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TVALHIJRAH

Preferred Advertising Partner for
GoHalal Campaign

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TV Advertising
Digital Solutions
Event & Activation

Why TV AlHijrah?

- Malaysia's no.1 Islamic TV channel
- Trusted Islamic Brand in Malaysia
- Integrated TV, OTT & social media ecosystem
- Strong connection with halal, family & muslim consumer segments
- Multi-platform solution for awareness, engagement and conversion

7.5M
TV audience

300K
AlHijrah Plus subscribers

3.4M
Berita AlHijrah Tiktok followers

Source : Nielsen TAM, Google Analytics4, Meta Business Suite & Tiktok Analytics
Period : Q2 2026

TVALHIJRAH

TV ALHIJRAH @ MIHAS 2026

Preferred Advertising Partner for
GoHalal Campaign

Empowering Your Halal Brand Across TV, Digital & Events



Preferred Advertising Partner for
GoHalal Campaign

Be Seen
Be Trusted
Grow Halal.

Audience Overview

7.5M Total TV Audience

300K AlHijrah Plus subscribers

**New version will be launch in September 2026*

2.4M AlHijrah Facebook Followers

608K AlHijrah Instagram Followers

450K AlHijrah Tiktok Followers

419K Berita AlHijrah Facebook Followers

301K Berita AlHijrah Instagram Followers

3.4M Berita AlHijrah Tiktok Followers

Audience profile summary:
women dominate viewing on TV platforms while digital attracts more followers from younger generations

Source : Nielsen TAM, Google Analytics4,
Meta Business Suite & Tiktok Analytics
Period : Q2 2026

Television & OTT Audience

1 Television

Gender

61% Female

39% Male

Household income

63% of audience have a household income above RM10,000.

Age groups

31% of audience are active working adults aged 30-65 years old.

Occupations

Nearly **40%** of audience are professionals.

Locations



Total Audience

Q2 2026

7.7M

2 AlHijrah Plus

300K Subscribers

- Female : 59%
- Age 35+ : 71%
- Malaysia : 71%
- Kuala Lumpur : 38%

Strong reach among mature, family-oriented and faith-driven audiences.

Digital Reach & Media Solutions

A Digital Audiences Highlight

TV AlHijrah Facebook	2.3M	Female 53%	Age 24-44: 63%
TV AlHijrah Instagram	612K	Female 61%	Age 24-44: 64%
TV AlHijrah Tiktok	405K	Female 61%	Age 24-44: 62%
Berita AlHijrah Facebook	373K	Male 58%	Age 24-44: 62%
Berita AlHijrah Instagram	298K	Female 55%	Age 24-44: 67%
Berita AlHijrah Tiktok	3.3M	Male 57%	Age 24-44: 60%

B Our Intergrated Solution

TV Advertising

Digital Solution

Event & Activation

Ideal for brand awareness, halal product launches, lead generation and event amplification.

GO HALAL 2026 PACKAGE

16 SEPTEMBER – 2 OCTOBER 2026

TVALHIJRAH

ASSALAMUALAIKUM

Exclusive for MIHAS exhibitors only

TV SLOT + DIGITAL

1 ASSALAMUALAIKUM TV SLOT
(MONDAY – THURSDAY)
+
DIGITAL (INTEGRATED SOCIAL POSTING / IN-FEED REAL IMPACT)

ORIGINAL RATE BEFORE GO HALAL DISCOUNT (TV + DIGITAL)

RM13,470

GO HALAL RATE (STANDARD DISCOUNT) (16 SEPTEMBER – 2 OCTOBER 2026)

RM8,082.00

STANDARD DISCOUNT

40%

GO HALAL RATE (EARLY PAYMENT DISCOUNT) (16 SEPTEMBER – 28 SEPTEMBER 2026)

RM6,061.50

EARLY PAYMENT DISCOUNT

55%

Rates displayed are exclusive of 8% SST

GO HALAL 2026 PACKAGE

16 SEPTEMBER – 2 OCTOBER 2026

TVALHIJRAH | ASSALAMUALAIKUM

Exclusive for MIHAS exhibitors only

TV SLOT + DIGITAL

3 ASSALAMUALAIKUM TV SLOT
(MONDAY – THURSDAY)
+
DIGITAL (INTEGRATED SOCIAL POSTING / IN-FEED REAL IMPACT)

ORIGINAL RATE BEFORE GO HALAL DISCOUNT (TV + DIGITAL)

RM30,410

GO HALAL RATE (STANDARD DISCOUNT) (16 SEPTEMBER – 2 OCTOBER 2026)

RM15,205.00

STANDARD DISCOUNT
50%

GO HALAL RATE (EARLY PAYMENT DISCOUNT) (16 SEPTEMBER – 28 SEPTEMBER 2026)

RM12,164.00

EARLY PAYMENT DISCOUNT
60%

Rates displayed are exclusive of 8% SST

GO HALAL 2026 PACKAGE

16 SEPTEMBER - 2 OCTOBER 2026

TVALHIJRAH | BA BERITA ALHIJRAH

Exclusive for MIHAS exhibitors only

TV SLOT + DIGITAL

1 BERITA ALHIJRAH SLOT (MONDAY-SUNDAY)
+
DIGITAL (INTEGRATED SOCIAL POSTING / IN-FEED REAL IMPACT)

ORIGINAL RATE BEFORE GO HALAL DISCOUNT (TV + DIGITAL)

