

kini **halal**

malaysiakini



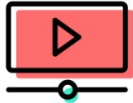
Cerita, bukan Berita

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 Go-To Halal Media



Halal Tuju



Halal News



Halal Heroes



Review by Kinihalal



Halal Connect

Building trust in your brand

Kinihalal, established in 2020 is another platform of the editorial brand under the management arm of Malaysiakini, a company that creates, produces content, news, videos and production on Islamic Economy, Islamic Lifestyle and Halal Industries. The term Kini in Kinihalal is derived from (Malaysiakini) and Halal is to indicate that the brand is showcasing the content niche of Halal in the market locally and globally.



Rasional Jenama
Kinihalal, selaras JAKIM **YaKINIHALAL Malaysia**

Kinihalal Engagements and Clientele





**Syilda
Ismail**

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 .

Kinihalal Traffic & Insights

(Source: Google Analytics, Dec 2023)



Instagram



Facebook



TikTok



Youtube



LinkedIn

Gender Group



50.7%



49.3%

Age Group



25 - 34

41%

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

Kinihalal Media Offerings

Halal Tuju

Halal Heroes

Halal News & PR Publication

Halal Review & KOC

Event Coverage

HALAL TUJU

- Islamic Economy
- Islamic Lifestyle
- Halal Industries



HALALTUJU: FENOMENA EKOSISTEM HALAL MELALUI BEKAL BY FOODPANDA

Halal Tuju



Jun 07, 2024 8AM

HALALTUJU: Fenomena Ekosistem Halal Melalui bekal by foodpanda



Mar 19, 2024 11AM

Kenapa Pra Pensijilan Halal Itu Penting Untuk Capai 23 Hari



May 30, 2024 4PM

Gagal Simpan Duit, Tukar Simpan Emas!



Feb 16, 2024 4PM

Rujukan Halal, Sumber Sahih Jadikan Keutamaan!



Apr 22, 2024 4PM

Kriteria dan Dasar Halal: Mendalami Peranan Penasihat Halal bagi...



Feb 21, 2023 10AM

Program CSR CIMB Islamic Memaju Perniagaan Mikro

1.3 (Pre-Talkshow) Publicity Inventory:

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 Takaful 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

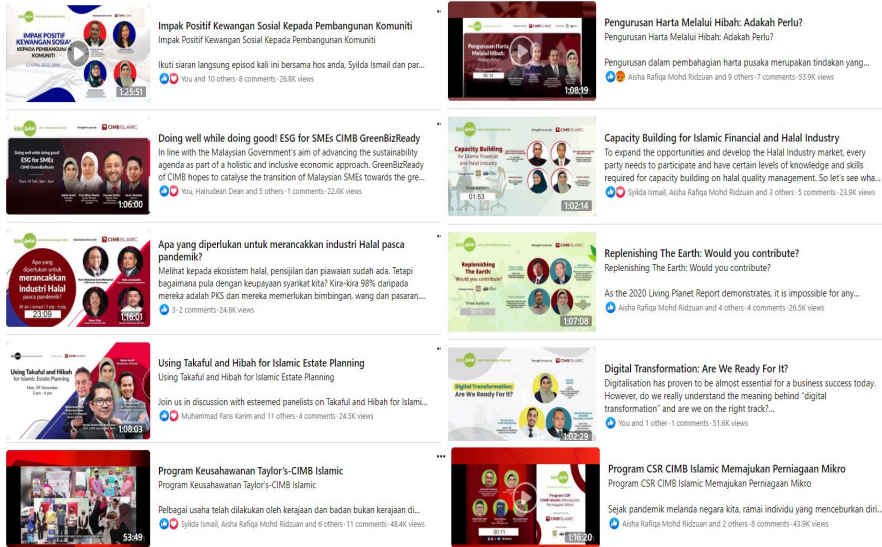
Panelists:

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

Watch the replay here!

