



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



Penerbit Kanan Kinihalal

Behind Kinihalal

Syilda Ismail has more than 20 years experience in media and broadcast journalism. Started as an investigative journalist and newsanchor at ntv7, pursued in Bernama TV, Astro AWANI and DOPSTV.

From the year 2022 hingga 2023 she held a position as Digital Marketing Manager for Halal Integrated Platform Halal Development Corporation .

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 PACKAGES

Halal Cover Story
Article

Halal Review
TikTok Video

BROADCAST CHANNEL

Halal CSR
Video
Article

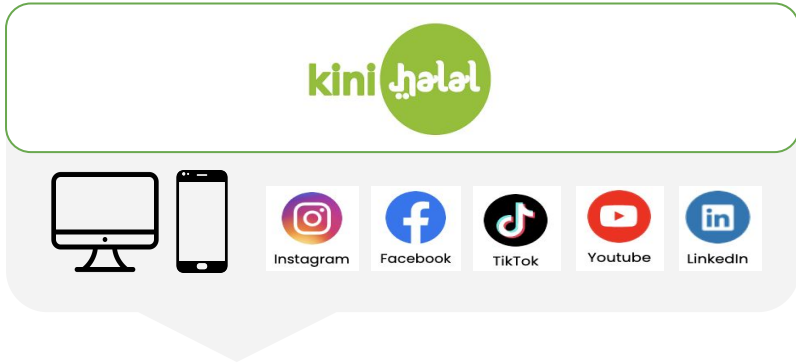
Event Coverage
Video
Article



malaysiakini kiniTV

Kinihalal Traffic & Insights

(Source: Google Analytics, Dec 2023)



41,461+

Overall Monthly **website Unique Readers**

54,996+

Overall Monthly **website Pageviews**

10,000+

Collective **Social Media Followers**

Social Media Insights

56,318

Facebook & Instagram Reach

(Source: Dec 2023)

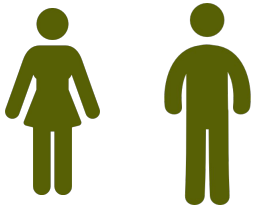
78,500+

TikTok Total Video Likes

436,202+

TikTok Total Video Views

Gender Group



50.7% 49.3%

Age Group



25 - 34

41%

PART 1: HALALTUJU

Talkshow- Podcast

Publications Channel:



malaysiakini

1.1 'Halal Tuju' Online Talkshow Publicity Inventory Per Episode (Pre-During-Post)

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> 	1x Snippet Video Tiktok (Entry Level) 2x Snippet Video TikTok (Premium) ~1 mins each <i>(Key takeaways from the speaker)</i>
	2x EDMs (Premium) SMEs/Halal Biz Audience/ JAKIM Database (~20k emails)		
Malaysiakini (EN/BM)	Online Banner (Premium) Billboard (Desktop) Mobile Rectangle (Mobile Web) 500,000 Impressions	Ad items throughout talkshow: Pre-roll Overlay (Poll/ Survey) Description Message Brand Mentions	1x Media Interview for Topic Sponsor ~2 mins (Premium) 1x FB Post <i>*Sponsor can utilise this video for their own campaign.</i>
	5x Social Media Posting Facebook, X, Instagram, TikTok		

LEADS GEN

Target: **~100 sign-ups @Zoom** per Episode, collect **%50 of Potential Leads. (Premium)**
 (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.*

1.2 (Pre-Talkshow) Talkshow Registration Platform *(Selected 'yes' to receive client's newsletter)*

Online: ZOOM



Webinar Registration



Topic	National Digital Identity: Complementing a Digital Space
Description	<p>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.</p> <p>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).</p> <p>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.</p> <p>Discussions will include:</p> <ul style="list-style-type: none">- 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) <p>Speakers are:</p> <ul style="list-style-type: none">- Derek Low, General Manager, Head of Enterprise Solutions, NEC Corporation of Malaysia- Rajan Rajan, 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 <p>Moderator:</p> <ul style="list-style-type: none">- Kamrajit 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](#)

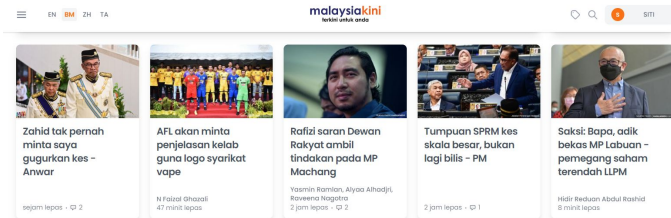
KiniEvents, on behalf of Malaysia's [Privacy Policy](#) may collect, obtain, store and process my personal data that I provide in this form for the purpose of receiving updates and promotional materials from KiniEvents

Would you like to receive more information about "XXX (Talkshow Sponsor)" by signing up to the Newsletter.

1.3 (Pre-Talkshow) Publicity Inventory:

Online Banner

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



SocMed Posting

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



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:

Syaida 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

Redzuan Idrus, Legal Practitioner & Estate Management Consultant

[Watch the replay here!](#)

1.4 (During-Talkshow) Publicity Inventory:

The image displays a Zoom meeting interface with five participants. Each participant's video frame features a consistent background with the CIMB Islamic logo and the text "Program CSR CIMB Islamic Memajukan Perniagaan Mikro".

