



MASTER DECK 2024

Publications Channel:  **malaysiakini**



Kinihalal is a **Go To Halal Channel, that speaks and showcases in narration and editorial of consumer trust, market potential in halal and Islamic lifestyle, expanding customer base and positive brand perception.**

Kinihalal style is to elucidate and clarify the audience by stories that tell through predominantly videos and visualisation



The brand name :
Kinihalal, to co-align with
JAKIM's Ya**KINIHALAL** Malaysia

About Kinihalal

Kinihalal is a Go To Halal Channel, that speaks and showcases in narration and editorial of consumer trust, market potential in halal, expanding customer base and positive brand perception.

FLAGSHIP PROGRAM

Halal Tuju
Talkshows

Halal Heroes
Branded Video

OTHERS PROGRAM

Halal Cover Story
Article

Halal Review
TikTok Video

Halal CSR
Video
Article

BROADCAST CHANNEL



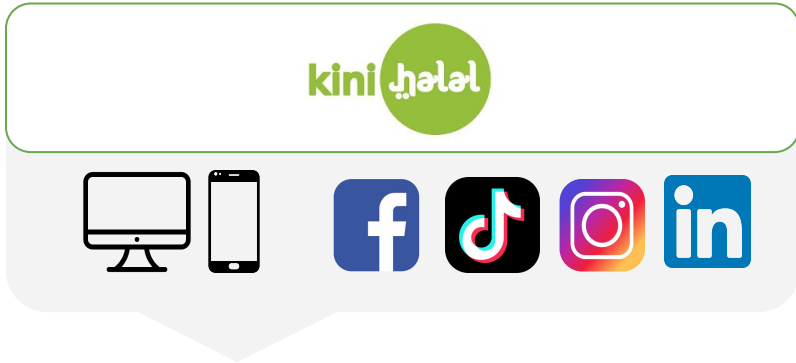
malaysiakini

kiniTV



Kinihalal Traffic & Insights

(Source: Google Analytics, Dec 2023)



41,461+

Overall Monthly **website Unique Readers**

54,996+

Overall Monthly **website Pageviews**

9,824+

Collective **Social Media Followers**

Social Media Insights

56,318

Facebook & Instagram Reach

(Source: Dec 2023)

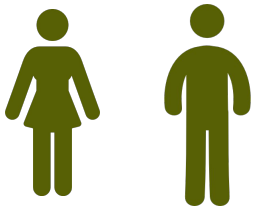
436,202+

TikTok Total Video Views

78,500+

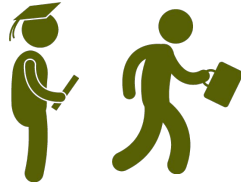
TikTok Total Video Likes

Gender Group



50.7% 49.3%

Age Group



25 - 34

41%

TRAFFIC (READERS & FOLLOWERS)



870,088

Overall Monthly **Desktop** Unique Readers

8,072,467

Overall Monthly **Desktop** Pageviews

9,175,000

Collective **Social Media** Followers

3,354,706

Overall Monthly **Mobile** Unique Readers

31,503,485

Overall Monthly **Mobile** Pageviews

AUDIENCE INTEREST SEGMENTS

Top 10 Categories



Entertainment
2,751,880



Lifestyle & Hobbies
1,293,753



News & Politics
1,215,011



Health & Sports
1,015,712



Food & Dining
845,074



Business & Finance
707,222



Shoppers
583,220



Travel
526,917



Technology
462,591



Auto Enthusiast
280,445

Source: Google Analytics, Dec 2023

AUDIENCE DEMOGRAPHIC

GENDER GROUP



Male

54.75% (D)

54.24% (M)

Around 54% of the audience are male readers

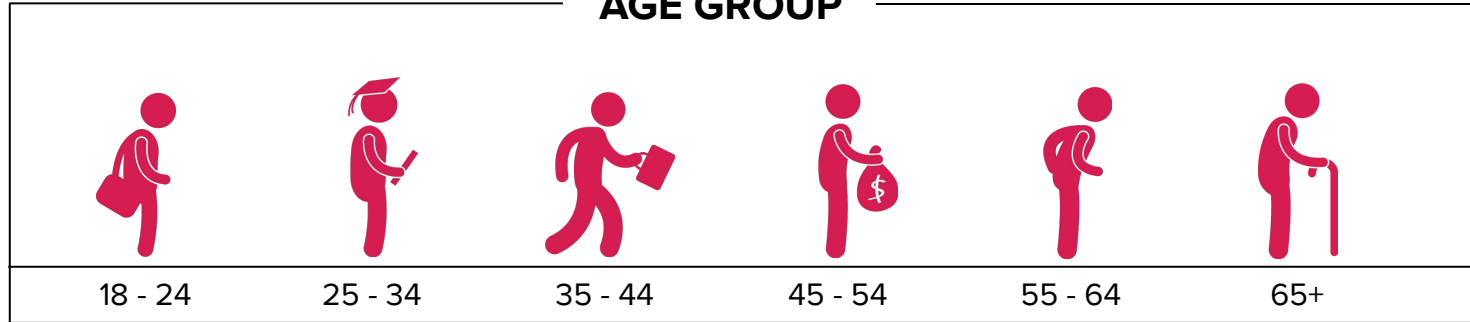


Female

45.25% (D)

45.76% (M)

AGE GROUP



11.74% (D)

2.10% (M)

11.25% (D)

7.50% (M)

15.93% (D)

23.32% (M)

26.49% (D)

25.58% (M)

19.39% (D)




28.29% (M)

15.22% (D)




13.21% (M)

Audience Figures (Desktop & Mobile)

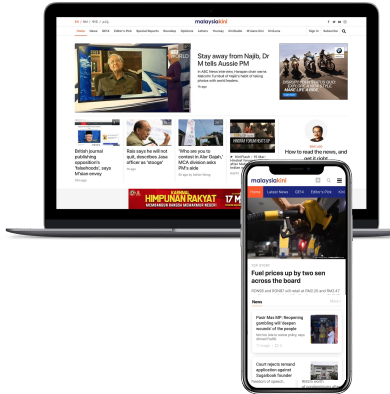
HOME PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	493,277	467,023	71,784	3,882
 Page Views	7,629,249	13,082,424	1,363,030	11,592
 Session Duration	00:03:53	00:04:04	00:03:51	00:00:55

INSIDE PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	1,222,989	1,737,588	223,888	4,363
 Page Views	5,948,080	10,471,502	1,056,534	13,541
 Session Duration	00:02:04	00:02:15	00:01:40	00:02:02

Source: Google Analytics, Dec 2023



PART 1: HALALTUJU

Talkshow- Podcast

Publications Channel:



malaysiakini

1.0 'Halal Tuju' Online Talkshow Series Publicities

Platform	Pre Publicity	During Publicity (~40 mins)	Post Publicity
Kinihalal	5x Social Media Posting Facebook, TikTok, LinkedIn	Live Stream across Broadcast platforms: <ul style="list-style-type: none"> • Kinihalal Facebook • Malaysiakini Facebook • Malaysiakini LinkedIn • KiniTV YouTube • Sponsor's FB Page <i>(Optional)</i> 	2x Snippet Video TikTok ~1 mins each <i>(Key takeaways from the speaker)</i>
	2x EDMs SMEs/Halal Biz Audience/ JAKIM Database (~20k emails)		
Malaysiakini (EN/BM)	Online Banner Billboard (Desktop) Mobile Rectangle (Mobile Web) 500,000 Impressions	Ad items throughout tallshow: Pre-roll Overlay (Poll/ Survey) Description Message Brand Mentions	1x Post-Press Release Article 1x FB Post <i>(Key takeaways from the speaker)</i>
	5x Social Media Posting Facebook, X, Instagram, TikTok		1x Media Interview for Topic Sponsor ~2 mins 1x FB Post <i>*Sponsor can utilise this video for their own campaign.</i>

LEADS GEN

Target: **~100 sign-ups @Zoom** per Episode, collect **%50 of Potential Leads**
 (Participants Contact Database - those selected YES to receive client's newsletter).