RM13,000

GO HALAL RATE (STANDARD DISCOUNT) (16 SEPTEMBER – 2 OCTOBER 2026)

RM7,800.00

STANDARD DISCOUNT

40%

GO HALAL RATE (EARLY PAYMENT DISCOUNT) (16 SEPTEMBER – 28 SEPTEMBER 2026)

RM5,850.00

EARLY PAYMENT DISCOUNT

55%

Rates displayed are exclusive of 8% SST

GO HALAL 2026 PACKAGE

16 SEPTEMBER - 2 OCTOBER 2026

TVALHIJRAH | BA BERITA ALHIJRAH

Exclusive for MIHAS exhibitors only

TV SLOT + DIGITAL

3 BERITA ALHIJRAH SLOT (MONDAY-SUNDAY)
+
DIGITAL (INTEGRATED SOCIAL POSTING / IN-FEED REAL IMPACT)

ORIGINAL RATE BEFORE GO HALAL DISCOUNT (TV + DIGITAL)

RM29,000

GO HALAL RATE (STANDARD DISCOUNT) (16 SEPTEMBER – 2 OCTOBER 2026)

RM14,500.00

STANDARD DISCOUNT
50%

GO HALAL RATE (EARLY PAYMENT DISCOUNT) (16 SEPTEMBER – 28 SEPTEMBER 2026)

RM11,600.00

EARLY PAYMENT DISCOUNT
60%

Rates displayed are exclusive of 8% SST

GO HALAL 2026 PACKAGE

16 SEPTEMBER – 2 OCTOBER 2026

TVALHIJRAH

Exclusive for MIHAS exhibitors only

TV SLOT

100 SPOT TVC (ROS)
30 SECONDS

ORIGINAL RATE

RM41,600

GO HALAL RATE (STANDARD DISCOUNT) (16 SEPTEMBER – 2 OCTOBER 2026)

RM20,800.00

STANDARD DISCOUNT
50%

GO HALAL RATE (EARLY PAYMENT DISCOUNT) (16 SEPTEMBER – 28 SEPTEMBER 2026)

RM14,560.00

EARLY PAYMENT DISCOUNT
65%

Harga dipaparkan belum termasuk 8% SST

GO HALAL 2026

16 SEPTEMBER – 2 OCTOBER 2026

FAQ

FREQUENTLY ASKED QUESTIONS

HALAL BUSINESS
LIMITLESS OPPORTUNITIES

TVALHIJRAH

1 What is GO HALAL 2026?

GO HALAL 2026 is a special sales and promotional campaign by TV AlHijrah to support halal businesses and MIHAS exhibitors with strategic TV and digital exposure.

2 Who is eligible?

Exclusive for **MIHAS exhibitors only.** This campaign is for **direct clients only** and **not through media agency.**

3 What are the benefits?

Wider reach, meaningful audience engagement, stronger brand exposure and professional media support across TV and digital platforms.

4 What discounts are offered?

Two (2) discount options are available:

- **Standard Discount**
- **Early Payment Discount**

5 What are the dates for the discounts?

Standard Discount:
16 September – 2 October 2026

Early Payment Discount:
16 September – 28 September 2026

6 What is the campaign period?

Purchase period:
16 September – 2 October 2026

Usage period:
16 September – 30 November 2026

7 How do I book?

Complete the booking / interest form and submit it through the designated TV AlHijrah channel or contact point. Our team will assist you with the next steps.

8 What documents are required?

Booking form and relevant company information (MIHAS exhibitor details), product/advertising information, and any supporting documents required for clearance and approval.

9 When must payment be made?

Full payment must be completed by **2 October 2026**, in accordance with the selected package and discount period.

10 What happens if payment is late?

TV AlHijrah may withhold or adjust the campaign placement and the discount rate may no longer apply, subject to slot availability and campaign terms.

11 Can TV AlHijrah cancel a booking?

Yes. TV AlHijrah may cancel, withhold or amend a booking if campaign requirements, payment, documentation or advertising compliance conditions are not fulfilled, subject to the applicable terms.

12 Can advertising agencies participate?

No. This campaign is for **direct clients only** and **not through media agency.**

13 Can broadcast dates be postponed?

Any postponement is subject to TV AlHijrah's approval, scheduling and applicable campaign terms.

14 Does the advertising material require approval?

Yes. Advertising materials must meet TV AlHijrah's standards and applicable regulatory requirements before airing.

15 Are slots limited?

Yes. Slots are subject to availability and are allocated on a first-come, first-served basis according to the campaign terms.

16 Any other important information?

All bookings are subject to slot availability, TV AlHijrah's terms and conditions, and regulatory requirements. Requests on broadcast dates/time may be considered subject to scheduling.

Together Advancing the Halal Economy

STANDARD DISCOUNT
16 SEPTEMBER – 2 OCTOBER 2026

EARLY PAYMENT DISCOUNT
16 SEPTEMBER – 28 SEPTEMBER 2026