

### Malaysia: Malaysia A Global Resource Centre For Halal Industry – PM

Prime Minister Datuk Seri Najib Tun Razak said compared with other industries, the whole world turns its attention to Malaysia in the aspect development involving the halal industry due to the reputation and image that the country has gained as a pioneer in the industry.

Aug 01, 2011 | 0 comments

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### USA: HalalConnect magazine – 3rd Edition

The American Halal Association has launched its 3rd edition of the HalalConnect magazine. Cover story 'Time for Regulation' – "With Halal Regulation, can America become a major market force?" Download PDF version here.

Jul 31, 2011 | 0 comments

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### Oman: A'Saffa Foods hosts visit by Arab Investment and Development Agricultural Authority

The President of the Arab Investment and Development Authority Mr. Ali Al Sharan visited the chicken farms of A'Saffa Foods at Thumrait in Southern Oman. Mr. Ali Al Sharan toured the company's world class state of the art chicken producing facility that covers a 50-acre site and comprises nine separate farms.

Jul 31, 2011 | 0 comments

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### Opinion: Halal food products: Lucrative business amid strong demand

The logistics of the Halal industry show a dynamic market in the Muslim world. Halal products' rate of growth, undoubtedly, indicates areas creating opportunities for investment and food national security. Halal food products and their supporting service providers will have to work harder to ensure participants meet Halal requirements.

Jul 31, 2011 | 0 comments

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### Malaysia: Sufficient Supply Of Food, Chicken During Ramadan, Aidilfitri

Agriculture and Agro-based Industry Minister Datuk Seri Noh Omar said a meeting held with the

#### HalalFocus Advertisers



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#### HalalFocus Partner Events

"Multi-Culturalism in the American Muslim Consumer Market"