Services include by Kinihalal: **Talkshow organising, panelist relations, content development, participant registrations, video production and broadcast channels.*

1.1 (Pre-Publicity) A&P Items: Registration Selected 'yes' to receive Client's newsletter

Online: ZOOM



Webinar Registration



Topic: National Digital Identity: Complementing a Digital Space

Description: The blend of biometric and AI has smoothed the authentication process through recognition of iris, face, fingerprint and palmprint and secure digital identity system will allow people to prove their identity without showing paper documents.

Under the MyDigital Blueprint, the National Digital Identity (NDI) is fully expected to be implemented by 2025 and the permission to use the NDI will start as soon as 2022. The agency to implement such an initiative will be led by Jabatan Pendaftaran Negara (JPN).

Brought to you by NEC Corporation, this episode aims to enhance more awareness and explore the synergy and balance between technology, security, privacy and convenience, and how this can help online and offline interactions safer for both individuals and businesses.

Discussions will include:

- The synergy of transferring technology.
- Digital ID with AI & Biometric authentication
- Integrating NDI with the current business process & unlocking economic opportunities
- Digital ID as a complement to the National Registration Identity Card (NRIC)

Speakers are:

- Dennis Law, General Manager, Head of Enterprise Solutions, NEC Corporation of Malaysia
- Ruklan Rajar, Chief Executive Officer, MyDigital (an initiative under the purview of the Prime Minister's Department)
- Laila Abdul Majid, Deputy Director, ICT Division, National Registration Department of Malaysia

Moderator:

- Kamraj Singh, Chief Executive Officer, Digital News Asia

Time: Nov 2, 2021 04:00 PM in Kuala Lumpur



First Name *

Last Name *

Email Address *

Confirm Email Address *

Industry *

Organization *

Job Title *

Do you have a question for the speakers? Type your one question here

Would you like to receive more information about NEC Corporation of Malaysia? *

Information you provide when registering will be shared with the account owner and host and can be used and shared by them in accordance with their Terms and Privacy Policy.

Join Webinar in Progress

By registering, I agree to Malaysia's [Privacy Policy](#) as well as NEC Corporation of Malaysia's [Privacy Policy](#)

KiniEvents, on behalf of Malaysia's [Privacy Policy](#) may collect, obtain, store and process my personal data that I provide in this form for the purpose of receiving updates and promotional materials from KiniEvents

Would you like to receive more information about (Client/Talkshow Sponsor)?



1.2 (Pre-Publicity) A&P Items

Online Banner

- Kinihalal (Billboard)
- Malaysiakini (BillBoard, Mrec)



SocMed Posting

- Kinihalal Facebook, TikTok, LinkedIn
- Malaysiakini Facebook, X, IG, TikTok



[LIVE NOW]

To expand the opportunities and develop the Halal Industry market, every ...see more



EDM Newsletter



Missed the LIVE yesterday afternoon? Check out "Using Takafal and Hibah for Islamic Estate Planning" on [Malaysiakini's Facebook Page](#) or on [KiniTV YouTube](#).

Stay tuned for more episodes coming your way!

Moderator:

Syida Ismail, Senior Executive Producer, Kinihalal

Panelists:

Ahmad Shahrinan Mohd Shariff, CEO, CIMB Islamic Bank Berhad
 Muhammad Fikri Mohamad Rawi, CEO, Sun Life Malaysia Takaful Berhad
 Redzuwan Idrus, Legal Practitioner & Estate Management Consultant

[Watch the replay here!](#)

1.3 (During-Publicity) A&P Items

The image shows a Zoom meeting interface with five participants in a grid. The top row contains three participants: Elzie Darwina, Sylda Ismail, and Razali Yatim. The bottom row contains two participants: Siti Fauziah and Mohd Zaid. Each participant's video frame includes a background with the CIMB Islamic logo and the text "Program CSR CIMB Islamic Memajukan Perniagaan Mikro". The Zoom logo is visible in the bottom right corner of the meeting area.

Participants:

- Elzie Darwina | PK Alumni 2...
- Sylda Ismail | Halal Develop...
- Razali Yatim | Alumni-Taaj...
- Siti Fauziah | Alumni iTekad ...
- Mohd Zaid | CIMB Islamic Ba...

Bottom Banner Content:

- Capacity Building for Islamic Financial and Halal Industry:** Drought to you by CIMB ISLAMIC. Includes portraits of several individuals.
- Replenishing The Earth: Would you contribute?:** Drought to you by CIMB ISLAMIC. Includes portraits of several individuals.
- Digital Transformation: Are We Ready For It?:** Drought to you by CIMB ISLAMIC. Includes portraits of several individuals.
- Guest Dikem Kawangan Islam:** Drought to you by CIMB ISLAMIC. Includes portraits of four individuals.

1.4 (Post-Publicity) A&P Items

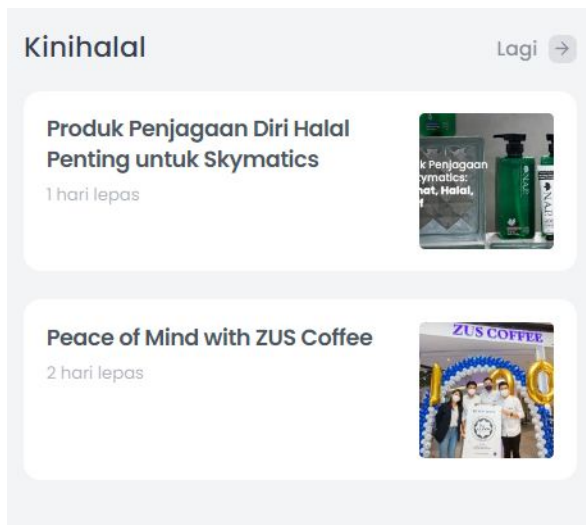
Snippet Video

- Kinihalal TikTok
- Malaysiakini TikTok



Post Press Release

- Kinihalal Section on Malaysiakini
- Kinihalal & Malaysiakini Facebook



**Sponsor can utilise the video for own campaign direction.*

Media Interview

- Kinihalal Section on Malaysiakini
- Kinihalal & Malaysiakini Facebook



2.0 Talkshow Series in 2022

In-partnership with



Impact Positif Kewangan Sosial Kepada Pembangunan Komuniti
 Impact Positif Kewangan Sosial Kepada Pembangunan Komuniti
 Ikuti saran langsung episod kali ini bersama has anda, Syida Ismail dan par...
 You and 10 others · 8 comments · 26.6K views

