



**StarSpecial 2017**

# Positive Parenting

From guiding infants with their first step to deciding on their first pre-school, the Positive Parenting supplement focuses on effective parenting by providing a wide range of products and services relevant to both parents and children. It guides readers to better understand and also gain the latest insights on parenting.

This supplement provides the perfect link between the advertisers and the community, in particular parents. Leverage on The Star's ever-growing readership and play an integral part in building strong families in our nation.

## Edition: National

Publication Date	Booking & Story deadline	Material deadline
26 Jan 2017	12 Jan 2017	23 Jan 2017
23 Feb 2017	08 Feb 2017	20 Feb 2017
23 Mar 2017	09 Mar 2017	20 Mar 2017
27 Apr 2017	13 Apr 2017	24 Apr 2017
25 May 2017	11 May 2017	22 May 2017
22 June 2017	07 June 2017	19 June 2017
27 July 2017	13 July 2017	24 July 2017
24 Aug 2017	10 Aug 2017	21 Aug 2017
28 Sep 2017	13 Sep 2017	25 Sep 2017
26 Oct 2017	11 Oct 2017	23 Oct 2017
23 Nov 2017	09 Nov 2017	20 Nov 2017
28 Dec 2017	12 Dec 2017	21 Dec 2017

### 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.

**National Advertisement Rates :** RM78.00 per col cm or contract rates where applicable.  
20% 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 18,470.40	RM 23,470.40	RM 31,500.00
37cm x 4col (Half page)	RM 8,985.60	RM 13,985.60	RM 22,000.00
18cm x 8col (Half page)	RM 4,492.80	RM 9,492.80	RM 17,600.00

Rates quoted above are subject to 6% GST.

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

Submission of press releases for write-up approved by MOH & KKLIIU :

- Maximum 750-word write-up for full page ad
- Maximum 500-word write-up for half page ad
- Maximum 250-word write-up for quarter page ad

Press releases that exceed the number of words will not be accepted as edited versions will require re-approval from MOH & KKLIIU.

Star Media Group reserves the right to remove unsubstantiated claims from any write up as we deem fit.