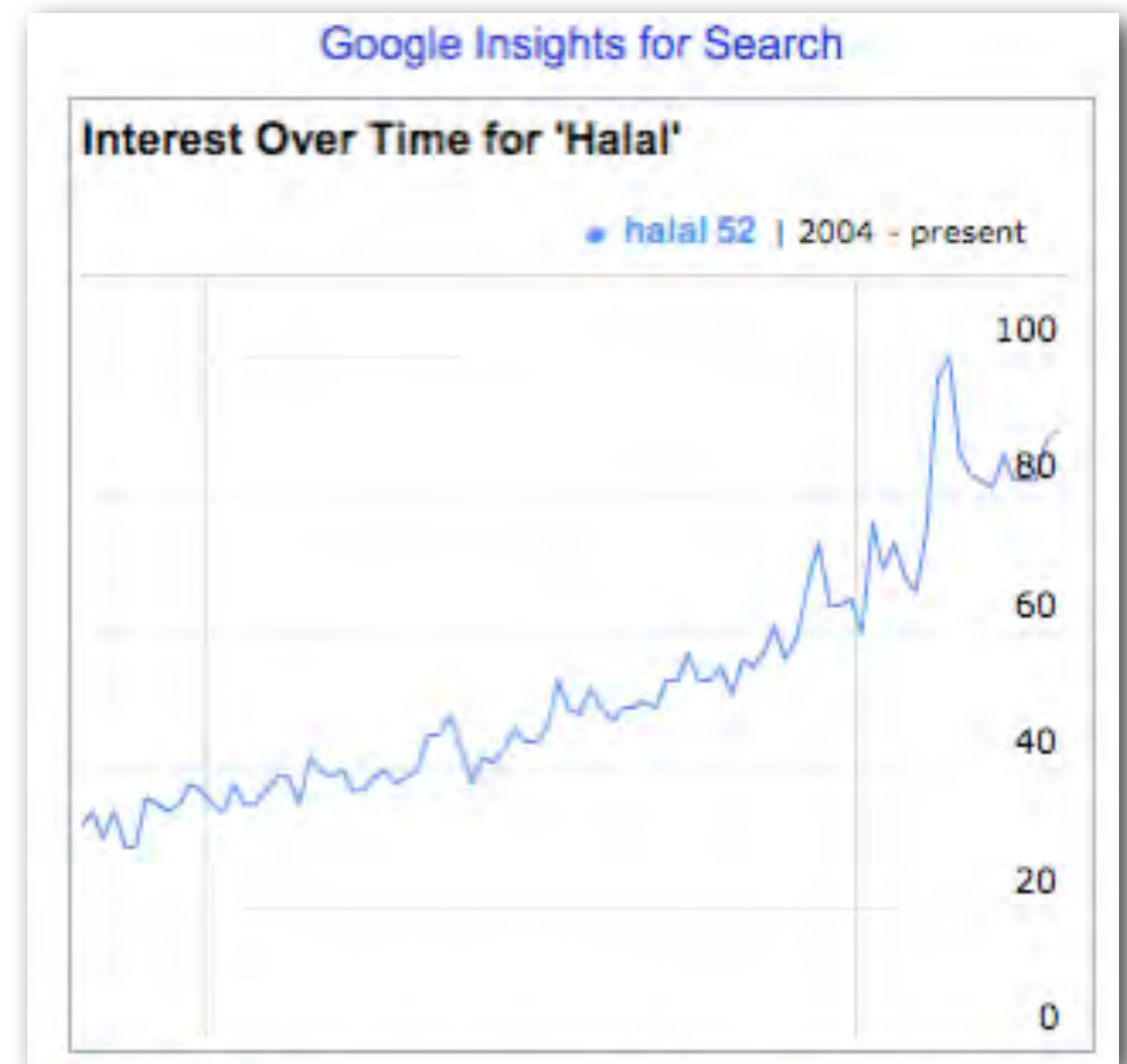


# OnLine Advertising Media Kit

## August 2011

# Readership Profiles

- ✓ Worldwide interest in Halal is increasing
- ✓ Google searches for 'Halal' surged up over past 3 years
- ✓ HalalFocus readership: averaging over 3 million views annually
- ✓ Consistent worldwide readership
- ✓ Added to 'bookmark favorites' by 70% of readers
- ✓ Viewed by readers in over 120 countries
- ✓ Main readership in UK, Malaysia, USA , Philippines, Singapore, Pakistan, Canada, India, UAE, France
- ✓ Recently ranked #1 on major search engines, with highly focused readership
- ✓ Ads are also featured on the Thomson Reuters Islamic Finance Gateway 3000 Xtra subscription service



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### Your Search Engine Ranking Report

