



THE MO HANGOUT

حكايات من برلين

A podcast for Arab & Arabic-speaking immigrants in Germany, and everyone planning the move

Sponsorship Media Kit · August 2026

@mohangout on YouTube · Instagram · TikTok | hawass@naktz.com

2.9K

YOUTUBE SUBSCRIBERS
youtube.com/@mohangout

3.9K

INSTAGRAM FOLLOWERS
growing fast — 90 days

1.3M

TIKTOK VIEWS
last 90 days

Why sponsor The Mo Hangout

The Mo Hangout is a bilingual (Arabic/German) podcast and short-form video show built for one of the hardest audiences to reach directly: Arab and Arabic-speaking immigrants living in Germany, plus Arabs abroad actively planning their move. Hosted by Mohamed Hawass -tech entrepreneur and founder of Sinai Capital- the show covers the real, unfiltered side of relocating: the gap between expectation and reality, everyday challenges, success stories, hard facts, and honest conversations about building a life in Germany.

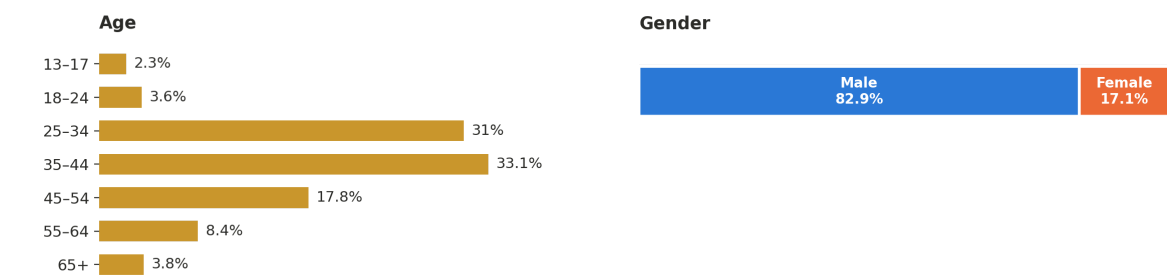
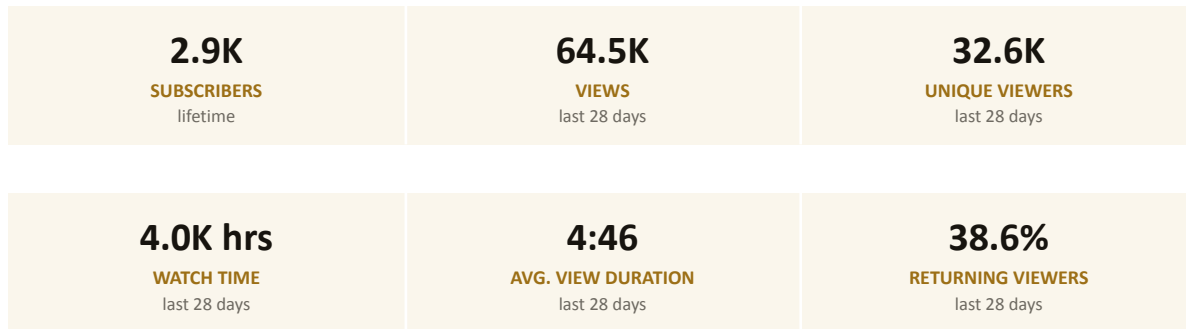
This is a high-intent, high-value audience for any brand serving newcomers and the diaspora: relocation and visa services, banking and fintech, money transfer, insurance, telecom and SIM providers, language schools, job platforms, real estate, and financial services. YouTube's own audience data shows this audience over-indexes as avid investors, banking & finance users, business news readers, and travel shoppers, exactly the profile sponsors in these categories are trying to reach.