Pengurusan Harta Melalui Hibah: Adakah Perlu?
 Pengurusan Harta Melalui Hibah: Adakah Perlu?
 Pengurusan dalam pembahagian harta pusaka merupakan tindakan yang...
 Aisha Rafiqah Mohd Ridzuan and 9 others · 7 comments · 53.9K views

Doing well while doing good! ESG for SMEs CIMB GreenBizReady
 In line with the Malaysian Government's aim of advancing the sustainability agenda as part of a holistic and inclusive economic approach, GreenBizReady of CIMB hopes to catalyse the transition of Malaysian SMEs towards the gre...
 You, Hanudusan Dean and 5 others · 1 comment · 22.6K views

Capacity Building for Islamic Financial and Halal Industry
 To expand the opportunities and develop the Halal industry market, every party needs to participate and have certain levels of knowledge and skills required for capacity building on halal quality management. So let's see wha...
 Syida Ismail, Aisha Rafiqah Mohd Ridzuan and 3 others · 5 comments · 23.9K views

Apakah diperlukan untuk merencanakan industri Halal pasca pandemik?
 Melihat kepada ekosistem halal, penjualan dan pawaian sudah ada. Tetapi bagaimana pula dengan keupayaan syarikat kita? Kira-kira 98% daripada mereka adalah PKS dan mereka memerlukan bimbingan, wang dan pasaran...
 You · 2 comments · 24.6K views

Replenishing The Earth: Would you contribute?
 Replenishing The Earth: Would you contribute?
 As the 2020 Living Planet Report demonstrates, it is impossible for any...
 Aisha Rafiqah Mohd Ridzuan and 4 others · 4 comments · 25.3K views

Using Zakat and Hibah for Islamic Estate Planning
 Using Zakat and Hibah for Islamic Estate Planning
 Join us in discussion with esteemed panelists on Zakat and Hibah for Islam...
 Muhammad Faris Karim and 11 others · 4 comments · 24.3K views

Digital Transformation: Are We Ready For It?
 Digitalisation has proven to be almost essential for a business success today. However, do we really understand the meaning behind 'digital transformation' and are we on the right track?...
 You and 1 other · 1 comment · 51.6K views

Program Keusahawanan Taylor's-CIMB Islamic
 Program Keusahawanan Taylor's-CIMB Islamic
 Pelbagai usaha telah dilakukan oleh kerajaan dan badan bukan kerajaan di...
 Syida Ismail, Aisha Rafiqah Mohd Ridzuan and 6 others · 11 comments · 48.4K views

Program CSR CIMB Islamic Memajukan Perniagaan Mikro
 Program CSR CIMB Islamic Memajukan Perniagaan Mikro
 Sejak pandemik melanda negara kita, ramai individu yang mencebunkan diri...
 Aisha Rafiqah Mohd Ridzuan and 2 others · 8 comments · 43.9K views

Episodes	Total Views	Social Media Reach	EDM Open Rate (10k Email/post)
<u>Episode 1</u>	24,398 Views	505,172 Reach	Pre publicity (>15% Open Rate) Post publicity (>14% Open Rate)
<u>Episode 2</u>	25,774 Views	518,732 Reach	Pre publicity (>15% Open Rate) Post publicity (>14% Open Rate)
<u>Episode 3</u>	23,466 Views	389,103 Reach	Pre publicity (>14% Open Rate) Post publicity (>13% Open Rate)
<u>Episode 4</u>	28,702 Views	405,299 Reach	Pre publicity (>14% Open Rate) Post publicity (>13% Open Rate)
<u>Episode 5</u>	51,619 Views	401,898 Reach	Pre publicity (>14% Open Rate) Post publicity (>13% Open Rate)
<u>Episode 6</u>	28,705 Views	390,917 Reach	Pre publicity (>14% Open Rate) Post publicity (>14% Open Rate)
<u>Episode 7</u>	24,780 Views	208,107 Reach	Pre publicity (>13% Open Rate) Post publicity (>13% Open Rate)
<u>Episode 8</u>	56,584 Views	223,198 Reach	Pre publicity (>13% Open Rate) Post publicity (>13% Open Rate)
<u>Episode 9</u>	51,000 Views	308,000 Reach	Pre publicity (>25% Open Rate) Post publicity (>13% Open Rate)
<u>Episode 10</u>	44,250 Views	315,200 Reach	Pre publicity (>21% Open Rate) Post publicity (>19% Open Rate)

Kinihalal Talkshow Playlist @Facebook :

<https://www.facebook.com/watch/106806154410357/665109230762401>

3.0 Special Package Cost

NON-EXCLUSIVE	EXCLUSIVE	PREMIUM
<ul style="list-style-type: none">• 1x Talkshow Episode• 1x Speaker slot• Ad Items (Pre, During, Post Publicity)	<p><i>*Talkshow episode do not share with other sponsors/advertisers.</i></p> <ul style="list-style-type: none">• 1x Talkshow Episode• 1x Speaker slot• Ad Items (Pre, During, Post Publicity) <p>[Value Added] 1x Media Interview Video <i>*Sponsor can utilise the video for own campaign direction.</i></p>	<p><i>*Talkshow episode do not share with other sponsors/advertisers.</i></p> <ul style="list-style-type: none">• 1x Talkshow Episode• 1x Speaker slot• Ad Items (Pre, During, Post Publicity)• 50 Participants Contact Database <p>[Value Added] 1x Media Interview Video [Value Added] 1x Press Release <i>*Sponsor can utilise the video for own campaign direction.</i></p>
<p>RM5,000 6% SST applicable</p> <p>(Total worth: RM10,000) Discounted ~50%</p>	<p>RM15,000 6% SST applicable</p> <p>(Total worth: RM30,000) Discounted ~50%</p>	<p>RM20,000 6% SST applicable</p> <p>(Total worth: RM80,000) Discounted ~83%</p>

Services include by Kinihalal: **Talkshow organising, panelist relations, content development, participant registrations, video production and broadcast channels.*

PART 2: Halal Heroes

Docuseries Video

Publications Channel:  kini.halal

malaysiakini

HALAL HEROES

- **Docu-series** of Global Halal Industry Players that has contributed significantly in the halal industry.
- **Upholding the halal and toyyib brand and aspire other entrepreneurs** to embrace the halal industry.
- Total: **13 Episodes (Docu-series)**
Proposed Timeline: **Jan - Dec 2024**

Format: Mini Documentary (Full Version + Shorts)

Duration: ~3 mins + ~1 mins

Language: EN/BM (with subtitle)



Syarikat pengeluar mi segera **Vit's** komited pastikan halal sejak 1975.