by Mikes-Marketing-Tools.com

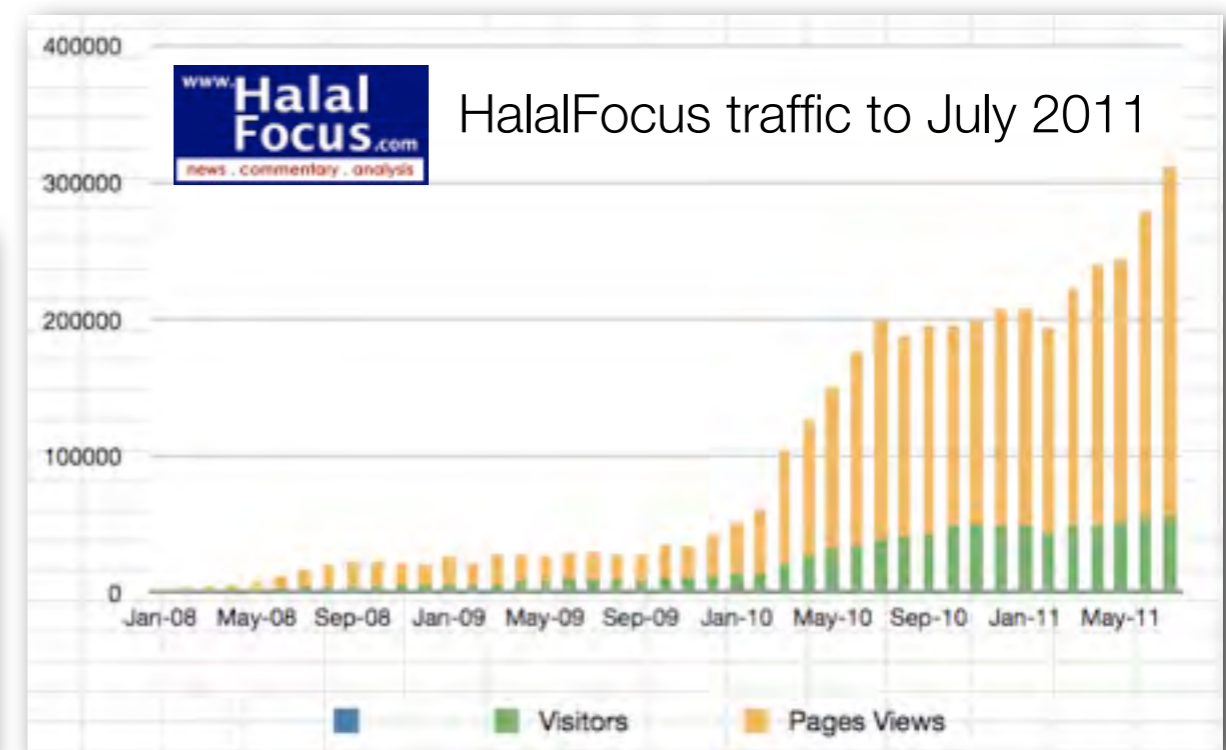
Jan 2010  
# 1 Ranking

Please be patient as results may take up to 60 seconds.  
'No' = Not in top 100. '-' = Engine not selected. 'Error' = No response.  
Click on rankings to view search engine results in separate tabs.

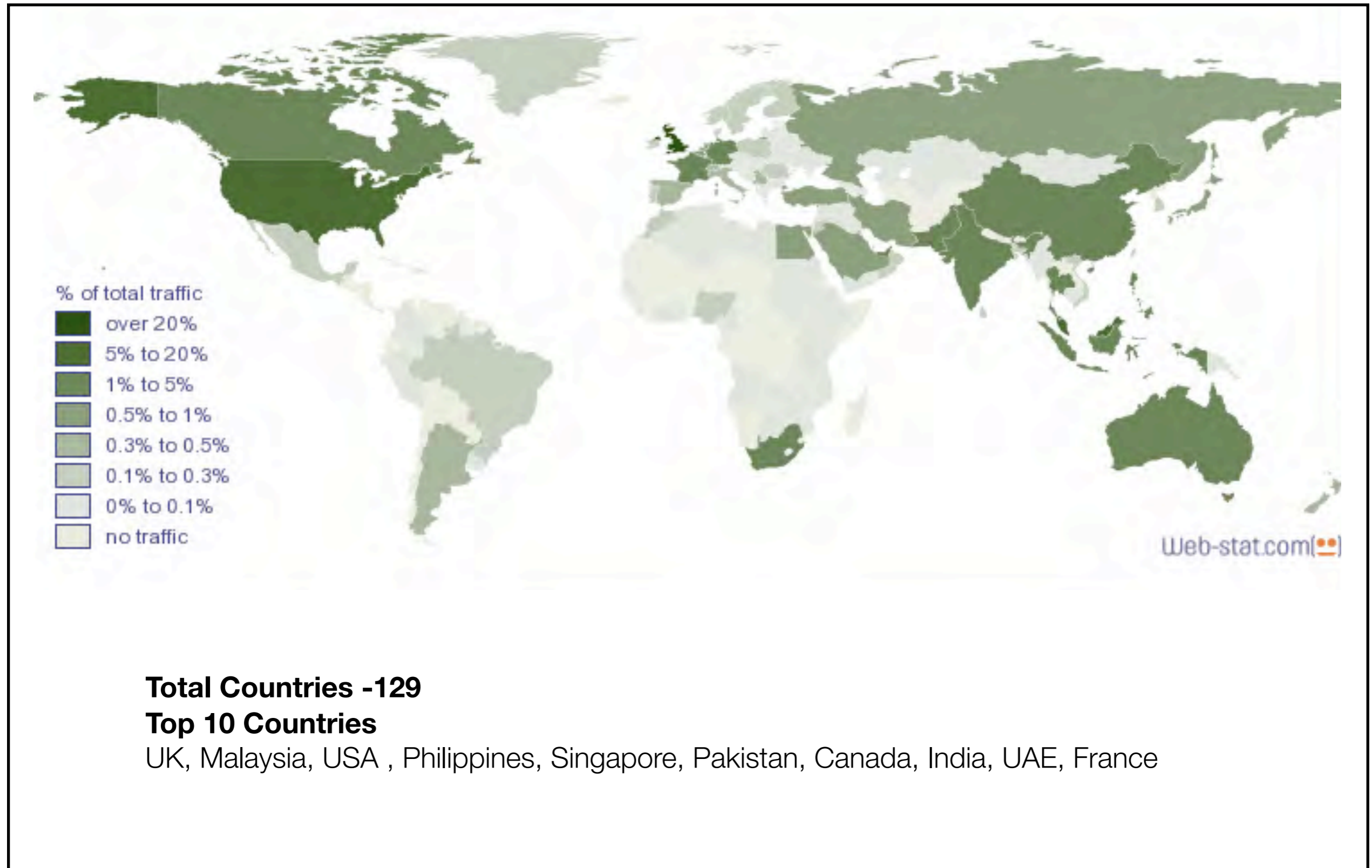
**98% Success Rate: This software program is so powerful it GUARANTEES top 10 Google rankings for any keyword within 90 days or your money back!**

