



EL-SHAI
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EL-SHAI'S MEDIA KIT 2026, Q1

ABOUT

EL-SHAI

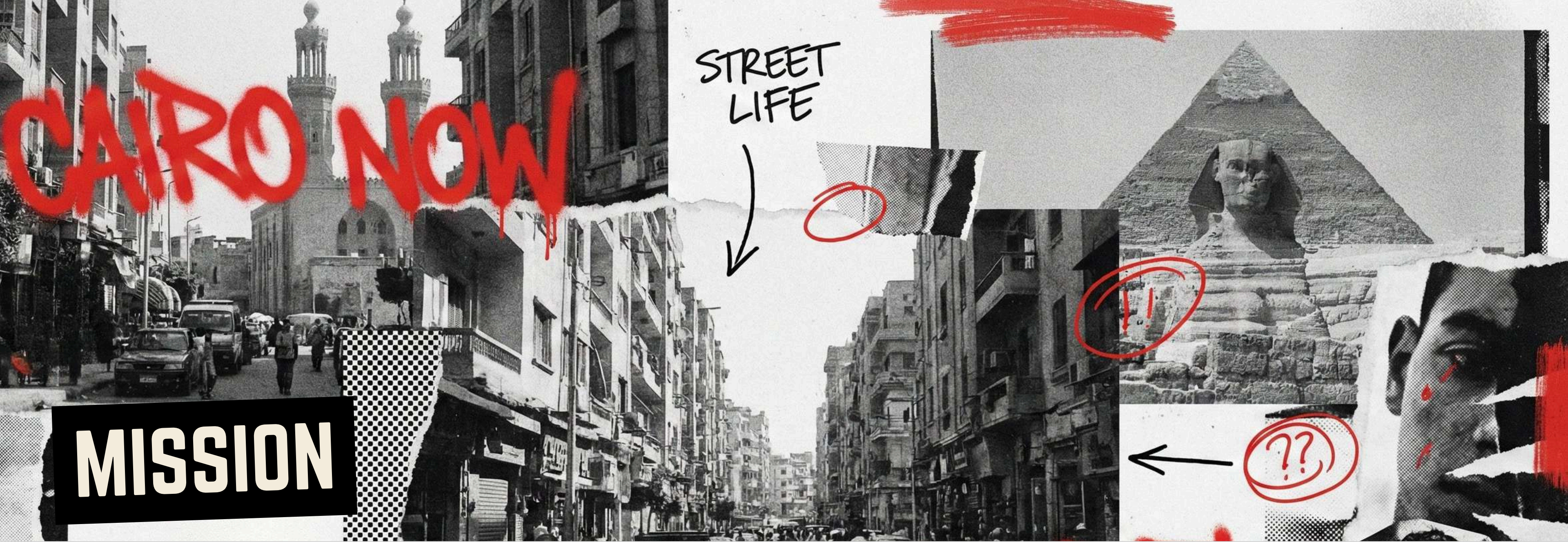


El-Shai is not just a platform; it's your **virtual living room**. A space where **Egyptians worldwide** as well as **expats in Egypt** come together to share, engage, and shape cultural conversations.

Our **community-driven approach** values your voice, celebrates diversity, and fosters inclusivity, creating a shared space for creativity and innovation.



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El-Shai's mission is to create honest, **culturally grounded storytelling** that **connects Egyptians everywhere** and the **diverse communities living in Egypt**, offering content that reflects real life, sparks meaningful conversation, and builds a shared sense of understanding and belonging.

ENGAGEMENT RATE

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According to Socialblade.com, we have almost 4x higher engagement rates than our competitors and above the average of 1.2%.

A high engagement rate indicates the content is valuable, our followers are real, and we don't use easy growth hacks to gain our followers.