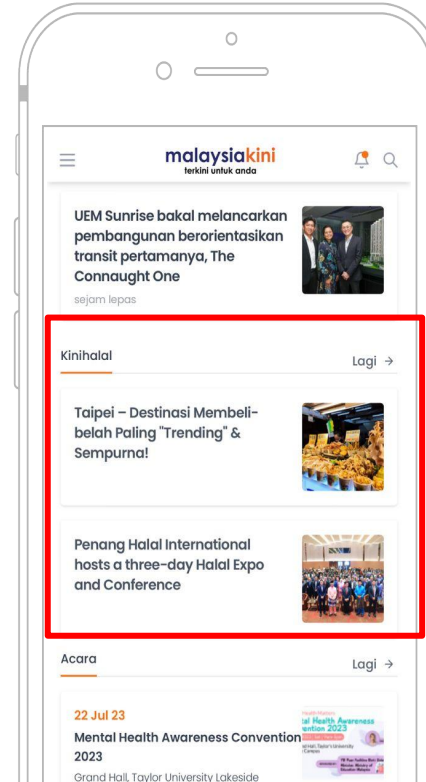
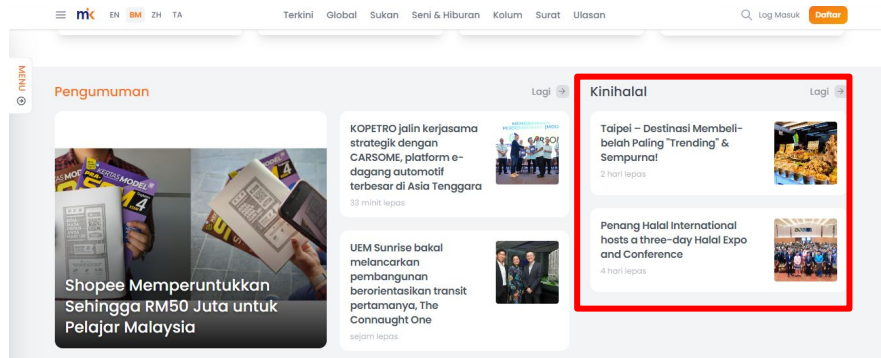
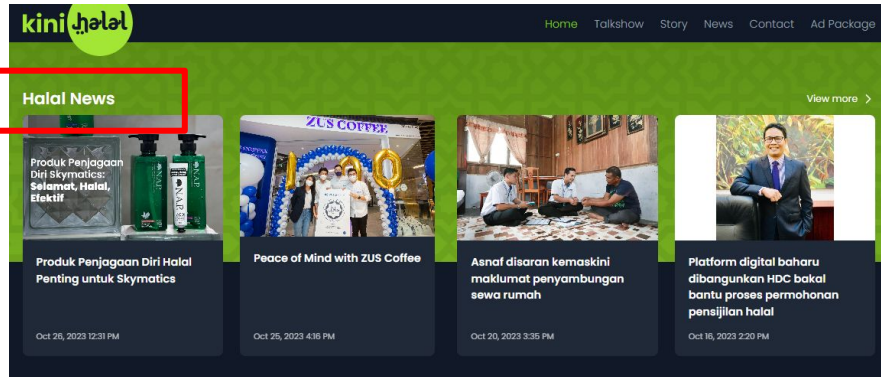
Publication & Circulation Platforms:

- Kinihalal** (Desktop & Mobile) HP **Halal Story**
- Malaysiakini** (Desktop + Mobile) HP **KiniHalal Section**
- Kinihalal** (SocMed) **Facebook, LinkedIn, TikTok**
- Malaysiakini** (SocMed) **Facebook, X, Instagram**

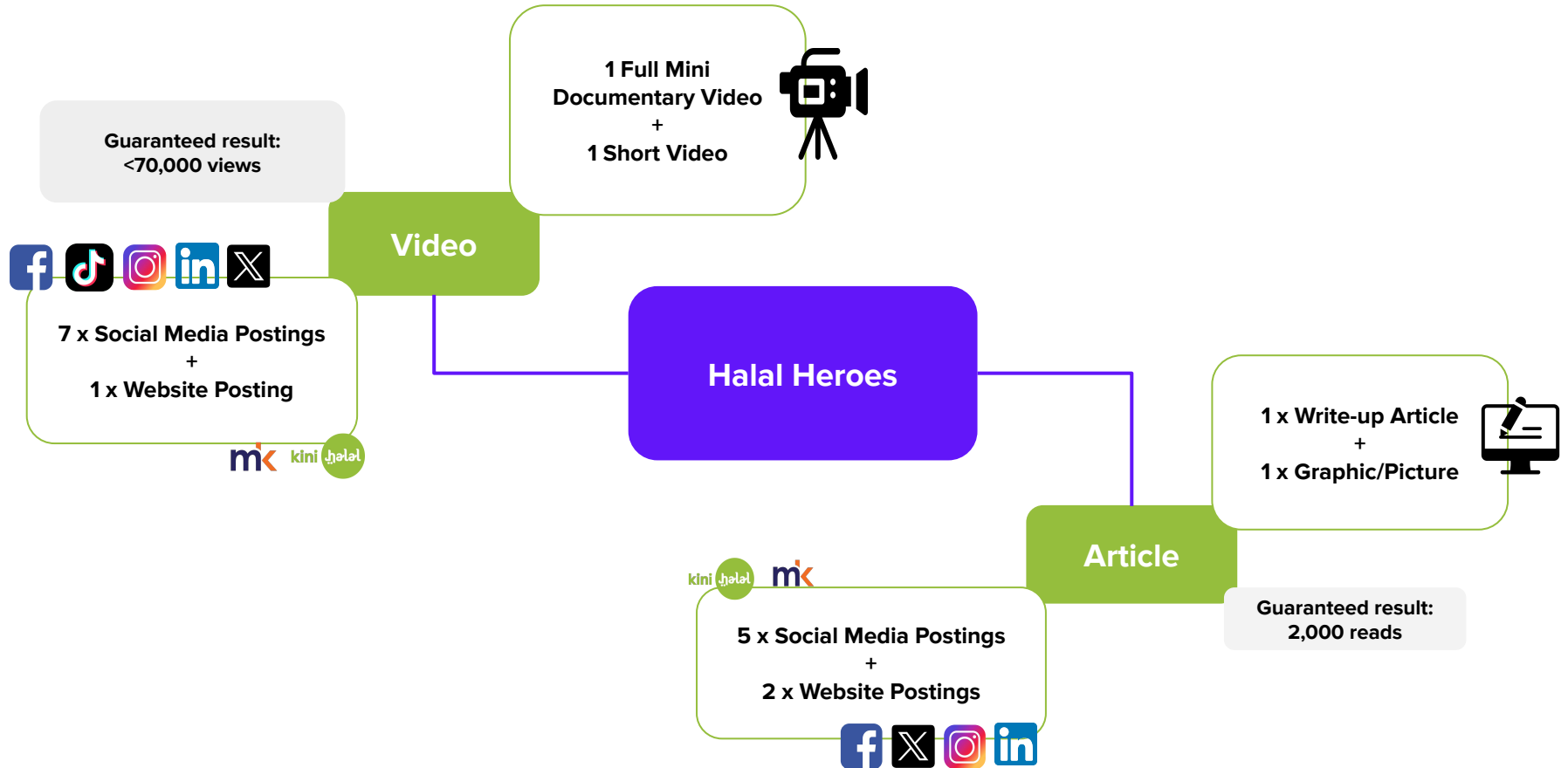
ARTICLE PUBLICATION

Placement: **Kinihalal** (Dekstop & Mobile) Homepage **Halal News**
Malaysiakini (Desktop & Mobile) Homepage **Kinihalal Section**(BM)

**Services included: Article page design, article hosting on Kinihalal.*



What we will produce for Halal Heroes?