- Top Row (Left to Right):**
 - Elzie Darwina | PK Alumni 2...**: A woman wearing a black hijab and sunglasses.
 - Sylda Ismail | Halal Develop...**: A woman wearing a black hijab.
 - Razali Yatim | Alumni-Taaj...**: A man wearing glasses and a blue patterned shirt.
- Bottom Row (Left to Right):**
 - Siti Fauziah | Alumni iTekad ...**: A woman wearing a blue hijab, with a blue floral patterned background behind her.
 - Mohd Zaid | CIMB Islamic Ba...**: A man wearing glasses and a white shirt.

The Zoom interface at the bottom shows four promotional banners for CIMB Islamic, each with the tagline "kini halal Let's talk Islamic Finance" and "Brought to you by CIMB ISLAMIC".

- Banner 1:** "Capacity Building for Islamic Financial and Halal Industry".
- Banner 2:** "Replenishing The Earth: Would you contribute?".
- Banner 3:** "Digital Transformation: Are We Ready For It?".
- Banner 4:** "Guest Diskon Kawangan Islam".

1.5 (Post-Talkshow) Publicity Inventory:

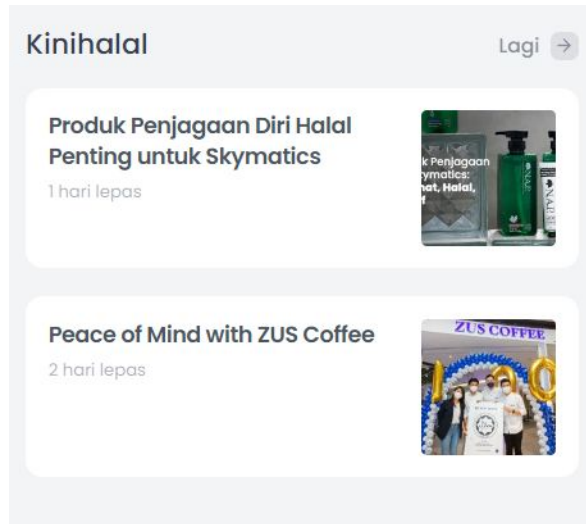
Snippet Video

- Kinihalal TikTok
- Malaysiakini TikTok



Post Press Release

- Kinihalal Section on Malaysiakini
- Kinihalal & Malaysiakini Facebook



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

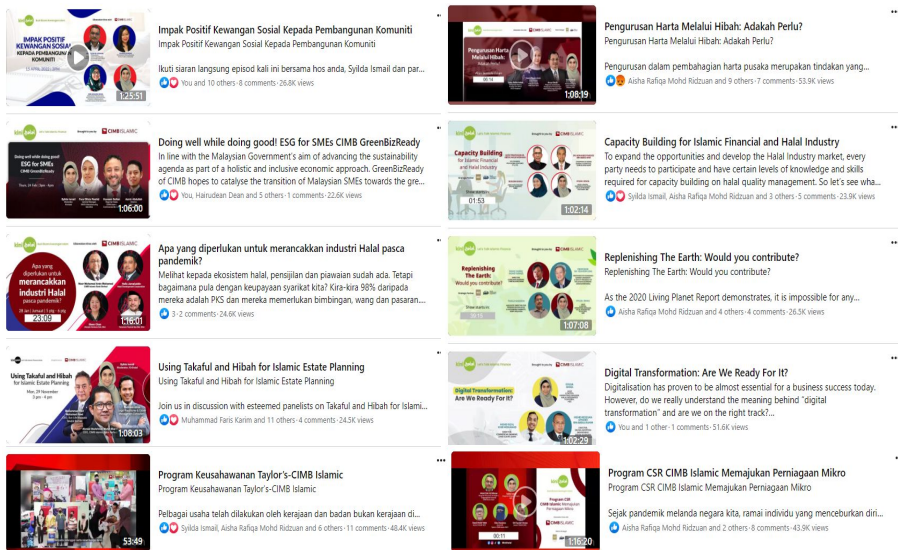
Media Interview

- Kinihalal Section on Malaysiakini
- Kinihalal & Malaysiakini Facebook



1.6 Kinihalal Talkshow Series in 2022

In-partnership with 



Impak Positif Kewangan Sosial Kepada Pembangunan Komuniti
Impak Positif Kewangan Sosial Kepada Pembangunan Komuniti
Ikuti siaran langsung episod kali ini bersama hos anda. Saksikan (sambil dan par...
12:55:11
You and 10 others · 8 comments · 26.8K views