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	El-Shai - الشاي @elshai.eg			
	MEDIA UPLOADS	FOLLOWERS	FOLLOWING	ENGAGEMENT RATE
	3,848	52,844	378	4.51%



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Instagram:

- **Followers:** 100,000+
- **Average Engagement Rate:** 4.8% (industry average: 1.2%)
- **Monthly Reach:** 25,000,000+

TikTok:

- **Followers:** 390,000+
- **Average Engagement Rate:** 6.5% (industry average: 2.5%)
- **Monthly Views:** 5,000,000+

Facebook:

- **Followers:** 63,000+
- **Average Engagement Rate:** 2.8% (industry average: 1.2%)
- **Monthly Reach:** 1,000,000+

Website:

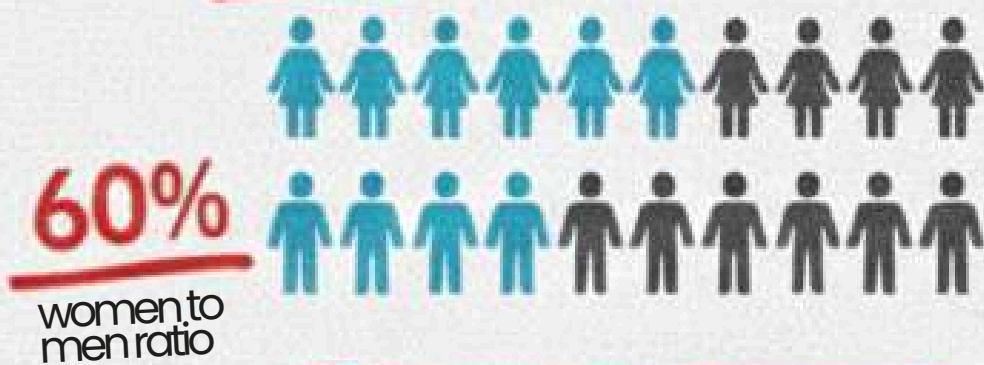
- **Monthly Visitors:** 150,000+

**REACH
AND METRICS**

AUDIENCE INSIGHTS

Primary audience:

Bilingual Egyptians and expatriates.



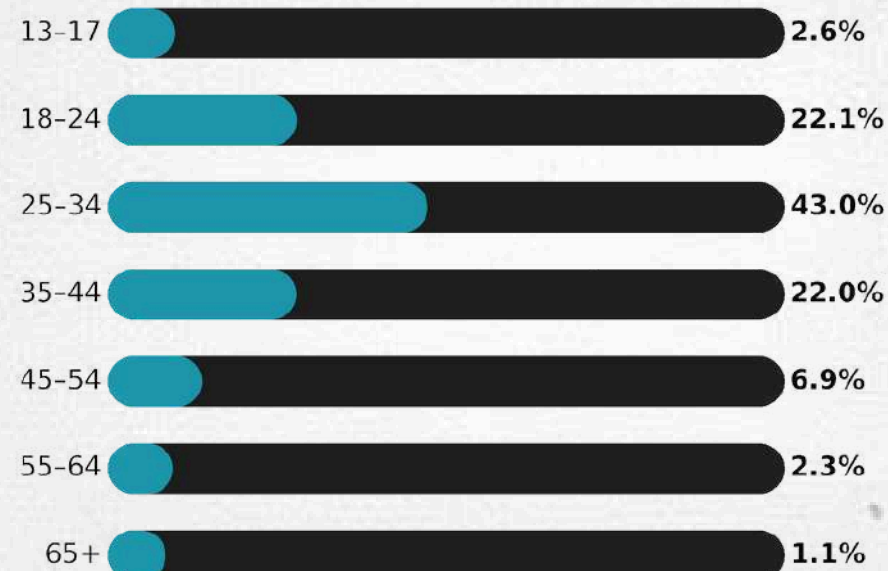
Generational Focus:

Millennials and Gen-Z, particularly digital natives.

