

19. MALAY NEWSPAPERS (BERITA HARIAN, BERITA MINGGU)

Guidelines

Reference

- a. Advertisements for the SPH Malay newspapers are generally more conservative compared to the rest of the SPH newspapers. As such, advertisements should not be offensive to the community nor violate the rules of Islam.
- b. The following types of advertisements are therefore not acceptable:
 - **Alcohol, Lounges, Nightclubs and KTV's**
 - Advertisements promoting above activities.
 - Advertisements showing beer, wine, bar counters or consumption of alcohol as Islam prohibits the drinking of alcohol.
 - Scenes of nightclubs, KTV's and lounges even if the contents of the advertisement are not promoting the above businesses.
 - Recruitment advertisements involving the recruitment of waitresses for the above businesses.
 - **Food and Restaurant Advertisements**
 - Advertisements of restaurants or food in SPH Malay newspapers should be 'Halal', i.e. prepared according to Islamic requirements.
 - If the owner of the restaurant or eating establishment is a Muslim, the owner need not apply for a 'Halal' certificate from MUIS (Majlis Ugama Islam Singapura or the Islamic Religious Council of Singapore).
 - However, for all eating establishments owned by non-Muslims, 'Halal' certification is a must if they want to pass of their food as being 'Halal'. It is not enough to say that their food is free of pork or lard. Therefore, such eating establishments must show proof of 'Halal' certification from MUIS before they can publish their advertisements in Berita Harian and Berita Minggu.
 - **Fashion Advertisements and Naked Visuals**
 - Such advertisements should not depict scantily clad women.
 - All advertisements containing provocative or revealing visuals of women will be reviewed on a case-by case basis.
 - **Religion**
 - Advertisements in SPH Malay newspapers promoting products, services or seminars of any religion other than Islam are not acceptable and would be deemed offensive to the Malay community.