

Gifts granted for advertising purposes

Shaykh Aboo `Abd-al-Mu`iz `Alee Ferkous al-Qoobee

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allaah, the Most Merciful, the Bestower of Mercy

Question: What is the ruling regarding the advertising gifts distributed by companies? Knowing that their costs are deducted from the value of taxes. May Allaah reward you.

Shaykh Aboo `Abd-al-Mu`iz `Alee Ferkous al-Qoobee: All praise is due to Allaah, the Lord of the Worlds. Peace and blessing be upon whom Allaah sent as a mercy to the Worlds, upon his Family, his Companions and his Brothers until the Day of Resurrection:

If the organisers of the advertising gifts aim at making the commercial companies as well as the quality of the product publicly known by means of advertising, in addition to getting their money back by reducing taxes that are imposed upon them; in such a case, I consider that there is no problem to use these kind of gifts and distribute them according to the advertising regions. And on condition that these gifts do not coincide with the heretical ceremonies such as the New Year's Eve party or the end of the Hegira year party, or have an ideological distinctive feature which is religiously prohibited, or comprise the workers' gifts or entail harm to the traders. For these reasons and the religious prohibitions, these gifts are forbidden.

However, if the gifts are devoid of the aforementioned reasons and religious prohibitions, then principally they are permissible.

The perfect knowledge belongs to Allaah عَزَّ وَجَلَّ; and our last prayer is all the praises and thanks are to Allaah, the Lord of the Worlds, and prayers of Allaah are to Muhammad and his Family, Companions and Brothers until the Day of Resurrection.

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