Kinihalal Talkshow Series

In-partnership with



Kinihalal Talkshow Playlist @Facebook :

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

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)

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.



Maybank Islamic Program Ramadhan Relief Serantau Maybank Islamic



Bank Islam Inisiatif Kelestarian Mabul demi kehidupan dan alam semulajadi Pulau Mabul



Lembaga Zakat Selangor Turun padang agih zakat bersama LZS

HALAL HEROES

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ORIENTAL KOPI expands horizons with Alliance Islamic Bank Halal in One Programme



Jualan vendor **bekal by Foodpanda** meningkat dengan keyakinan pensijilan Halal

HALAL NEWS

Halal News

Halal News



Oct 18, 2024 6PM

**Is Halal Certification
Process Under 30 Days
A Myth Or Achievable?**



Oct 16, 2024 5PM

**SELHAC 2024: Powering
Global Halal Growth
with Innovation,...**



Oct 15, 2024 2PM

**Malaysia Sets Sights
on Canada's Growing
Halal Market, Boostin...**



Oct 11, 2024 6PM

**Exploring Spaces,
Shattering Boundaries:
WARNA Art Exhibition...**



Oct 10, 2024 2PM

**Jom Labur GoBarakah
Melalui Wahed,
Memperkasakan...**



Oct 08, 2024 4PM

**HAKS Urges JAKIM To
Increase Manpower in
Halal Division**



Oct 04, 2024 2PM

**Aduktive Food Mahu
Kembang Bisnes OEM
Halal**



Oct 04, 2024 12PM

**GoBarakah Achieves
Global Recognition For
Financial Inclusion...**



Oct 04, 2024 11AM

**HDC And Public Islamic
Bank Pledge RM200
Million To Fuel Halal...**



Oct 04, 2024 11AM

**Malaysia, Pakistan
Tingkatkan Kerjasama
Halal dan Kewangan...**



Oct 03, 2024 6PM

**"No Pork No Lard"
Bukan Jaminan Halal**



Oct 02, 2024 4PM

**Kenapa Anda Perlu
Jalan-Jalan Di
Dadaocheng, Taiwan**

HALAL REVIEW

Review By Kinihalal

Review By Kinihalal ▼



Sep 18, 2024 6PM

**7 Restoran Halal Yang
Menarik Di Taiwan!**



Sep 04, 2024 11AM

**Salam Taiwan dari
Kinihalal!**



Sep 03, 2024 11AM

**Hock Kee Kopitiam:
Pilihan Terbaik Untuk
Hidangan Yang Seda...**



May 27, 2024 12PM

**Daging Wagyu A5
HALAL Paling Premium
di Malaysia**



Mar 04, 2024 11AM

**100 Juadah di Bufet
Hotel Mardhiyyah 2023**



Nov 02, 2023 12PM

**'Beef Wellington' Halal
Pertama di Malaysia**

KOC



Combine social media content, branded challenges, missions, review-based campaign and value-driven rewards.

EVENT COVERAGE

Format: **Event Coverage & Media Reporting**

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



Rate Card

Special Package Cost for Halal Heroes 2024



Ad Item	HALAL HEROES	Inventories	Est. Result	Package Cost
Halal Heroes <u>Video</u> Production	Format: Documentary (Magazine) Duration: ~3 mins (Full Version) + ~1 mins (Shorts) Language: EN/BM (with subtitle) Video Publication: <u>Website</u> (Desktop + Mobile) iii) Kinihalal Homepage Halal Story Section <u>Social Media</u> i) Kinihalal Facebook, LinkedIn, TikTok ii) Malaysiakini Facebook, X, Instagram, TikTok	1 Video (Video by Kinihalal) 7 Posts 1 Website Post	~70,000 Views (Worth: RM40k)	RM20,000 8% SST applicable (Total worth: RM58,000)
+ Halal Heroes <u>Article</u>	Format: Article <i>*Extract from the video.</i> Language: EN/BM (Length: < 700 words each) Article Publication: <u>Website</u> (Desktop & Mobile) i) Kinihalal Homepage Halal News Section ii) Malaysiakini Homepage Kinihalal Section <u>Social Media Page</u> i) Kinihalal Facebook, LinkedIn ii) Malaysiakini Facebook, X, Instagram	1 Article (Write-up by Kinihalal) 2 Website Posts 5 Posts	~2,000 Reads/ Pageviews (Worth: RM18k)	Discounted ~65%