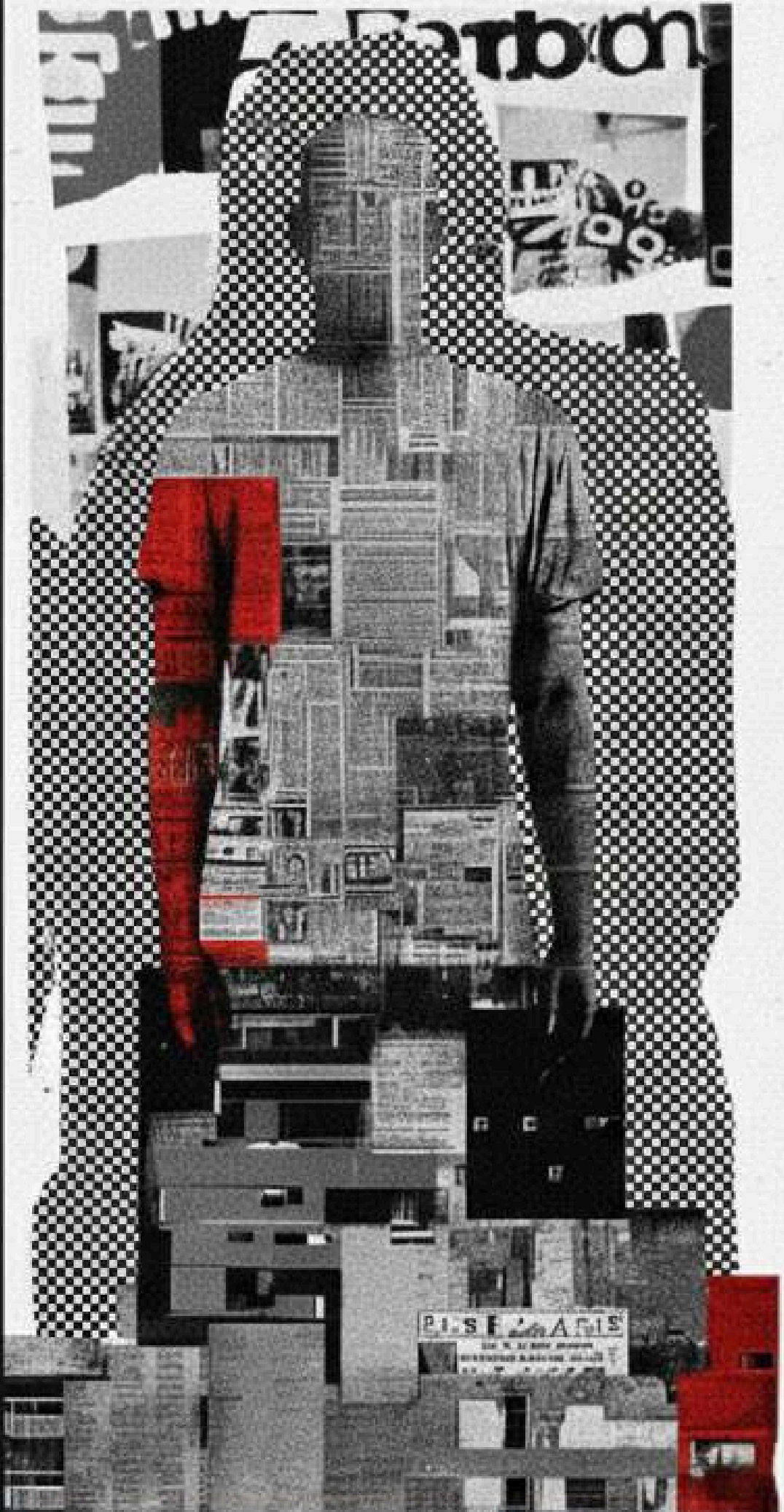
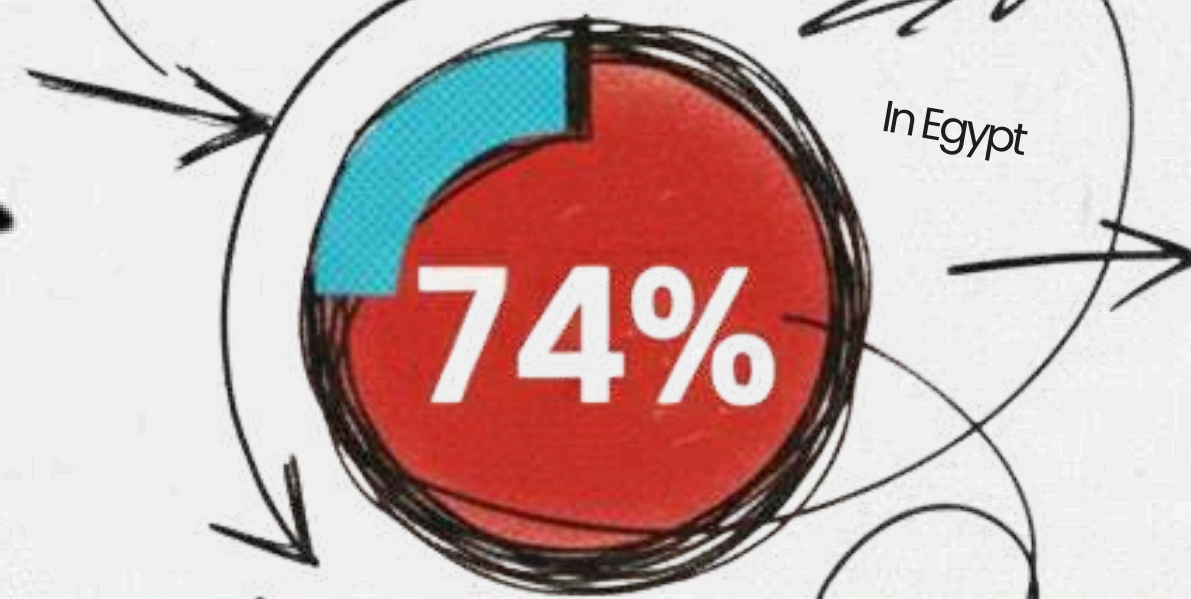
Key Interests:

Entertainment, lifestyle trends, social issues, and cultural narratives.

Age Range:



Top Location:



INDIA EGYPT



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Basic Package – 45,000 EGP (950 USD)

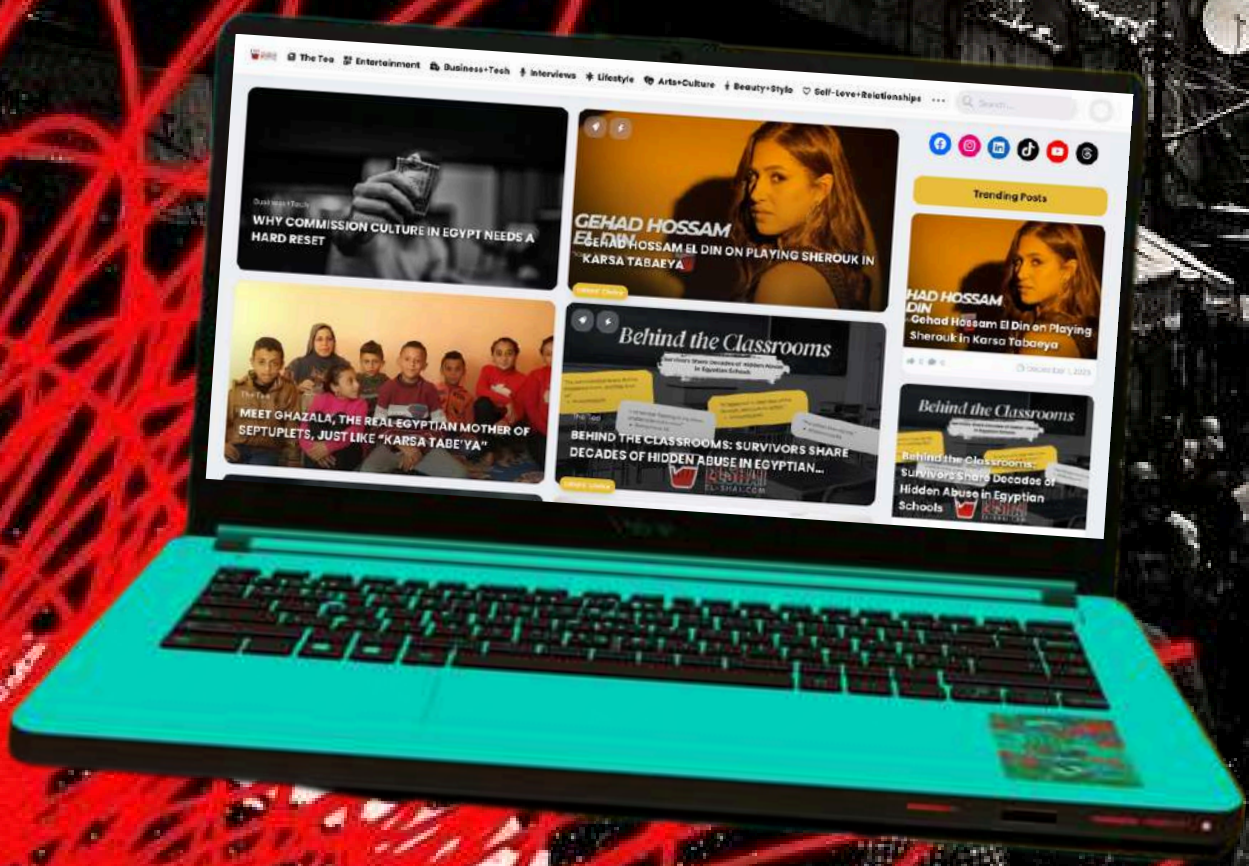
- Client-provided article.
- Shared on El-Shai's website.