Pengurusan Harta Melalui Hibah: Adakah Perlu?
Pengurusan Harta Melalui Hibah: Adakah Perlu?
Pengurusan dalam pembahagian harta pusaka merupakan tindakan yang...
10:48:19
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...
10:06:00
You, Harudin 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...
10:21:14
Saida 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, persiapan dan papaian sudah ada. Tetapi bagaimana pula dengan keupayaan syarikat kita? Kita-kira 90% daripada mereka adalah PKS dan mereka memerlukan bimbingan, wang dan pasaran...
11:40:01
3 · 2 comments · 24.9K 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...
1:07:08
Aisha Rafiqah Mohd Ridzuan and 4 others · 4 comments · 26.3K views

Using Takaful and Hibah for Islamic Estate Planning
Using Takaful and Hibah for Islamic Estate Planning
Join us in discussion with esteemed panelists on Takaful and Hibah for Islami...
10:08:03
Muhammad Fariq Kamal and 11 others · 4 comments · 24.5K 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?...
1:02:29
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 bukaan di...
53:49
Saida Ismail, Aisha Rafiqah Mohd Ridzuan and 9 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 menceburkan diri...
11:18:20
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

PODCAST

- 1x Talkshow/Podcast Episode
- 1x Speaker slot
- Ad Items
(Pre, During, Post Publicity)

RM5,000
8% SST applicable

(Total worth: RM10,000)
Discounted ~50%

TALKSHOW

**Talkshow episode do not share with other sponsors/advertisers.*

- 1x Talkshow/Podcast Episode
- 3x Speaker slots
- Ad Items (Pre, During, Post Publicity)
- 2x EDM Blasting
- 50 Participants Contact Database

[Value Added] **1x Media Interview Video**
**Sponsor can utilise the video for own campaign direction.*

RM20,000
8% SST applicable

(Total worth: RM80,000)
Discounted ~83%

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

2.1 HALAL HEROES (Mini-Docu Video)

In supporting with **Halal Development Corporation (HDC)**



- **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)



Bank Islam



Maybank Islamic



Lembaga Zakat Selangor



Zaitun Beauty

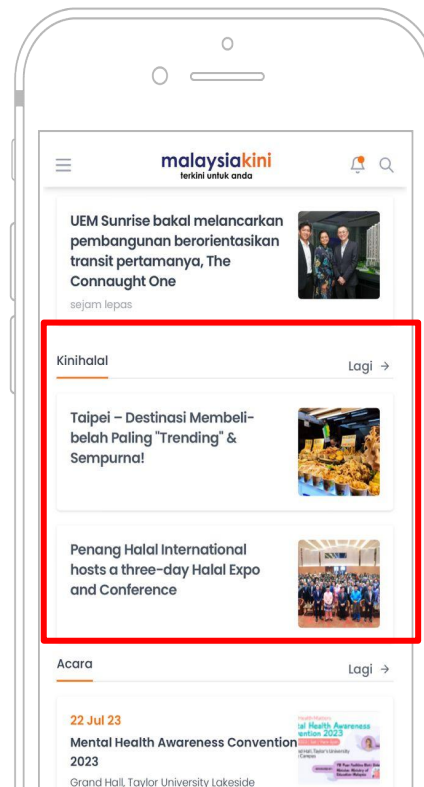
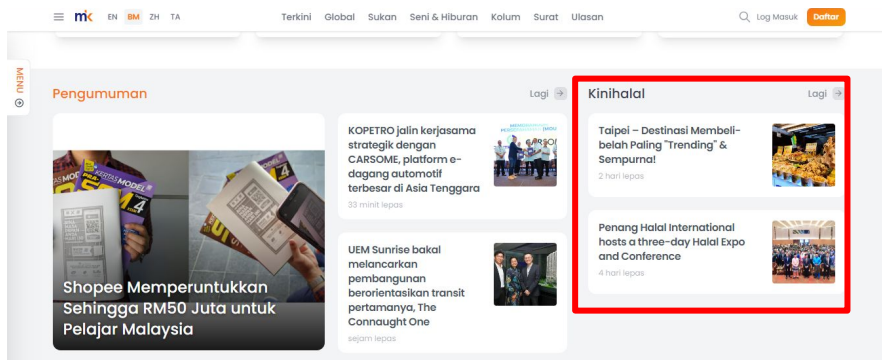
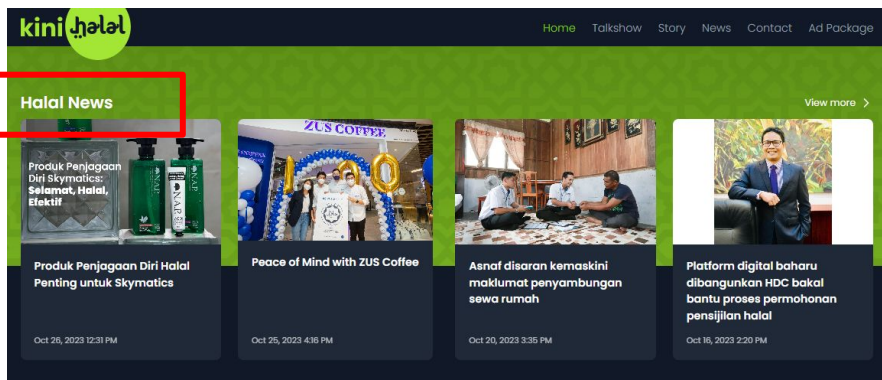
Publication & Circulation Platforms:

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

2.2 HALAL HEROES (Article)

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

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

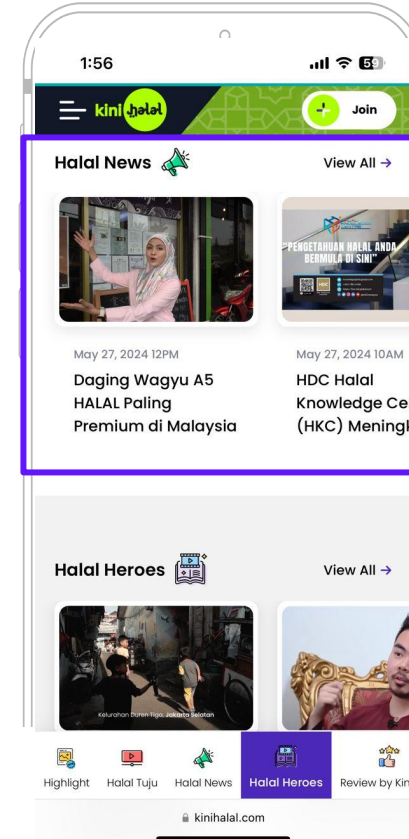
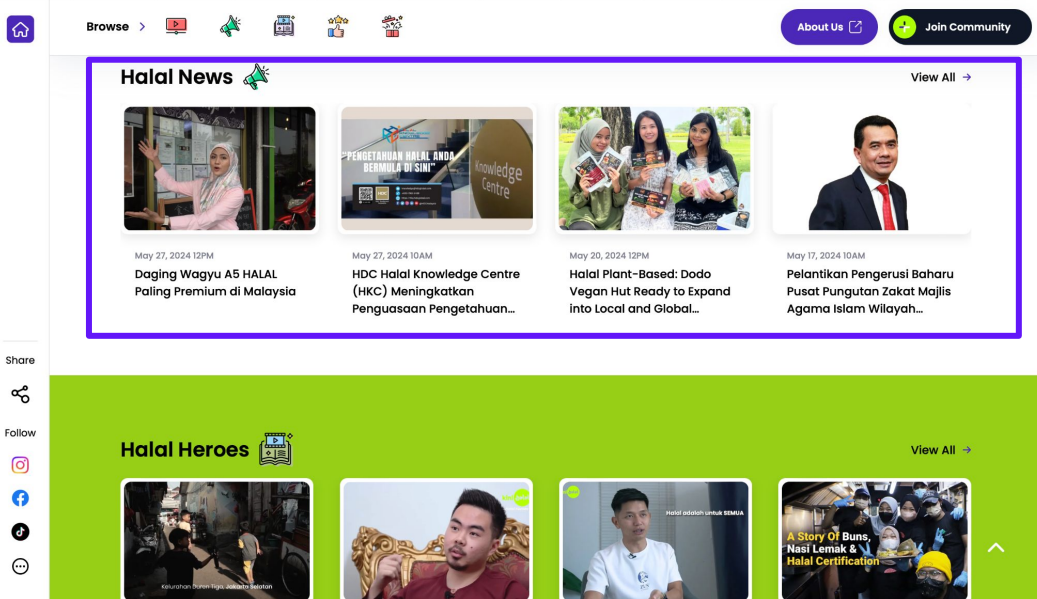