Special Package Cost for Halal Heroes 2024



Ad Item	HALAL HEROES	Inventories	Est. Result	Package Cost
Halal Heroes Video Production	<p>Format: Documentary (Magazine) Duration: ~3 mins (Full Version) + ~1 mins (Shorts) Language: EN/BM (with subtitle)</p> <p>Video Publication: Website (Desktop + Mobile) iii) Kinihalal Homepage Halal Story Section</p> <p>Social Media i) Kinihalal Facebook, LinkedIn, TikTok ii) Malaysiakini Facebook, X, Instagram, TikTok</p>	<p>1 Video (Video by Kinihalal)</p> <p>7 Posts</p> <p>1 Website Post</p>	<p>~70,000 Views</p> <p>(Worth: RM40k)</p>	<p>RM20,000 6% SST applicable</p> <p>(Total worth: RM58,000)</p>
+ Halal Heroes Article	<p>Format: Article *Extract from the video. Language: EN/BM (Length: < 700 words each)</p> <p>Article Publication: Website (Desktop & Mobile) i) Kinihalal Homepage Halal News Section ii) Malaysiakini Homepage Kinihalal Section</p> <p>Social Media Page i) Kinihalal Facebook, LinkedIn ii) Malaysiakini Facebook, X, Instagram</p>	<p>1 Article (Write-up by Kinihalal)</p> <p>2 Website Posts</p> <p>5 Posts</p>	<p>~2,000 Reads/ Pageviews</p> <p>(Worth: RM18k)</p>	<p>Discounted ~65%</p>

T&C:

- Kinihalal services include ideation, shooting within Klang Valley, copywriting, voice-over, broadcast channels and social media boosting.*
- All contents' copyright are mutually owned with the client. This package is valid until **31st December 2024**.*

PART 3: Kinihalal Cover Story

Media Interview ARTICLE

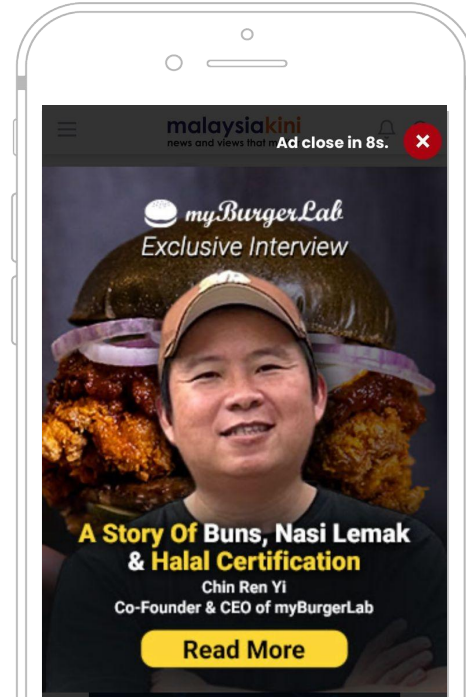
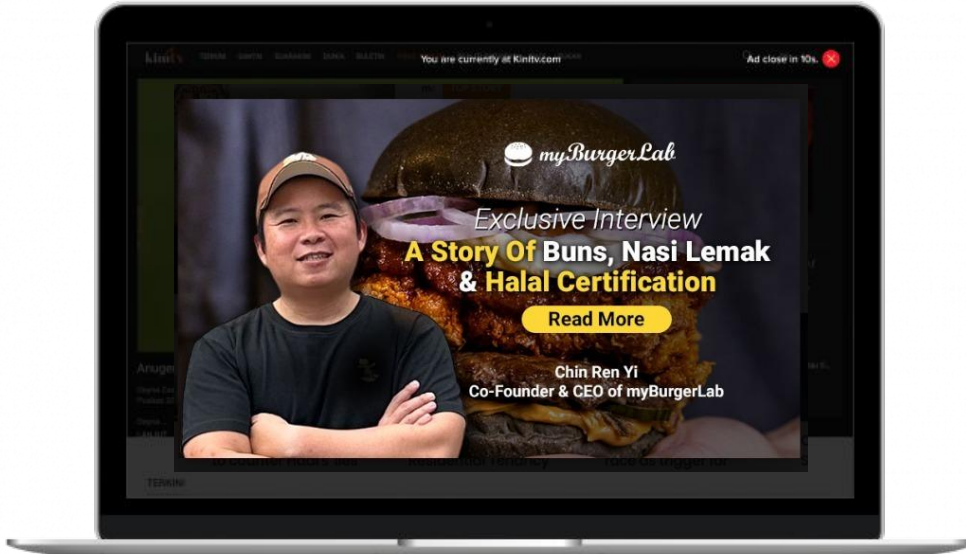
Publications Channel:  **malaysiakini**

1.1 Halal Cover Story (Article Circulation)

Placement: **Kinihalal** (Desktop) Homepage **Site Take Over** + **(Mobile) Homepage First View**
Malaysiakini (EN/BM) (Desktop) Homepage **Site Take Over** + **(Mobile) Homepage First View**
Kinihalal & Malaysiakini (EN/BM) **Social Media Pages: FB,TW,IG,TikTok,Youtube**

Duration: **First 2 Days** of article publication (**Frequency Cap: 1 view / reader / day**) ([Click and link to the full article](#))

(Desktop) Homepage **Site Take Over**



(Mobile) Homepage
Mobile First View

1.2 Halal Cover Story (Articles & Results)



MYBURGERLAB'S NEW CENTRAL KITCHEN IS NOW HALALI

Published: Aug 28, 2023 12:00 AM - Updated: Aug 28, 2023 11:02 AM

Back in 2012, inspired by ShakeShack and In-N-Out, three friends decided that Malaysia needed its own premium burger experience too.

"We wanted to create a space where our guests can enjoy juicy burgers on a fresh bun, while we get to play around and experiment with creative flavours and techniques. And so, myBurgerLab was born in July 2012 at Seapark, Petaling Jaya," said Chin Ren Yi, myBurgerLab's co-founder.



BurgerLab Halal Journey
Reads: 2,457



DATO' SERI MOHD KAMAL, ZAITUN BEAUTY KONGSI PERJALANAN HALAL DALAM INDUSTRI KOMESTIK

Published: Nov 05, 2022 8:55 PM - Updated: 8:58 PM

Pada awal 70an, perundangan Halal di Malaysia sudah termaktub dalam perundangan yang diladapi dalam Akta Perihal Dagangan 1972, Akta Makanan 1983 dan Akta Perlindungan Pengguna. Seawal itu juga pemiagaan produk kecantikan dan kebersihan diri, Zaitun, yang mematuhi hukum syariah dibangunkan sehingga berlaku pengeksportan ke luar negara seperti Brunei, Singapura, Indonesia dan sebagainya. Dato' Seri Mohd Kamal Eusuff Teh yang merupakan anak kepada pengasas Zaitun Kosmetik Industri Sdn Bhd iaitu Allahyarham Dato' Seri Dr. Hj Eusuff Teh, berkongsi pengalaman dan pandangannya terhadap pembangunan industri halal di Malaysia yang juga melibatkan kejayaan jenama produk kosmetik halal pertama di Malaysia pada satu masa dahulu.