Standard Package – 70,000 EGP (1,500 USD)

- Advanced SEO optimization with keywords, meta descriptions, and links.
- Shared on the website and one platform (Facebook or Instagram Story).
- Add more platforms for a 15% discount per platform.

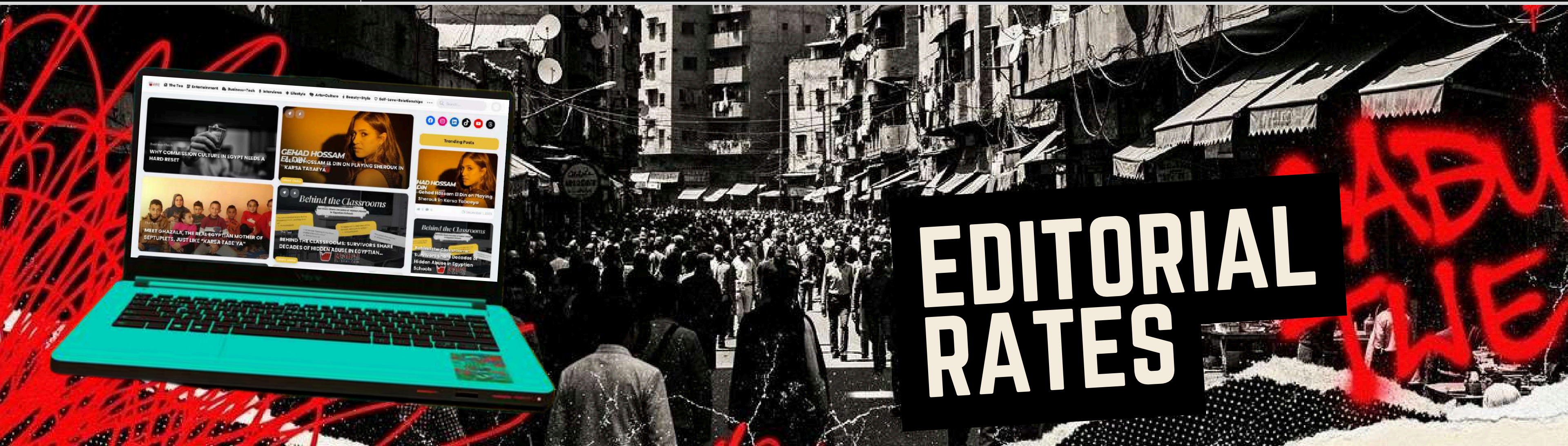
Premium Package – 90,000 EGP (2,000 USD)

- In-depth feature or interview with custom visuals and advanced SEO.
- Shared on the website, Facebook, and Instagram Stories.
- Instagram carousel or teaser video included.



