**Full Page** (37cmx8col)  
**1/2 Page** (18cmx8col)  
**1/4 Page** (18cmx4col)

#### Black & White

RM 17,316.00  
RM 8,424.00  
RM 4,212.00

#### 2 Neg. Colour

RM 22,316.00  
RM 13,424.00  
RM 9,212.00

#### Full Colour

RM 26,775.00  
RM 18,700.00  
RM 14,960.00

\*Rates quoted above are subject to 6% GST.

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