

Star
MOTERING

Star Special

Everybody wants a great car to drive! Whether you are looking to promote a hot hatch, powerful performance sports car or a family-friendly SUV, *The Star's* Motoring supplement offers you the perfect opportunity to promote new models, fuel-efficiency, performance and safety, and your attractive deals.

Being part of the Motoring supplement will allow advertisers to strategically time when they wish to highlight promotions, campaigns or packages throughout the year. With our focused-insertion titles and car buying guides published during festive seasons, this is the perfect place to push your promotion to the forefront.

This is a great opportunity to steer prospective car buyers in the right direction as they search for comprehensive and accurate information regarding the drive to match their needs.

NATIONAL EDITION

Publication date	Booking & story deadline	Material deadline	Theme
15 January 2017	2 January 2017	11 January 2017	Chinese New Year Buyer's Guide
12 February 2017	26 January 2017	8 February 2017	Affordable Cars
12 March 2017	27 February 2017	5 March 2017	Fuel-efficient Cars
9 April 2017	27 March 2017	5 April 2017	Budget Cars
14 May 2017	28 April 2017	10 May 2017	Family Cars
11 June 2017	29 May 2017	7 June 2017	Hari Raya Buyer's Guide
9 July 2017	23 June 2017	5 July 2017	Affordable Cars
13 August 2017	31 July 2017	9 August 2017	National Day Promotion
10 September 2017	28 August 2017	6 September 2017	SUV, MPV, 4x4
8 October 2017	25 September 2017	4 October 2017	Family Cars
12 November 2017	30 October 2017	8 November 2017	2018 Car Buyer's Guide
10 December 2017	27 November 2017	6 December 2017	Year-End Auto Review

National Advertisement Rates : RM78 per col/cm or contract rates where applicable.
30% discount from Main Paper (Wed - Sat) rates for BW ads. (Subject to 6% GST)

Suggested Size	Black & White	2 Neg. Colour	Full Colour
Full Page (37cmx8col)	RM 16,161.60	RM 21,161.60	RM 25,200.00
1/2 Page (18cmx8col)	RM 7,862.40	RM 12,862.40	RM 17,600.00
1/4 Page (18cmx4col)	RM 3,931.20	RM 8,931.20	RM 14,080.00

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

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

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.

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.