"Pada waktu itu, kebanyakan orang Islam hanya melihat kepentingan halal pada makanan dan kurang kesedaran terhadap kepentingan halal terhadap penggunaan produk harian seperti kosmetik dan barangan mandian", kata Dato' Kamal sewaktu ditemui di pejabat baru Zaitun di Selayang tempoh hari. Kesedaran terhadap penggunaan produk halal amat kurang kerana orang Islam kebanyakannya meniliberatkan kualiti halal dalam makanan. Zaitun Industri pada waktu itu menjadi perintis produk halal pertama di Malaysia yang dihasilkan sendiri oleh orang Islam untuk orang Islam dengan slogan 'gunakan tanpa was-was'.

Peraturan orang Islam adalah komuniti yang tertinggi di Malaysia, walaupun bidang ekonomi dikuasai oleh orang bukan Islam, tetapi

Zaitun Beauty Halal Journey
Reads: 2,692



THE FUTURE OF HALAL IN A DIGITAL BUT FRAGMENTED WORLD

Published: Jun 18, 2023 12:31 PM - Updated: 12:31 PM

The halal industry is much more than just food on your plate. It encompasses an entire ecosystem, from food production to consumerism. Apart from food, there are also sectors such as Islamic finance, modest fashion, media and recreation, Muslim-friendly travel, pharmaceutical, and cosmetics.

As of 2023, it is estimated that there are over 2.01 billion Muslims in the world which comprises 25% of the world population. In ASEAN, that's 240 million Muslims (42% of ASEAN). With the Muslim population rapidly expanding, comes an increased demand for halal products worldwide.

Although it is a booming market, most of the top exporting countries of Halal products globally are non-Muslim states. Whereas, if we look at the biggest importer, specifically in halal-certified food, Saudi Arabia comes in first place, followed by Malaysia, while UAE, Indonesia and Egypt occupy the third, the fourth and the fifth position respectively.

A vast majority of Muslims consume and use halal products. Yet, we still do not find any significant Muslim brands effectively catering to a larger global audience. This should be a wake-up call for Muslim countries to dive into becoming "halal creators" too, instead of only being consumers.

Join the Biggest Halal Event in northern Malaysia!

The Penang International Halal Expo and Conference (PHH) 2023 happening from June 23 to June 25 is a premier event that would be

PHI Halal Expo
Reads: 2,623



WAKAF ASNB: GABUNGAN PELABURAN SAHAM DUNIA DAN AKHIRAT

Published: Jun 14, 2023 10:47 AM - Updated: 10:52 AM

Amalan berkongsi rezeki sudah menjadi sinonim dalam kalangan rakyat Malaysia. Amalan ini didorong oleh nilai-nilai kebajikan, empati dan kasih sayang terhadap manusia melalui pemberian dalam bentuk wang ringgit, harta benda, makanan dan manfaat yang lain. Amalan ini sangat digalakkan dalam ajaran Islam melalui firman Allah SWT dalam surah Al-Baqarah ayat 261-

"Bandungan (derma) orang-orang yang membelanjakan hartanya pada jalan Allah, ialah sama seperti sebiji benih yang tumbuh menerbitkan tujuh tangkai; tiap-tiap tangkai itu pula mengandung seratus biji. Dan (ingatlah), Allah akan membalas pahalanya bagi sesiapa yang diakehendakinya, dan Allah Maha Luas (rahmat) kurnianya lagi Meliputi Ilmu pengetahuannya." - Al-Baqarah, Ayat:261

Amalan berkongsi rezeki ini amat berkait rapat dalam memenuhi tuntutan Maqasid Al-Syar'iyyah. Pengurusan harta merupakan salah satu dari lima masalah yang diberikan perhatian bawah peringkat Al-Daruriyyat. Harta merupakan amanah daripada Allah SWT dan perlu diurus dengan baik dan berkesan sebagai gelangan ibadah dan memenuhi keperluan kebajikan sosial oleh golongan yang memerlukan. Islam menganjurkan amalan mulia dan amat menggalakkan pemegang harta berkongsi atau menyerahkan harta kepada Allah bagi tujuan kebajikan.

Terdapat beberapa instrumen pengalihan kekayaan kepada masyarakat di dalam Islam yang telah digariskan melalui konsep zakat,

ASNB Wakaf
Reads: 3,870

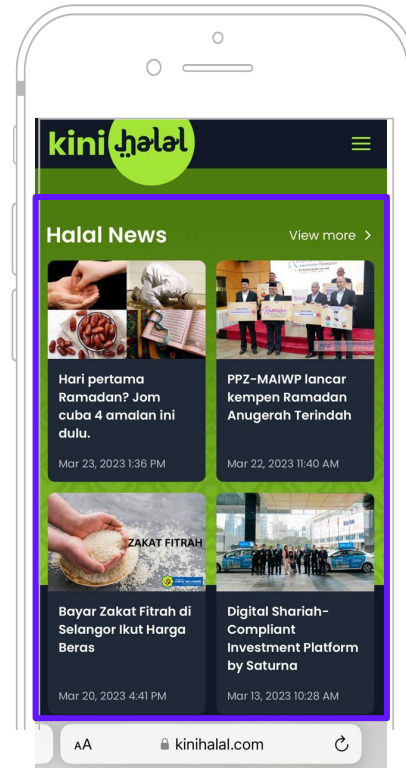
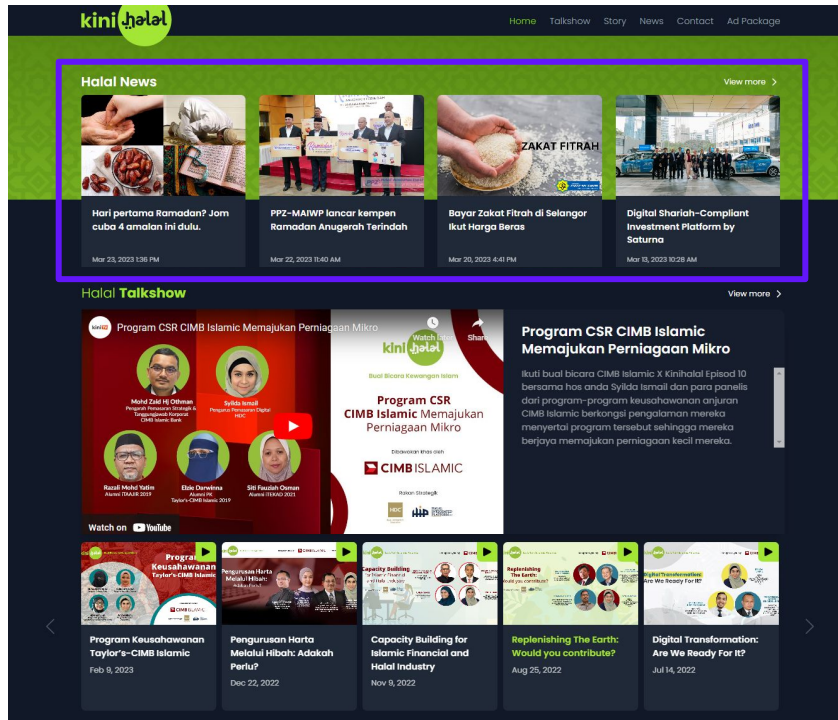
Source: Google Analytics

