



## StarSpecial 2017

# Homes & Garden

A beautiful garden is a reflection of a beautiful home. A well-kept garden is an oasis that greets you at the end of a hectic day. Inside, the home, as a sanctuary beckons you to step in and shake off the stresses and exhaustion of the day. If you can help our readers upkeep their homes and gardens or can offer something for new homes and gardens, let our Homes & Gardens supplement help you reach out and get your name known out there. Advertise with us and enjoy the wide reach and diverse audience we can connect you with.

### 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 / KKLIIU 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 discretion based on editorial house style.

#### Edition: National

Publication Date	Booking & Story deadline	Material deadline
01 Jan 2017	16 Dec 2016	28 Dec 2016
05 Feb 2017	20 Jan 2017	01 Feb 2017
05 Mar 2017	20 Feb 2017	01 Mar 2017
02 Apr 2017	20 Mar 2017	29 Mar 2017
07 May 2017	21 Apr 2017	03 May 2017
04 June 2017	22 May 2017	31 May 2017
02 July 2017	15 June 2017	28 June 2017
06 Aug 2017	24 July 2017	02 Aug 2017
03 Sep 2017	17 Aug 2017	28 Aug 2017
01 Oct 2017	15 Sep 2017	27 Sep 2017
05 Nov 2017	23 Oct 2017	01 Nov 2017
03 Dec 2017	17 Nov 2017	28 Nov 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.*