1.3 Halal Cover Story (Publication Platform [Kinihalal.com](https://www.kinihalal.com))

Kinihalal (Desktop & Mobile) Homepage Halal News Section

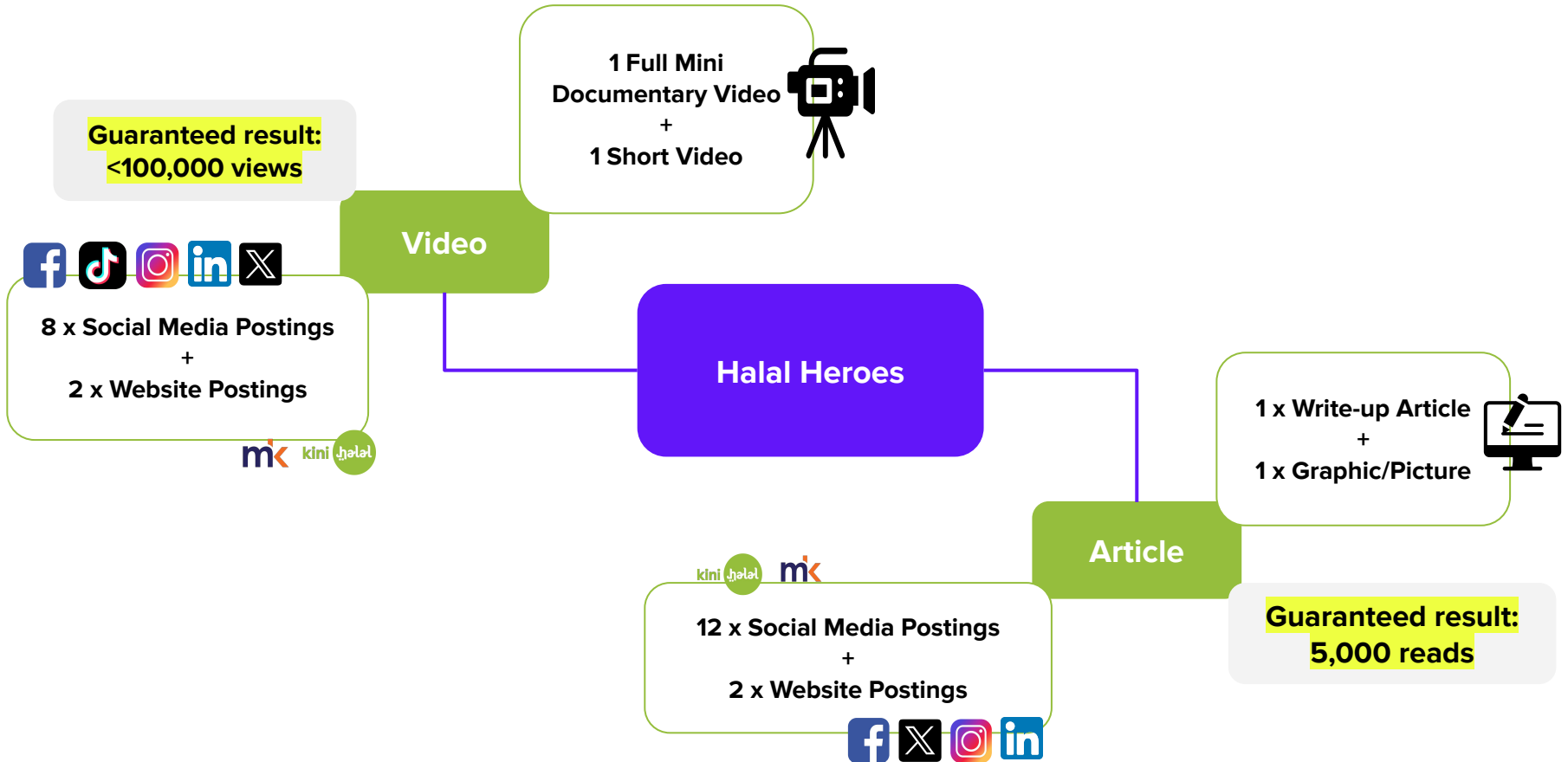
Services included: Article page design, **article hosting on [Kinihalal](https://www.kinihalal.com)**.

Kinihalal Homepage (Desktop) 'Halal News' Section



Kinihalal Homepage (Mobile Web) 'Halal News' Section

2.3 HALAL HEROES (Content Publications & Guaranteed Results)



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 8% 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**

3.1 Halal Cover Story (Articles Examples & Results)



Bank Islam Menyokong Kelangsungan Hidup OKU di Sabah

Diterbitkan: Nov 15, 2022 12:15 PM • Dikemaskini: Feb 27, 2023 4:29 PM

Pada akhir 2021, hujan lebat yang berterusan telah mengakibatkan banjir di beberapa kawasan utama di Sabah. Pusat (AMAL) Latihan dan Amali Orang Kelainan Upaya (OKU) Sabah, yang menjadi salah satu saluran penting dalam mendidik golongan OKU agar lebih berdikari serta mampu menjana pendapatan sendiri, juga terjejas teruk berikutan bencana yang melanda.

Pusat berkenaan merupakan sebuah institusi yang melatih individu kelainan upaya mempelajari kemahiran baharu seperti ilmu pertukangan, pembuatan perabot dan kemahiran vokasional lain bagi menambah pendapatan hidup mereka.

Bank Islam



WWF-Malaysia and CIMB Islamic launch 'Kontena Tuntung' to support painted terrapin and Setiu Wetlands conservation efforts

Published: Sep 21, 2022 4:30 PM • Updated: 4:30 PM

Kuala Lumpur: WWF-Malaysia today launched 'Kontena Tuntung' in an effort to conserve painted terrapins, a critically endangered species under the International Union for Conservation of the Environment (IUCN) Red List. The one-stop centre comprises hatchery and gallery that gathers information on the preservation and conservation efforts of painted terrapins as well as Setiu Wetlands, for the use of the local community and the general public.

This initiative was made possible through a partnership between WWF-Malaysia and CIMB Islamic Bank Berhad ("CIMB Islamic"),

CIMB Islamic



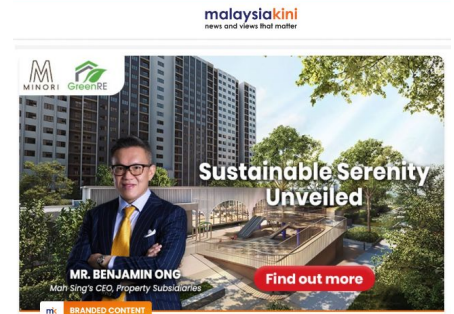
ESG Investing for Sustainable Prosperity

Published: Aug 10, 2023 7:00 AM • Updated: Mar 18, 2024 2:31 PM

In the constantly-evolving and dynamic world of finance, the significance of Environmental, Social and Governance (ESG) investing has emphatically gained momentum, said Chiang Kang Pey, Chief Executive Officer of Public Mutual Bhd.