|   | Google | Yahoo! | Bing | AOL | AltaVista | AllTheWeb | Y! Dir. | Dmoz |
|---|--------|--------|------|-----|-----------|-----------|---------|------|
| halal market news, analysis, commentary<br>halalfocus.com                             | 1      | 1      | 1    | 1   | 1         | 1         | No      | No   |
| halal market news, analysis, commentary<br>halalfocus.com<br>(01/29/2010 - 10:26 PST) | 1      | 1      | 1    | 1   | 1         | 1         | No      | No   |

[Close Window](#)



# Web Stats as of 26/5/10



# Advertising Positions & Rates

The screenshot displays the HalalFocus.com website interface. At the top, there is a blue header with the site logo and navigation links. Below the header, there are several content sections: a main article on the left, a 'HalalFocus Advertisers' section in the middle, and a 'Google Searches for Halal' section at the bottom right. The 'HalalFocus Advertisers' section features logos for Nestlé, Crescent, BMC, and others. The 'Google Searches for Halal' section includes a line graph showing interest over time from 2004 to the present.

## 468 x 70 Full Banner

Sizes in pixels. Recommended file size less than 40k

## 728 x 90 Leader Board

Sizes in pixels. Recommended file size less than 40k

## 125 x 125 Square Button

Sizes in pixels. Recommended file size less than 20k

- ➔ 3, 6 & 12 month advertising packages available.
- ➔ Prices fixed for duration of advertising package, regardless of increase in page views
- ➔ Files accepted in .jpg, gif, png formats

# Advertising Package Prices (USD) - AUG 2011

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- **Full Banner 468 x 70**
  - 3 month: \$1,800
  - 6 month: \$3,250
  - 12 month: \$6,000
  
- **Leader Board 728 x 90**
  - 3 month: \$1260
  - 6 month: \$2,400
  - 12 month: \$4,500
  
- **Square Button 125 x 125**
  - 3 month: \$900
  - 6 month: \$1600
  - 12 month: \$3,000



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