EDITORIAL RATES

ADU
WE





SOCIAL MEDIA RATES

Social Media Post – 60,000 EGP (1,300 USD)

- Single photo post or Reel provided by the client
- Focused on one clear message or announcement
- Caption written and optimized by El-Shai
- Advanced keyword and SEO optimization
- Designed for reach and visibility
- Requires lighter editorial structuring

Social Media Carousel – 70,000 EGP (1,500 USD)

- Multi-slide format, up to 10 slides
- Built for storytelling and step-by-step content flow
- Each slide planned with a clear purpose and hierarchy
- Stronger editorial involvement and content structuring
- Optimized for saves, shares, and engagement
- Requires deeper strategy, writing, and sequencing





EVENTS COVERAGE

Basic Event Coverage – 100,000 EGP (2,100 USD)

- Content provided by client.
- 5 Stories with captions.
- 1 Photo Carousel or Reel on 1 platform.

Standard Coverage – 120,000 EGP (2,515 USD)

- Content provided by El-Shai.
- 5 edited Stories with visuals and captions.
- 1 Photo Carousel or Reel on 1 platform.

Premium Coverage – 150,000 EGP (3,150 USD)

- Content provided by El-Shai
- 5 edited Stories with visuals and captions.
- 1 Reel.
- 1 Photo Carousel by El-Shai.

OPTIONAL ADD-ONS & COVERAGE TERMS:

- **On-ground interviews (filmed and edited):** +10,000 EGP (210 USD).
- **Additional Stories beyond package scope:** +5,000 EGP (105 USD) per Story .
- **Full delivery of raw and edited event content for client reuse:** +50,000 EGP (1,050 USD) .
- Coverage applies to 1-day events only (maximum 5 hours)
- **Additional coverage hours:** +5,000 EGP (105 USD) per hour
- **Events outside Cairo:** +10,000 EGP (210 USD) per day
- Transportation and accommodation are not included and covered by the client



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PRE-PAID PACKAGED DEALS

Quarter Package – 400,000 EGP (8,385 USD)

- 2 Event Coverage Packages (Standard).
- 6 Social Media Posts
- 4 Stories.

Pre-discount: 680,000 EGP

Annual Campaign – 1,500,000 EGP (31,450 USD)

- 8 Event Coverage Packages (4 Standard, 4 Premium).
- 20 Social Media Posts.
- 20 Stories.

Pre-discount: 2,680,000 EGP



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POLICIES

- Rates exclude 14% VAT
- Payment due within 20 days of invoice issuance; late fees apply
- Cancellations incur 50% of the total rate; no cancellations after publishing or event attendance
- All briefs must follow El-Shai's provided templates
- Communication is limited to official working hours
- Two rounds of edits is included; additional revisions are subject to extra fees
- Content usage rights apply only to the agreed deliverables, unless otherwise stated
- Posting timelines are subject to El-Shai's editorial calendar and approval process
- El-Shai reserves the right to decline content that does not align with its editorial standards



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LET'S WORK TOGETHER!

Contact us to explore how El-Shai can bring your vision to life!

WEBSITE:

[HTTPS://WWW.EL-SHAI.COM/](https://www.el-shai.com/)

FACEBOOK:

[HTTPS://FACEBOOK.COM/ELSHAI.EG/](https://facebook.com/elshai.eg/)

INSTAGRAM:

[HTTPS://WWW.INSTAGRAM.COM/ELSHAI.EG/](https://www.instagram.com/elshai.eg/)

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