What the show covers

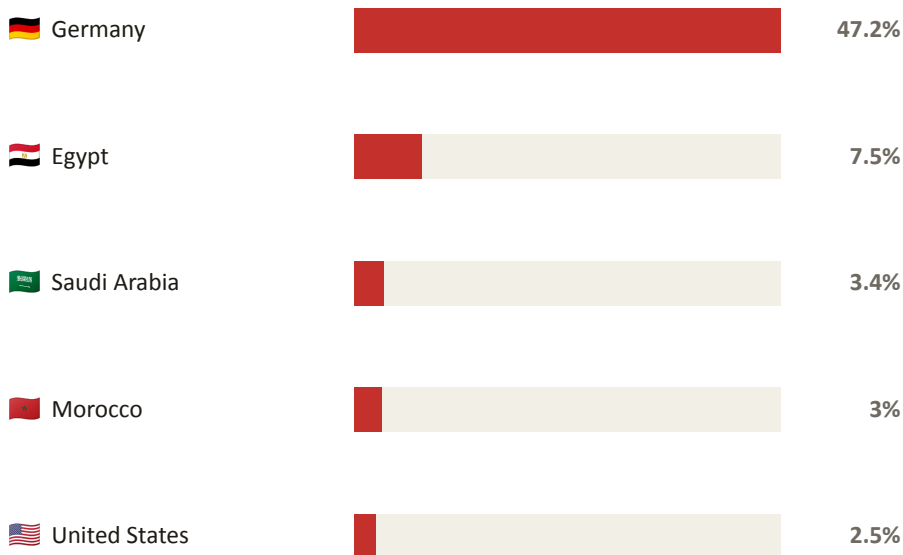
- **Challenges:** the real obstacles immigrants face settling into German life and bureaucracy
- **Success stories:** guests who built careers, businesses, and new lives in Germany
- **Facts:** practical, myth-busting information about visas, work, and daily life
- **Life in Germany:** culture, parenting, money, and everyday reality for newcomers



The Mo Hangout | حكايات من برلين · youtube.com/@mohangout · 90 videos published · Launched March 2026



Top viewer locations



Audience interests sponsors care about

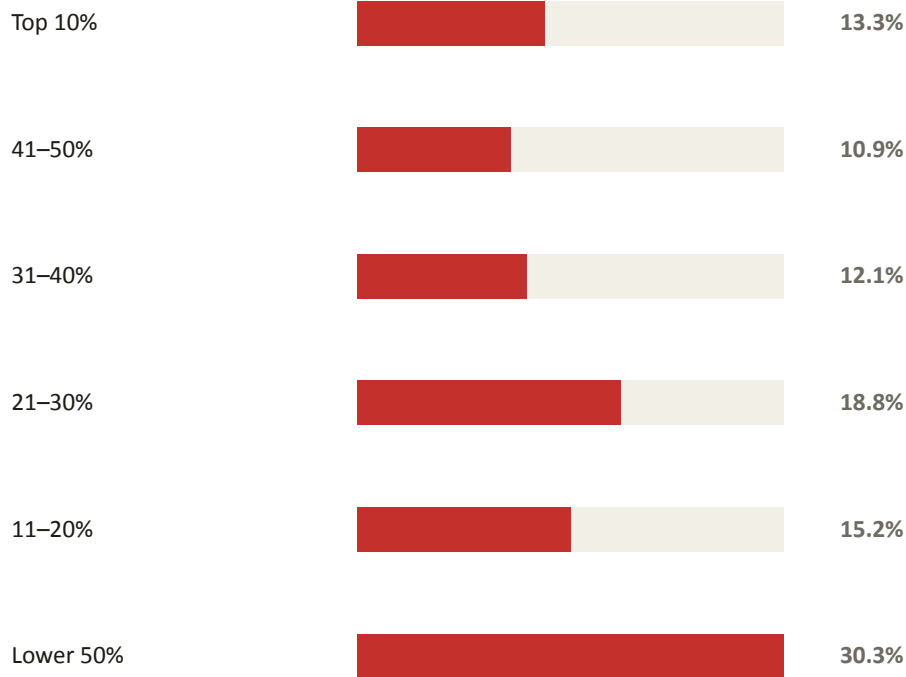
Google-estimated audience interest levels, last 28 days, an unusually strong fit for finance, relocation and travel brands:

- **Avid Investors & Banking / Finance audiences:** High interest
- **Avid Business & Political News Readers:** High interest
- **Value Shoppers:** High interest
- **Travel & Financial Services shoppers:** High interest