1.3 Halal Cover Story (Publication Platform [Kinihalal.com](https://kinihalal.com))

Kinihalal (Desktop & Mobile) Homepage **Halal News Section**

Services included: Article page design, **article hosting on Kinihalal.**

Kinihalal Homepage (Desktop) 'Halal News' Section

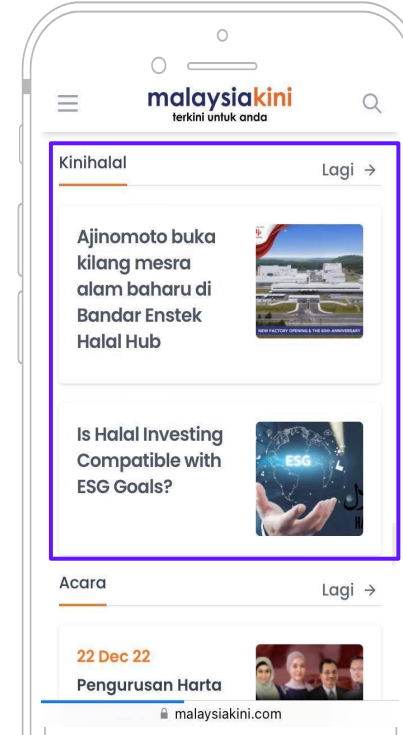
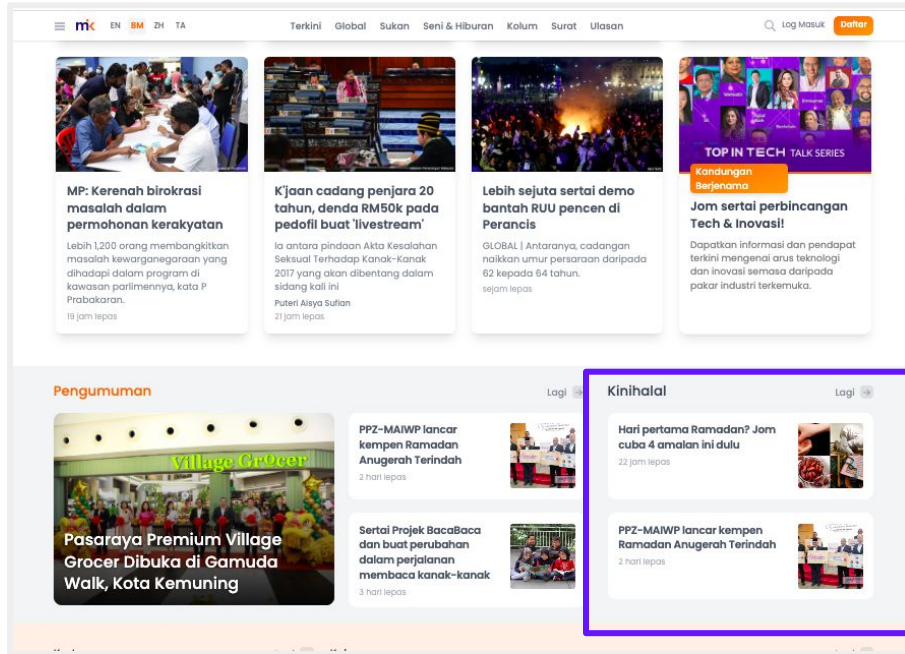


Kinihalal Homepage (Mobile Web) 'Halal News' Section

1.4 Halal Cover Story (Publication Platform [Malaysiakini.com](https://www.malaysiakini.com))

Malaysiakini (Desktop & Mobile) Homepage Kinihalal Section (BM) / Announcement (EN)
Services included: Article page design, article hosting on [Malaysiakini](https://www.malaysiakini.com)

Malaysiakini (BM) Homepage 'Kinihalal Section'



**Malaysiakini (BM)
Homepage
'Kinihalal Section'**

Package Cost for Halal Cover Story *(Valid until 31st December 2024)*

Item	Inventory (Cover Story)	Package A	Package B
Cover Story Write-up	Article Write Up Cover Story: Special Features / Media Interview Interviewees & Topic: TBC by client Language: EN/BM (Length: < 1,000 words each) <i>*Article's copyright is mutually owned with client.</i>	1 Article (Write-up by Kinihalal) <i>(Worth: RM2,000)</i>	1 Article (Write-up by Kinihalal) <i>(Worth: RM2,000)</i>
Cover Story Circulation & Publication (Kinihalal & Malaysiakini)	Digital Banner Circulation: Websites (Desktop & Mobile) <i>(Period: First 2 Days / Article) (Freq. Set: 1 View / Day)</i> i) Kinihalal + Malaysiakini (Desktop) Homepage Site Take Over (Mobile) Homepage First View	N/A	2 Days on Kinihalal + Mkini (D&M) <i>(Worth: RM5,000)</i>
	Article Publication: Websites (Desktop & Mobile) <i>(Period: 1 Week / Article) (SOV: 100%)</i> i) Kinihalal (Desktop & Mobile) Homepage Halal News Section ii) Malaysiakini (Desktop + Mobile) Homepage KiniHalal Section /Announcement Content Section	1 Week on Kinihalal + Mkini (D&M) <i>(Worth: RM10,000)</i>	1 Week on Kinihalal + Mkini (D&M) <i>(Worth: RM10,000)</i>
	Article Circulate: Social Media <i>(Period: 1 Week / Article)</i> i) Kinihalal (SocMed) Facebook, LinkedIn ii) Malaysiakini (SocMed) Facebook, LinkedIn Posting Format: Article images with caption and URL link, #hashtag, handshake/tag with client's pages.	2 Posts on Kinihalal (FB+LI) (1 post per article) <i>(Worth: RM3,000)</i>	4 Posts on Kinihalal + Mkini (FB+LI) (1 post per article) <i>(Worth: RM6,000)</i>
Discounted Package Cost		RM 7,000 <i>(Total Worth: RM 20,000)</i>	RM 10,000 <i>(Total Worth: RM 23,000)</i>

Ad value: 1 x FREE TikTok Video **Valid until 29th February 2024.*

PART 4: **Review by Kinihalal**

Tiktok Video

Review by Kinihalal

Duration: ~1min/video

Format: **Service/ Product Review with logo endorsement** by Halal Integrated Platform, **Halal Development Corporation (HDC)**

