



StarSpecial 2017

Body, Mind & Soul

In this hectic times, wellness incorporates all aspects of body, mind and soul. If you have something to help our readers achieve this equilibrium and state of wellness, reach out to them in our Body, Mind & Soul supplements and let us help you grow.

Edition: National

Publication Date	Booking & Story deadline	Material deadline
03 Jan 2017	16 Dec 2016	28 Dec 2016
07 Feb 2017	23 Jan 2017	02 Feb 2017
07 Mar 2017	21 Feb 2017	02 Mar 2017
04 Apr 2017	21 Mar 2017	30 Mar 2017
02 May 2017	17 Apr 2017	26 Apr 2017
06 June 2017	23 May 2017	01 June 2017
04 July 2017	16 June 2017	29 June 2017
01 Aug 2017	18 July 2017	27 July 2017
05 Sep 2017	18 Aug 2017	29 Aug 2017
03 Oct 2017	18 Sep 2017	28 Sep 2017
07 Nov 2017	24 Oct 2017	02 Nov 2017
05 Dec 2017	20 Nov 2017	29 Nov 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 discretions based on editorial house style.

National Advertisement Rates : RM78.00 per col cm or contract rates where applicable.
25% discount from Main Paper (Wed-Sat) rates for BW ads.

Suggested Size	Black & White	2 Neg. Colour	Full Colour
Full Page (37cmx8col)	RM 17,316.00	RM 22,316.00	RM 26,775.00
½ Page (18cmx8col)	RM 8,424.00	RM 13,424.00	RM 18,700.00
¼ Page (18cmx4col)	RM 4,212.00	RM 9,212.00	RM 14,960.00

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.

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.