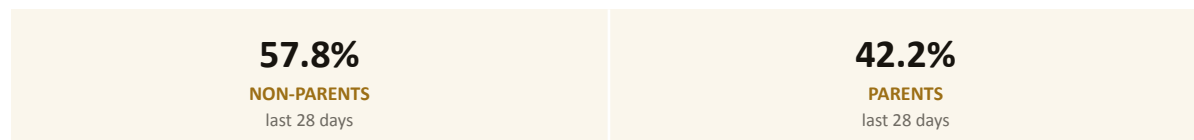
Shopping interests

- **Mixers:** Very High interest
- **Travel:** High interest
- **Financial Services:** High interest
- **Home & Garden Services:** High interest
- **Eyewear:** High interest

Household income



Parental status





TikTok

@mohangout · short-form clips from every episode

1.3M

VIDEO VIEWS

last 90 days

588.4K

TOTAL VIEWERS

last 90 days

418.2K

NEW VIEWERS

last 90 days

26.8K

LIKES

last 90 days

6.0K

SHARES

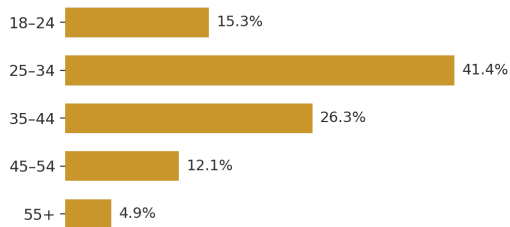
last 90 days

1.4K

COMMENTS

last 90 days

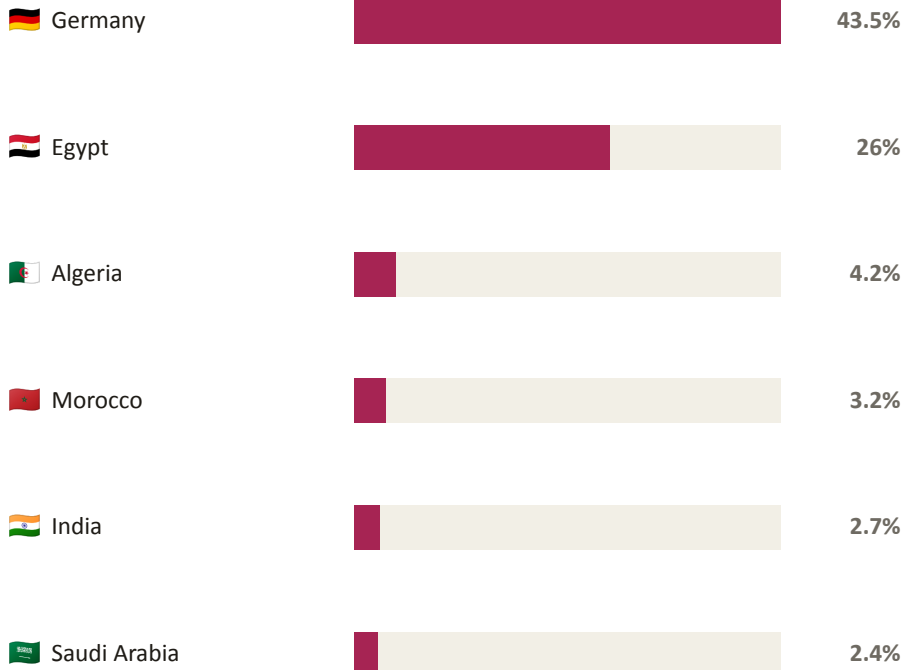
Age



Gender



Top viewer locations





Instagram

@mohangout · Reels-first, built around the podcast's most-shared moments

3.8K

FOLLOWERS

+3,830 in 90 days

747K

ACCOUNTS REACHED

last 90 days

22.7K

INTERACTIONS

last 90 days

734K

REELS VIEWS

last 90 days

92.1%

NON-FOLLOWER REACH

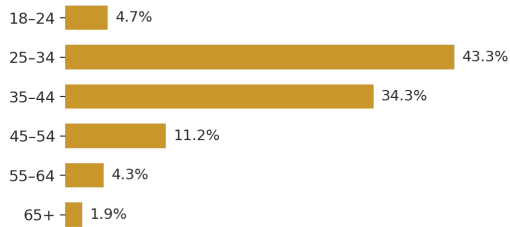
of all views — strong discovery

+31,917%

REACH GROWTH

since May 30

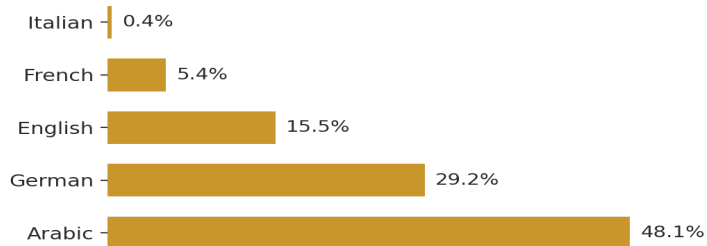
Age



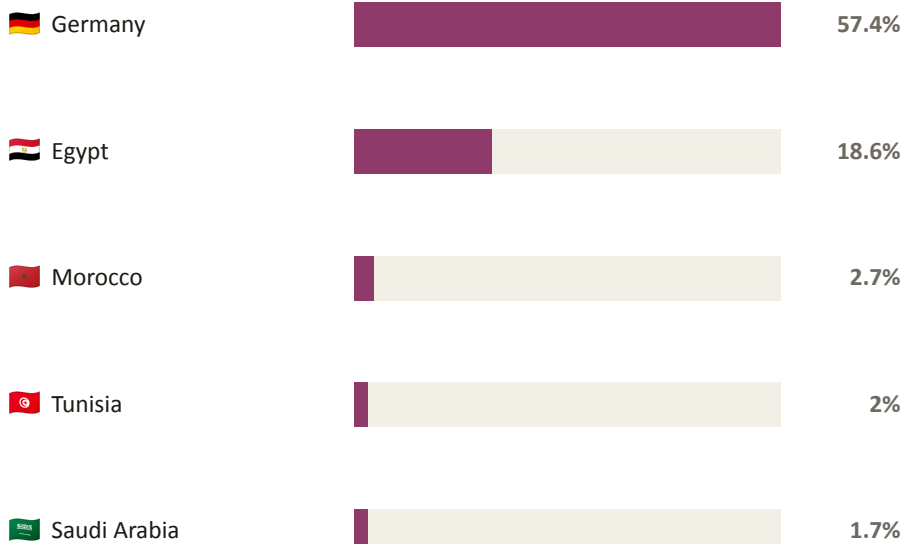
Gender



Top languages



Top viewer locations



Sponsorship packages

The Mo Hangout is open to sponsorships and long-term brand partnerships across YouTube, Instagram and TikTok. Two ways to start:

Sponsor an Episode

€300

one-time · per episode

- ✓ 30–45 sec natural host-read in 1 full episode
- ✓ Personal, natural host introduction of your brand
- ✓ Sponsor link + CTA in the episode description
- ✓ Pinned comment with your link or offer
