



The Star presents its Southern Property supplement. This highly specialised supplement will give great insight and detailed features of property development in Johor, Malacca and Negri Sembilan. The supplement is a fantastic opportunity for advertisers to showcase their development while providing potential buyers with information on style, amenities and lifestyle options.

Quickly strengthening its hold as Malaysia's "it" place, the southern region is teeming with exciting developments within Iskandar and its neighbouring areas. The wide range of properties in the region is set to meet the diverse needs of individuals.

With huge potential for economic and community growth, the property market in the southern region appeals to property investors and interested homebuyers from all over the globe.

In this supplement, advertisers will have the opportunity to highlight their developments and deliver information on style, amenities and lifestyle options to potential buyers.

With the Southern Property supplement, advertisers have the perfect platform on which to present to *The Star's* vast readership why a property purchase in the southern region is an invaluable asset.

Advertisers will be able to set themselves apart from the other developments and underscore to potential buyers the features that make their development the best choice for investment.



METRO SOUTH & EAST EDITION

1 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.

2 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

25 February 2017
15 April 2017
15 July 2017

Booking & Story deadline

8 February 2017
28 March 2017
4 July 2017

Material deadline

15 February 2017
5 April 2017
12 July 2017

Metro South & East Advertisement Rates: RM20 per col cm or contract rates where applicable.

Suggested Size

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

Black & White

RM 5,920.00
RM 2,880.00
RM 1,440.00

2 Neg. Colour

RM 8,420.00
RM 5,380.00
RM 3,940.00

Full Colour

RM 13,500.00
RM 10,400.00
RM 8,950.00

*Rates quoted above are subject to 6% GST.

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

**METRO SOUTH
& EAST EDITION**

**Full Page Full Colour Advertisement + Full Page
Full Colour Editorial (Facing Pages)**

RM16,500.00

*Rates quoted above are subject to 6% Govt. Service Tax.

* In the event of implementing new rates for 2017, the new and
nalised rates will be applied.

• Package is not available to medical/health product ads, as per KKLIU requirement.