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Podcast

Beyond the Image. Into the Story.



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PODCAST?**

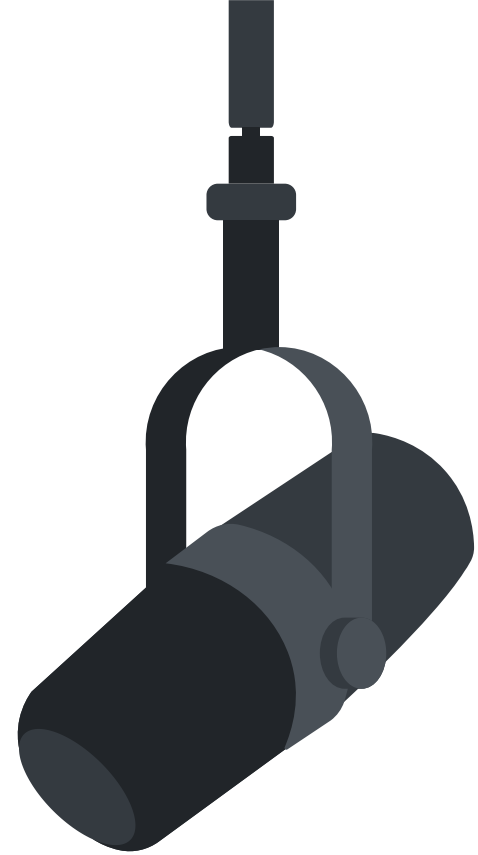
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LAYALINA PODCAST. A CONTENT ENGINE.

A premium, video-first podcast designed to create relatable, culturally relevant conversations and transform them into multi-platform content that brands can naturally integrate into.

What's Layalina Podcast?

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What it's NOT:

Scripted interviews

Surface-level conversations

One-time content



What it IS:

Honest, relatable conversations

Content designed for distribution

A platform brands can integrate
into

Why this matters?

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Podcast consumption is rapidly growing in the GCC

Audiences are shifting toward long-form + authentic content

Short-form clips from podcasts are driving viral reach

To be part of conversations people actually engage with.

The Power of Layalina:

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A Trusted Lifestyle & Culture Platform



Strong female audience



Premium positioning



Part of a wider media ecosystem

Layalina is a leading Arabic platform covering lifestyle, beauty, fashion, and culture, Layalina podcast is not just content creation, it's content amplification.

Podcast Format

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Structure

- 1 host + 1 guest
- 30–45 minutes
- Weekly episodes
- Video-first production

Content style:

Real, emotional, unfiltered conversations



Content Pillars



Culture & lifestyle



**Relationships & real
talk**

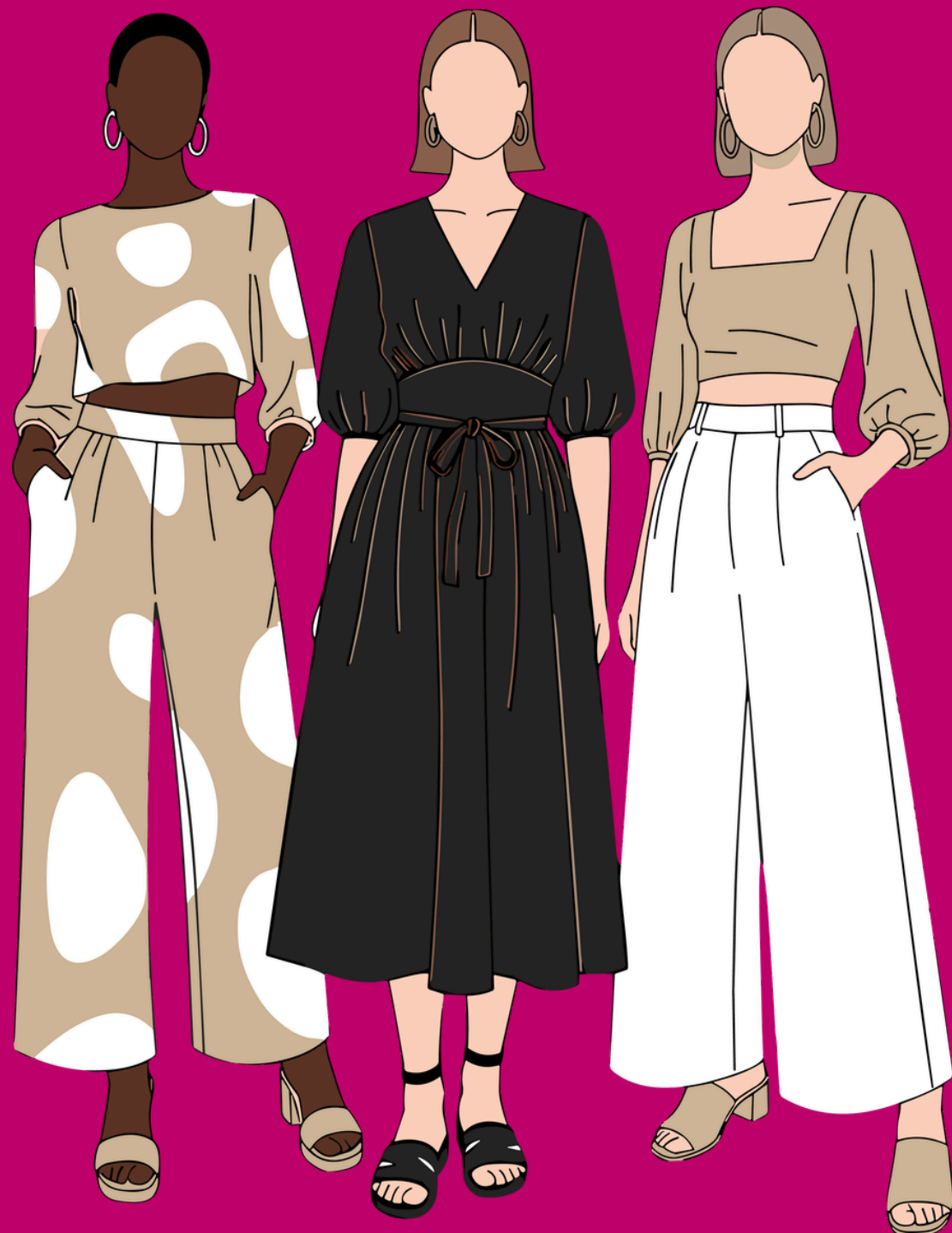


**Success & personal
journeys**



**Trends & social
conversations**

Audience



Who?

- Women & men, 20–40
- GCC & MENA focus
- Interests: lifestyle, beauty, culture, relationships, self-growth

Mindset

Aspirational but seeking real, relatable content.

Distribution Power

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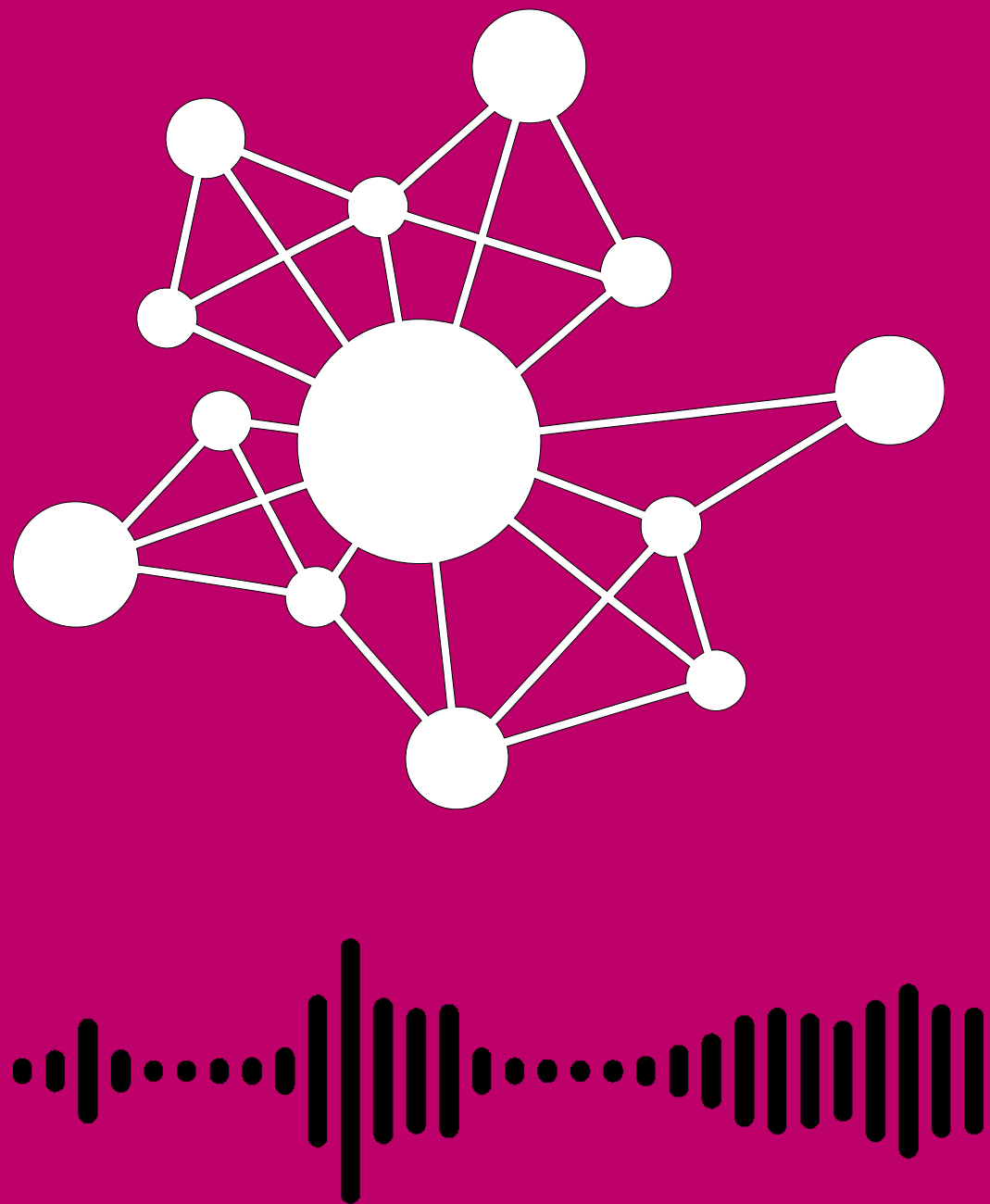


