



StarSpecial 2017

Women's World

The world of women covers a wide range of products and services that caters to beauty, health, fashion, motherhood and childcare, and more. To reach out to the women across the nation, advertise in The StarSpecial, just call our representatives today

Edition: National

Publication Date	Booking & Story deadline	Material deadline
10 Jan 2017	23 Dec 2016	05 Jan 2017
14 Feb 2017	30 Jan 2017	08 Feb 2017
14 Mar 2017	28 Feb 2017	09 Mar 2017
11 Apr 2017	28 Mar 2017	06 Apr 2017
09 May 2017	24 Apr 2017	04 May 2017
13 June 2017	29 May 2017	07 June 2017
11 July 2017	23 June 2017	06 July 2017
8 Aug 2017	25 July 2017	03 Aug 2017
12 Sep 2017	25 Aug 2017	07 Sep 2017
10 Oct 2017	26 Sep 2017	05 Oct 2017
14 Nov 2017	31 Oct 2017	09 Nov 2017
12 Dec 2017	24 Nov 2017	06 Dec 2017

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 & KKLIU :

- 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 & KKLIU.

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

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 / KKLIU 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.