

# Radi *Barakat*

MENA LIFESTYLE · COMEDY · PODCAST HOST

242K+

TOTAL FOLLOWERS

2.4M

REEL VIEWS · 90D

6.7%

ENGAGEMENT RATE

Platform snapshot: Instagram 100K followers · TikTok 82K followers / 944.9K likes · Snapchat 60K followers

# Arabic comedy, *luxury aesthetic*, diaspora reach.

Radi Barakat is an Arabic-speaking lifestyle and comedy creator whose content sits at the intersection of Gulf luxury aesthetic, MENA diaspora humor, and a podcast-format reel series that drives category-leading share counts.

## CONTENT PILLARS

**Comedy skits** — POV-format pieces in both Arabic and English, often cultural-commentary driven.

**Luxury lifestyle** — UAE-set automotive (Rolls Royce feature did 700K+ views), streetwear, and diaspora-coded visuals.

**Podcast-format reels** — an emerging series featuring Radi in conversation on cultural and social topics. Highest save-rate content on the channel.

**Community** — food/charity content ("feed a hundred people" format) that performs unusually well on shares.

## AUDIENCE

**Primary geographies:** UAE, Saudi Arabia, US MENA diaspora, UK MENA diaspora.

**Language mix:** Arabic-primary content with English bilingual captions and crossover skits.

**Demo skew:** 18–34, skews male, urban centers.

**Why brands care:** MENA creators with authentic Arabic fluency, comedic timing, and luxury-compatible aesthetic are a thin supply. US-based creator agencies generally can't reach this demographic at scale.

# The *numbers.*

Instagram figures from Analytics, 90-day reporting window; cross-platform reach adds TikTok and Snapchat. Current public snapshot: 100K Instagram · 82K TikTok followers / 944.9K likes · 60K Snapchat followers.

## ACCOUNTS REACHED

1,000,000

10× follower count — distribution well beyond core audience.

## REEL VIEWS

2,400,000

~800K/month. Consistent video reach.

## SHARES

120,000

8,000 per reel average — algorithm signal brands pay premium for.

## SAVES

9,600

Brand-intent indicator. Audience bookmarks content to revisit.

## LIKES

94,000

Primary engagement metric — healthy for 15 reels in window.

## COMMENTS

7,000

Strong discussion density on comedic/cultural-commentary posts.

Engagement rate of 6.7% vs industry median of 2.5% at the 100K Instagram tier. With 242K+ cross-platform followers, Radi offers proven IG performance plus broader TikTok/Snapchat distribution.

# Flat fees. No commission.

All rates below are flat content fees. Payment terms are 50% on signing, 50% on content go-live via wire, ACH, or Stripe. Performance codes and promo links are available at no charge and are additive to — not in place of — the base fee.

## POSTING DELIVERABLES

<b>Single Reel</b> <i>1 reel · 1-week organic usage</i>	<b>\$1,500</b>
<b>Reel + 3 Stories</b> <i>most-requested bundle</i>	<b>\$2,250</b>
<b>3-Reel Campaign</b> <i>1 reel/week × 3 weeks</i>	<b>\$4,050</b>

## UGC — BRAND POSTS, NOT RADI

<b>Single UGC Video</b> <i>delivered raw for brand's own channels</i>	<b>\$700</b>
<b>UGC 3-Pack</b> <i>best margin deal for brand</i>	<b>\$1,650</b>

## RETAINERS

<b>Monthly Retainer</b> <i>2 reels + ongoing stories · 1-month minimum</i>	<b>\$3,750/mo</b>
<b>Quarterly Retainer</b> <i>3-month lock · preferred rate</i>	<b>\$9,750/qtr</b>

## ADD-ONS

<b>Whitelisting — 30 days</b> <i>brand runs content as paid ads from Radi's handle</i>	<b>+\$750</b>
<b>Paid Ad Usage — 6 months</b> <i>unlimited paid use of delivered content</i>	<b>+\$1,125</b>
<b>Category Exclusivity — 30 days</b> <i>+75% of base fee</i>	<b>on request</b>

# How we *work*.

- ◆ **Payment:** 50% of the total fee is due on signing via wire, ACH, or Stripe. Remaining 50% is due within 48 hours of content go-live. Retainers paid monthly in advance on the 1st.
- ◆ **Content ownership & usage:** Brand receives 1 year of organic use on its own channels. Paid-ad usage and whitelisting are separate line items above.
- ◆ **Approvals:** 2 rounds of revision on concept, 1 round on final edit. Additional rounds billed at \$150/round. Radi retains final creative approval to preserve audience trust.
- ◆ **Exclusivity:** No category exclusivity is included in base rates. 14-day minimum spacing between competing-brand posts.
- ◆ **Cancellation:** 50% kill fee if cancelled post-signing, 100% if cancelled post-production kickoff.
- ◆ **Compensation structure:** All rates above are flat content fees. Radi does not accept performance-only, commission-only, or "product seeding" deals. Promo codes and tracking links are additive.
- ◆ **Turnaround:** Standard 7–10 business days from deposit for UGC. 14–21 days for posting deliverables to allow for creative development and brand approval cycles.



— BOOK A COLLABORATION —

## Partnership *inquiries*

MANAGEMENT

MJ · House of Meroë

EMAIL

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CREATOR

@radibarakat

RESPONSE WINDOW

24 hours, business days