- ✓ 1 Instagram Story tied to the episode
- ✓ Sponsor logo on 1 promotional Reel/TikTok clip
- ✓ Optional discount code / audience offer
- ✓ Custom CTA: visit, register, apply, book...
- ✓ Long-term visibility: stays live in the episode
- ✓ Basic views/reach report after publishing

★ **FOUNDING PARTNER RATE** ★

Monthly Partner

~~€1,000~~

€800

per month · cancel anytime

- ✓ Host-read integration in 2 full episodes
- ✓ Personal host introduction of your brand
- ✓ Sponsor branding on 2 podcast clips
- ✓ Distributed on IG Reels, TikTok & YouTube Shorts: 6 placements total
- ✓ Up to 4 Instagram Stories across the month
- ✓ Sponsor link + CTA in both episode descriptions
- ✓ Pinned comments on both sponsored episodes
- ✓ Optional discount code / exclusive audience offer
- ✓ Custom CTA tailored to your campaign goal
- ✓ Integrations matched to relevant upcoming topics
- ✓ Option to run 1 sponsor-supported giveaway
- ✓ Full monthly report: views, reach, engagement, conversions
- ✓ Long-term visibility across all published episodes
- ✓ Official "Mo Hangout Monthly Partner" status

The €800 founding partner rate is limited to the first 5 Monthly Partners — the rate then moves to €1,000/month.

Rates are benchmarked against 2026 host-read podcast CPMs (~\$18–26 per 1,000 plays) and micro-influencer per-post pricing across Instagram, TikTok and YouTube — then priced for a fast-growing, hard-to-reach niche audience. Custom scopes and multi-month bundles available on request.

Let's talk

Mohamed Hawass · The Mo Hangout

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