



TVALHIJRAH

Pakej Media TV AlHijrah

2026

AUDIENCE PROFILE



TV ALHIJRAH

Female | 64%
Age 35+ | 66%
Urban | 91%



ALHIJRAH PLUS

Female | 70%
Age 35+ | 74%



Female | 53%
Age 25-44 | 64%
2.3M followers



Female | 61%
Age 25-44 | 65%
604K followers



Female | 61%
Age 25-44 | 62%
333.4K followers

- Majoriti penonton kandungan TV AlHijrah di semua platform adalah wanita.
- Penonton berusia 35 tahun dan ke atas lebih cenderung menonton kandungan TV AlHijrah di platform TV dan Aplikasi AlHijrah Plus.
- Manakala, penonton yang lebih muda, berusia 25 hingga 44 tahun, lebih gemar mengikuti kandungan TV AlHijrah melalui platform Facebook, Instagram & TikTok.



Isnin - Khamis
7 Pagi - 10 Pagi
Jumlah Tontonan 2025
43.8 mil

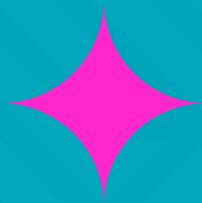
BA
BERITA ALHIJRAH

Isnin - Khamis
8 Malam - 8:30 Malam
Jumlah Tontonan 2025
56.8 mil



TVALHIJRAH PAKEJ 2026

ASSALAMUALAIKUM | BERITA | BA NIAGA | TVC
PAKEJ DIGITAL MEDIA





PAKEJ ASSALAMUALAIKUM 2026

NO. OF SLOTS (WEEKDAY - MONDAY - THURSDAY)						
	1	3	6	12	26	52
Rate card	8,470	25,410	50,820	101,640	220,220	440,440
Disc	-	5%	10%	15%	20%	25%
Savings (RM)	-	1,271	5,082	15,246	44,044	110,110
Package Cost (RM)	8,470	24,140	45,738	86,394	176,176	330,330

NO. OF SLOT (WEEKEND - FRIDAY - SATURDAY - SUNDAY)						
	1	3	6	12	26	52
Rate card	9,680	29,040	58,080	116,160	251,680	503,360
Disc	-	5%	10%	15%	20%	25%
Savings (RM)	-	1,452	5,808	17,424	50,336	125,840
Package Cost (RM)	9,680	27,588	52,272	98,736	201,344	377,520

* Terms & Conditions applied

* Price not include 8% sst



PAKEJ ASSALAMUALAIKUM SYAABAN & RAMADAN

NO. OF SLOTS (WEEKDAY)				
	1	3	6	12
Rate card	9,240	27,720	55,440	110,880
Disc	-	5%	10%	15%
Savings (RM)	-	1,386	5,544	16,632
Package Cost (RM)	9,240	26,334	49,896	94,248

NO. OF SLOT (WEEKEND)				
	1	3	6	12
Rate card	10,560	31,680	63,360	126,720
Disc	-	5%	10%	15%
Savings (RM)	-	1,584	6,336	19,008
Package Cost (RM)	10,560	30,096	57,024	107,712

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* Price not include 8% sst

* Syaaban to Ramadan only



BERITA ALHIJRAH

NO. OF SLOTS					
	1	3	6	9	12
Rate card	8,000	24,000	48,000	72,000	104,000
Disc	-	10%	15%	20%	25%
Savings (RM)	-	2,400	7,200	14,400	24,000
Package Cost (RM)	8,000	21,600	40,800	57,600	72,000



BA NIAGA

NO. OF SLOTS					
	1	3	6	9	12
Rate card	5,000	15,500	30,000	45,000	60,000
Disc	-	10%	15%	20%	25%
Savings (RM)	-	1,500	4,500	9,000	15,000
Package Cost (RM)	5,000	13,500	25,500	36,000	45,000

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SPOTBUY / TVC

Packages 25K

Rate card	Item	Slot	Duration	Ratecard 2026 (RM)	ROI (RM)
RM 25,000	TVC (ROS)	60	30 Sec	4,000	240,000
					240,000
					9.6
Total Investment					RM 25,000

Packages 50K

Rate card	Item	Slot	Duration	Ratecard 2026 (RM)	ROI (RM)
RM 50,000	TVC (ROS)	180	30 Sec	4,000	720,000
					720,000
					14.4
Total Investment					RM 50,000

SYAABAN / RAMADAN

Packages 25K

Rate card	Item	Slot	Duration	Ratecard 2026 (RM)	ROI (RM)
RM 25,000	TVC (ROS)	50	30 Sec	4,000	225,000
					225,000
					9
Total Investment					RM 25,000

Packages 50K

Rate card	Item	Slot	Duration	Ratecard 2026 (RM)	ROI (RM)
RM 50,000	TVC (ROS)	150	30 Sec	4,500	675,000
					675,000
					13.50
Total Investment					RM 50,000

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PAKEJ DIGITAL MEDIA

Product	Type/Platform	Total (RM)
Post	FB/IG/TT/FB/IG STORY	5,000
Social Media Wrap (1 week)	YT/IG BANNER/FB/IG STORY, 1 POST	10,000
Portal	Website	3,000
Youtube Shorts	Video < 3 Mins	3,000
Podcast (30mins)	Youtube / IG	5,000

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** Price not include 8% sst*



**Terima
Kasih**