Public Mutual



Sustainable Serenity Unveiled

Published: Nov 20, 2023 4:12 PM • Updated: 6:03 PM

In the vibrant heart of Johor Bahru, Mah Sing Group Bhd unveils M Minor, a groundbreaking freehold serviced apartment. More than a residential project, it embodies sustainable living, professional innovation, and the artistry of Japanese craftsmanship. Welcome to a new era of living.

According to Mah Sing's property subsidiaries chief executive officer, Benjamin Ong, the company is committed to reshaping the landscape of modern living through sustainable practices.

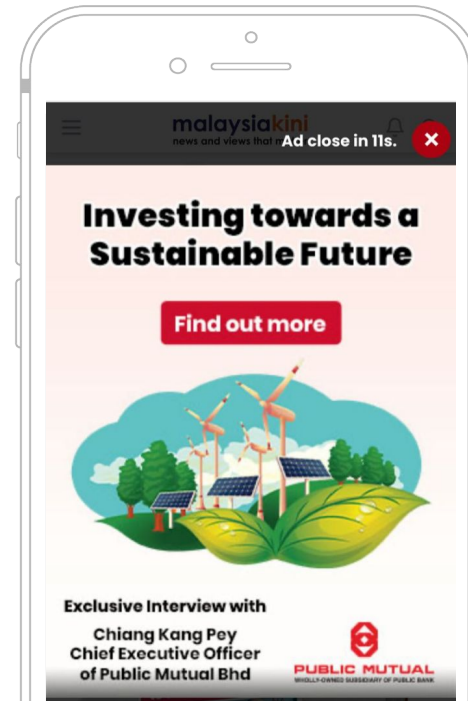
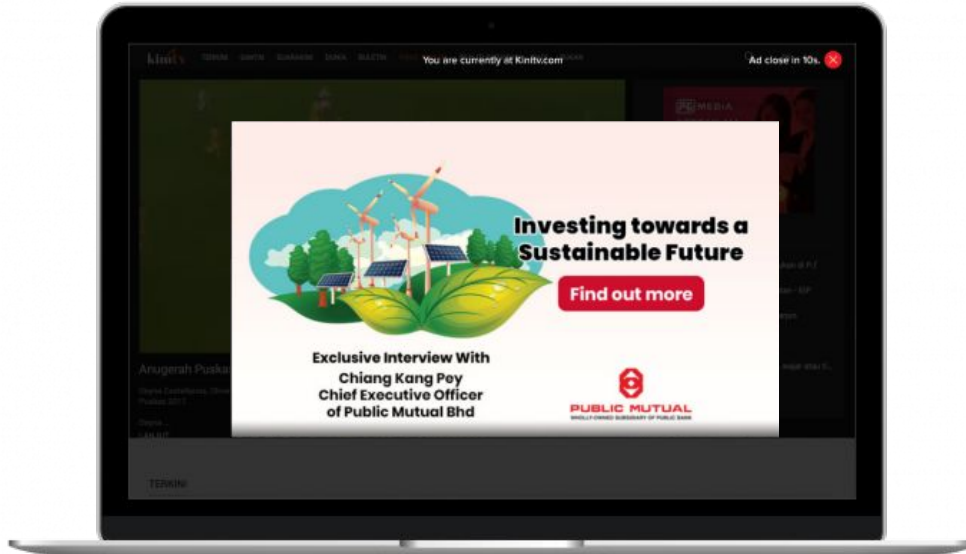
Mah Sing Group

3.2 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**



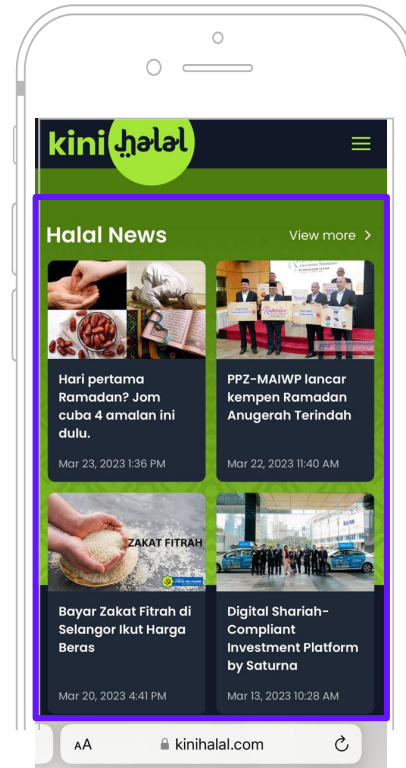
(Mobile) Homepage
Mobile First View

3.3 Halal Cover Story (Article Publication: [Kinihalal.com](https://www.kinihalal.com))

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

Services included: Article page design, **article hosted on [Kinihalal](https://www.kinihalal.com).*