T&C:

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

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>

Package Cost for Review by Kinihalal (TikTok)



Item	Inventories (Review by Kinihalal)	Start-Up	Campaign	Premium + Live
Video Production	<p>Halal Review by Kinihalal Format: Service/ Product Review with logo endorsement by <i>Halal Integrated Platform, Halal Development Corporation (HDC)</i></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/Linked/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 <i>(Total Worth: RM12.5k)</i></p> <p>Discounted ~20%</p>	<p>RM 15,000 <i>(Total Worth: RM29k)</i></p> <p>Discounted ~60%</p>	<p>RM 25,000 <i>(Total Worth: RM62k)</i></p> <p>Discounted ~60%</p>

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

Media Inventories	
<p>1.0 Event Coverage Article Total: 1 Article Format: Event Coverage & Media Interview Length: ~1,000 words (1 Language: EN/BM/CN) <i>*Article's copyright is mutually owned with client.</i></p> <p>Article Publication: Website: i) Kinihalal (Desktop & Mobile) Homepage Halal news ii) Malaysiakini (Desktop & Mobile) Homepage Kinihalal/Announcement Section</p> <p>Duration: 1 Day/website</p> <p>Social Media: Kinihalal & Malaysiakini - FB Posting Format: Article with caption, URL link, #hashtag, handshake/tag with client's pages.</p> <p>Total: 2 Posts</p> <p>Target Result: >2,000 Reads</p>	<p>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) <i>*Video's copyright is mutually owned with client.</i></p> <p>Video Circulation: Social Media: Kinihalal & Malaysiakini : FB, IG, TikTok Posting Format: Video with caption, URL link, #hashtag, handshake/tag with client's pages.</p> <p>Total: 4 Posts</p> <p>Target Result: >20,000 Views</p>
<p>Package I (Article): RM3,000 (Total Worth: RM10,000) (Discounted -70%) (ROI: 3.33x)</p>	<p>Package II (Video): RM8,000 (Total Worth: RM30,000) (Discounted -73%) (ROI: 3.75x)</p>
<p>Bundle Package III (Article + Video): RM10,000 (Total Worth: RM40,000) (Discounted >75%) (ROI: 4x)</p>	

Notes: 1. All Contents are mutually owned with the client. 2. Agency commission only applicable for Bundle Package III.

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	<div>Live Stream across Broadcast platforms:</div> <ul style="list-style-type: none">• Kinihalal Facebook• Malaysiakini Facebook• Malaysiakini LinkedIn• KiniTV YouTube• Sponsor's FB Page <i>(Optional)</i> <div>Ad items throughout talkshow:</div> <div>Pre-roll</div> <div>Overlay (Poll/ Survey)</div> <div>Description Message</div> <div>Brand Mentions</div>	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		
	5x Social Media Posting Facebook, X, Instagram, TikTok		
<div>LEADS GEN</div> <div>Target: ~100 sign-ups @Zoom per Episode, collect 50% of Potential Leads. (Premium) (Participants Contact Database - those selected YES to receive client's newsletter).</div>			
<div>RM20,000 8% SST applicable (Total worth: RM80,000)</div>			

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

Contact Us

Executive Producer



Syilda Ismail

syilda@malaysiakini.com | 011 23223 129

Creative Director



Nadyatul

nadyatul@malaysiakini.com | 012 9053241

Media Sales



Syahirah Ibrahim

syahirah@malaysiakini.com | 017 619 0307



malaysiakini

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