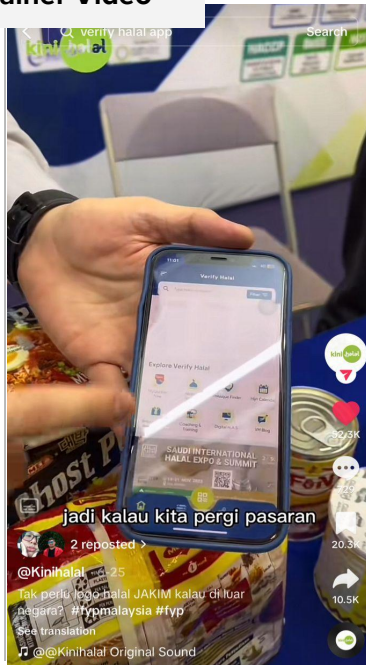
Interview Video



E.g: CEO PIHEC

Total: >**30,000 Views**

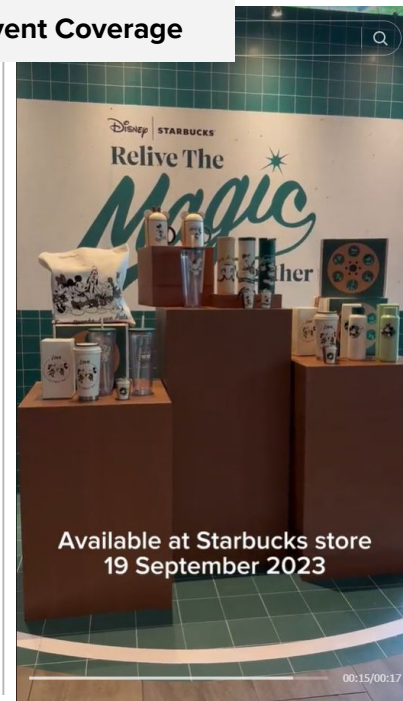
Explainer Video



E.g: Verify Halal App (Serunai Commerce)

Total: >**600,000 Views**

Event Coverage



E.g: Starbucks x Disney Launching

Total: >**3,000 Views**

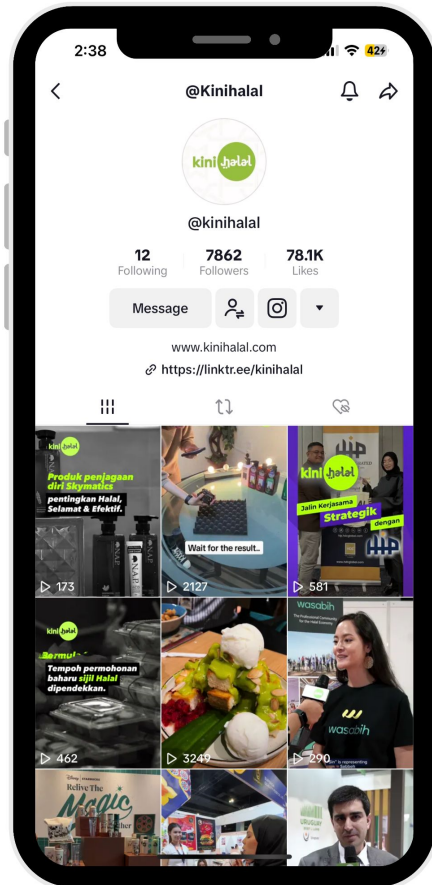
Where the video will circulate/publish?

Kinihalal Tiktok

[@kinihalal](https://www.tiktok.com/@kinihalal)

Followers: 7,888

Likes: 78.6k

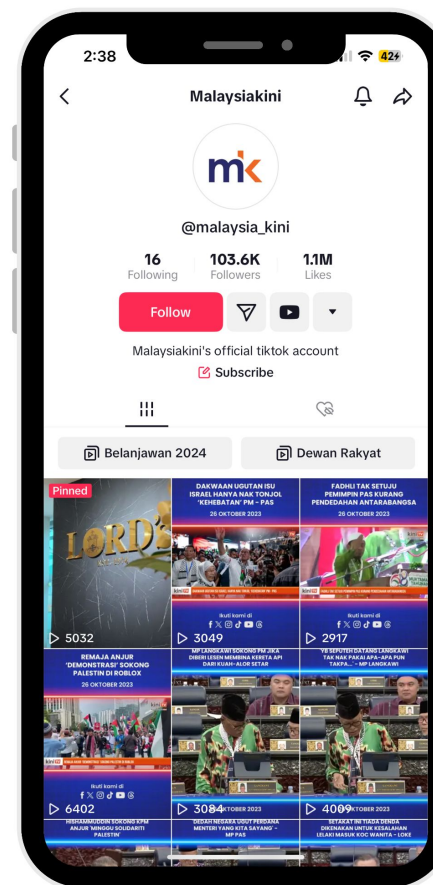


Malaysiakini Tiktok

[@malaysia_kini](https://www.tiktok.com/@malaysia_kini)

Followers: 138.2k

Likes: 1.6M



Package Cost for Review by Kinihalal (TikTok)



Item	Inventories (Review by Kinihalal)	Start-Up	Campaign	Premium + Live
Video Production	<p><u>Halal Review by Kinihalal</u> Format: Service/ Product Review with logo endorsement by Halal Integrated Platform, Halal Development Corporation (HDC)</p> <p>Length: ~1min (Language: EN/BM)</p> <p><i>*Video production via mobile phone with subtitles w/o voice-over. *Max 1 editing per video, for additional editing services will occur surcharge.</i></p>	<p>4 Videos (Video by Kinihalal)</p> <p>(Worth: RM4k)</p>	<p>12 Videos (Video by Kinihalal)</p> <p>(Worth: RM12k)</p>	<p>24 Videos (Video by Kinihalal) + 2 TikTok Live (Non-selling)</p> <p>(Worth: RM28k)</p>
Video Circulation	<p>Video Circulation: Social Media i) Kinihalal TikTok, Facebook, LinkedIn ii) Malaysiakini Tiktok iii) HIP Tiktok/Linkd/Facebok</p> <p><i>*Boosting service included RM100/video. *SocMed Posting Format: Video caption, URL link, hashtag and handshake with client's socmed page.</i></p>	<p>12 Posts on Kinihalal + HIP</p> <p>(Worth: RM8.5k)</p>	<p>24 Posts on Kinihalal + HIP</p> <p>(Worth: RM17k)</p>	<p>48 Posts on Kinihalal + HIP</p> <p>(Worth: RM34k)</p>
Discounted Package Cost		<p>RM 8,000 (Total Worth: RM12.5k)</p> <p>Discounted ~20%</p>	<p>RM 15,000 (Total Worth: RM29k)</p> <p>Discounted ~60%</p>	<p>RM 25,000 (Total Worth: RM62k)</p> <p>Discounted ~60%</p>

Contact Us

Executive Producer



Syilda Ismail

syilda@malysiakini.com | 011 23223 129

Media Sales



Syahirah Ibrahim

syahirah@malysiakini.com | 017 619 0307



Zuhairah Zaimuddin

zuhairah@malysiakini.com | 011 6567 6168



malysiakini

PJ51 Business Park, No 9, Jalan 51/250a, Off Jalan Tandang, 46050 Petaling Jaya, Selangor