Kinihalal Homepage (Desktop) 'Halal News' Section



**Kinihalal
Homepage
(Mobile Web)
'Halal News'
Section**

3.4 Halal Cover Story (Article Circulation: [Malysiakini.com](https://www.malysiakini.com))

Placement: **Malysiakini** (Desktop & Mobile) Homepage (BM) **Kinihalal Section** / (EN) **Announcement**

**Click & link to full article hosted on [Kinihalal](#).*

Malysiakini (BM) Homepage 'Kinihalal Section'

The desktop homepage of Malysiakini.com shows a navigation bar with 'malysiakini' logo and 'kinihalal' section highlighted. Below the navigation bar, there are several article cards. The 'Kinihalal' section is highlighted with a purple border and contains the following articles:

- MP: Kerenah birokrasi masalah dalam permohonan kerakyatan**
Lebih 1,200 orang membangkitkan masalah kewarganegaraan yang dihadapi dalam program di kawasan parlimennya, kata P Prabakaran.
19 jam lepas
- K'jaan cadang penjara 20 tahun, denda RM50k pada pedofili buat 'livestream'**
Ia antara pindaan Akta Kesalahan Seksual Terhadap Kanak-Kanak 2017 yang akan dibentangkan dalam sidang kali ini
Puteri Aisyah Suffian
21 jam lepas
- Lebih sejuta sertai demo bantah RUU pencen di Perancis**
GLOBAL | Antaranya, cadangan menaikkan umur persaraan daripada 62 kepada 64 tahun.
sejam lepas
- TOP IN TECH TALK SERIES**
Kandungan Berlenama
Jom sertai perbincangan Tech & Inovasi!
Dapatkan informasi dan pendapat terkini mengenai arus teknologi dan inovasi semasa daripada pakar industri terkemuka.

Below the 'Kinihalal' section, there is a 'Pengumuman' section with an article titled 'Pasaraya Premium Village Grocer Dibuka di Gamuda Walk, Kota Kemuning'. To the right of this section, there is another 'Kinihalal' section with two articles:

- Hari pertama Ramadan? Jom cuba 4 amalan ini dulu**
22 jam lepas
- PPZ-MAIWP lancar kempen Ramadan Anugerah Terindah**
2 hari lepas

The mobile homepage of Malysiakini.com shows a navigation bar with 'malysiakini' logo and 'kinihalal' section highlighted. Below the navigation bar, there are two article cards in the 'Kinihalal' section, highlighted with a purple border:

- Ajinomoto buka kilang mesra alam baharu di Bandar Enstek Halal Hub**
[Image of a modern building]
- Is Halal Investing Compatible with ESG Goals?**
[Image of hands holding a globe]

Below the 'Kinihalal' section, there is an 'Acara' section with an article titled '22 Dec 22 Pengurusan Harta'.

**Malysiakini (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	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>

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)**

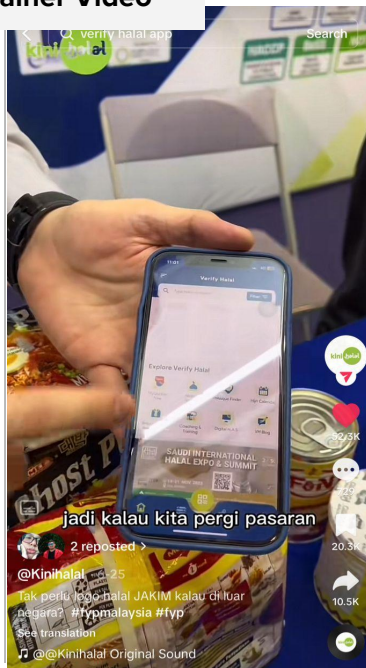
Interview Video



E.g: CEO PIHEC

Total: >**30,000 Views**

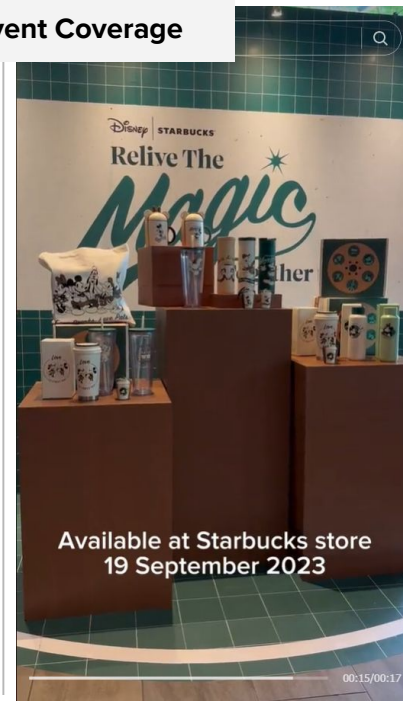
Explainer Video



E.g: Verify Halal App (Serunai Commerce)