Multi-Platform Reach

- Instagram (Reels + Posts + Stories)
- TikTok
- Snapchat
- YouTube (if applicable)
- Layalina website (articles)

Amplified through 7awi ecosystem

The Content Engine



From One Episode to Full Exposure:

- 1 episode
- 5-8 short-form videos (Reels / TikTok / Snap)
- Social posts across Layalina platforms
- 1-2 editorial articles
- Optional PR coverage

Result

Your brand appears across multiple touchpoints.
not just one video.

Partnership opportunity. A Co-Created Conversation.

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**We collaborate with your
brand to shape meaningful
conversations.**



**Selected partners have the
opportunity to co-create
episodes, align on themes, and
become part of the
storytelling process.**

What This Means

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Co-defining relevant episode topics

Aligning conversations with brand values

Integrating products naturally within the narrative

Creating content that reflects both the brand and the audience

Partnerships packages

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Entry

- 1 episode
- 20-30min

\$6000

Standard

- 3 episodes
- 20-30min per episode

\$15,000

Premium

- 10 episodes
- 20-30min per episode

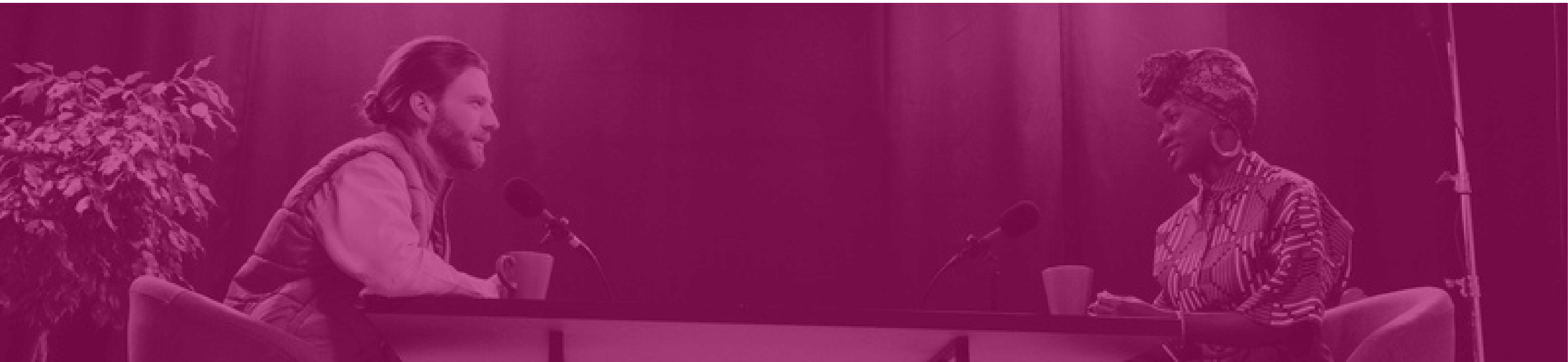
\$45,000

*Listener Statistics: Average views per episode: 50,000 Monthly unique listeners

Sponsorship opportunities

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- Natural product placement
- Host-read mentions
- Branded segments
- Visual integration within content



Sponsorships packages

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Basic

- Brand mention in episode
- Logo placement

(Pricing available upon request)

Standard

- Full episode integration
- 3-5 social clips
- Social posting

(Pricing available upon request)

Premium

- Full integration
- 5-8 clips
- Editorial article
- Social amplification
- PR support

(Pricing available upon request)

Layalina is a leading Arabic platform covering lifestyle, beauty, fashion, and culture, Layalina podcast is not just content creation, it's content amplification.

What Partners Get?

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Visibility across the 7AWI media network

Integration in premium Lifestyle content

Long-lasting content value

Authentic brand integration

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THANK YOU

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