Total: >**600,000 Views**

Event Coverage



E.g: Starbucks x Disney Launching

Total: >**3,000 Views**

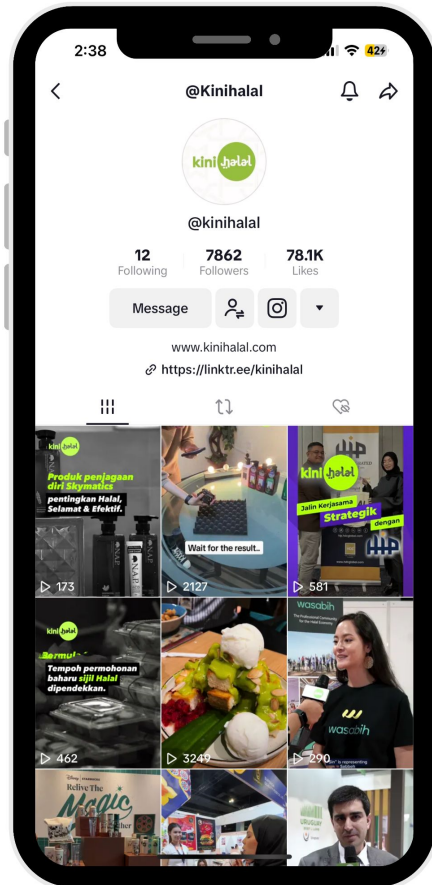
Where the video will circulate/publish?

Kinihalal Tiktok

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

Followers: 7,888

Likes: 78.6k

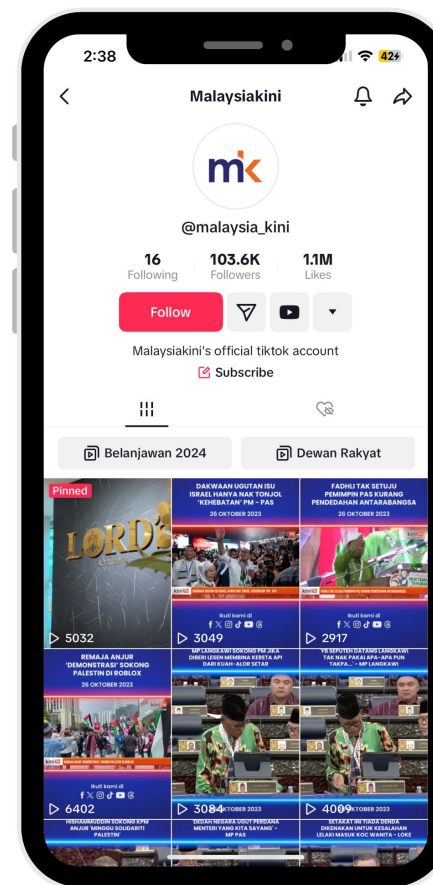


Malaysiakini Tiktok

[@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>

PART 4: **Event Coverage by Kinihalal**

Video and Article

4.1 Event Coverage VIDEO

Format: **Event Coverage & Media Reporting**

Length: **2-3 mins** (Full Video) / **< 1 min** (Short Reel)

Publication: **Kinihalal & Malaysiakini (SocMed)** **FB, IG, TikTok**

**Video's copyright is mutually owned with client.*

Language: EN, BM

**Services included: Scriptwriting, shooting, editing, voiceover, subtitles etc.*

Shorts Reel (Publish the same day as event)

MBB Islamic TikTok



KPKT Youtube



Full Video (Publish in the following days/week after the event)

MBB Islamic Facebook



McD Instagram



HRD Corp X



CIMB Mihas Facebook



Package Cost for Event Coverage *(Valid until 31st December 2024)*

Media Inventories

1.0 Event Coverage Article

Total: **1 Article**

Format: **Event Coverage & Media Interview**

Length: ~1,000 words (1 Language: EN/BM/CN)

**Article's copyright is mutually owned with client.*

Article Publication:

Website: i) **Kinihalal** (Desktop & Mobile) Homepage

Halal news

ii) **Malaysiakini** (Desktop & Mobile) Homepage

Kinihalal/Announcement Section

Duration: **1 Day/website**

Social Media: **Kinihalal & Malaysiakini - FB**

Posting Format: **Article** with caption, URL link, #hashtag, handshake/tag with client's pages.

Total: **2 Posts**

Target Result: >2,000 Reads

2.0 Event Coverage Video

Total: **1 Full Video OR 1 Shorts Reel**

Format: **Event Coverage**

Length: ~2-3 min (Full video) + <1 min (Short Reel)

**Video's copyright is mutually owned with client.*

Video Circulation:

Social Media: **Kinihalal & Malaysiakini : FB, IG, TikTok**

Posting Format: **Video** with caption, URL link, #hashtag, handshake/tag with client's pages.

Total: **4 Posts**

Target Result: >20,000 Views

Package I (Article): RM3,000

(Total Worth: RM10,000) (Discounted -70%) (ROI: 3.33x)

Package II (Video): RM8,000

(Total Worth: RM30,000) (Discounted -73%) (ROI: 3.75x)

Bundle Package III (Article + Video): RM10,000

(Total Worth: RM40,000) (Discounted >75%) (ROI: 4x)

Notes: 1. All Contents are mutually owned with the client.

2. Agency commission only applicable for Bundle Package III.

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