

MEDIA KIT · 2026

Sama Al Azzawi

Family & Lifestyle Creator · Parenting Educator · Speaker

Real life. Meaningful experiences.
Trusted recommendations.



Meet Sama.

Sama Al Azzawi is a family and lifestyle creator, parenting educator and speaker based in Houston, Texas. Through the Motherhood Club, she shares honest stories, practical parenting insight and trusted recommendations with Arabic-speaking families around the world.

“Sama does not simply feature products—she places them within real family life and shows her audience how they can add genuine value.”

8+

YEARS OF
TRUSTED CONTENT

1M+

COMBINED
FOLLOWERS

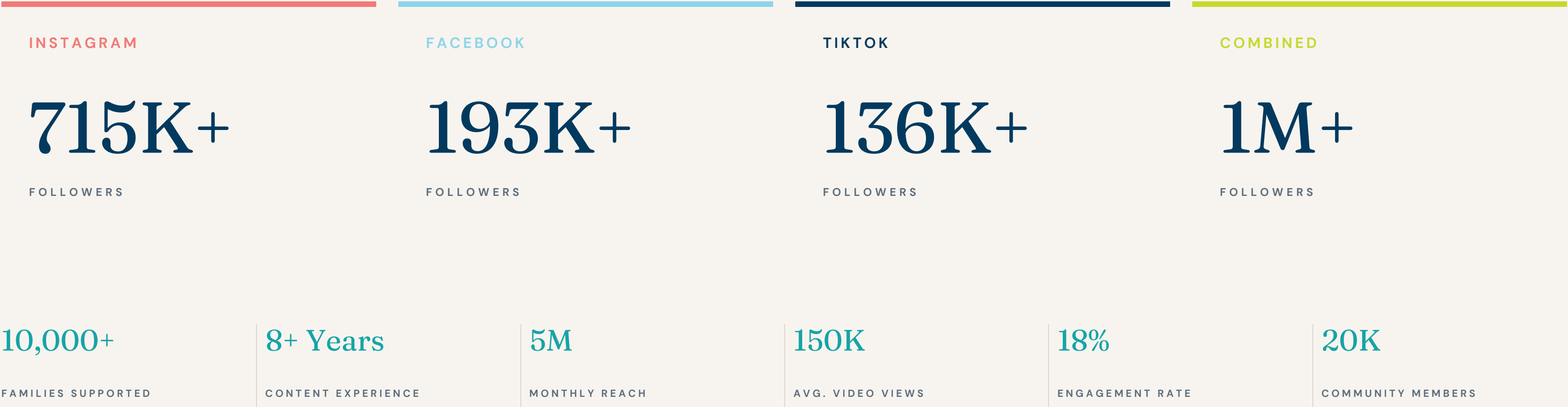
AR/EN

BILINGUAL
CULTURAL REACH





A community of over 1 million.



Updated platform insights and campaign-specific analytics are available upon request.



A trusted connection with families.

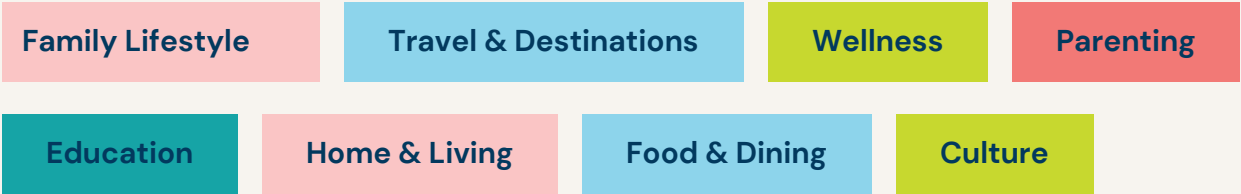
Sama's community is built on eight years of consistent, honest engagement with Arabic-speaking women, parents and families who look to her for trusted recommendations across lifestyle, wellness, education and travel.

PRIMARY AUDIENCE	Arabic-speaking women, parents & families
CORE AGE RANGE	24-35
PRIMARY LANGUAGE	Arabic
SECONDARY LANGUAGE	English
KEY MARKETS	United States · Gulf Countries · Europe
TOP COUNTRIES	United States/ Gulf Countries

GENDER SPLIT

Women	83%
Men	17%

AUDIENCE INTERESTS





Life with kids—in every dimension.

Sama's content spans the moments that shape family life—home, travel, food, wellness, learning and everything in between.

01

Family Lifestyle
Everyday moments and rituals.

02

Travel & Destinations
Trips designed with families in mind.

03

Local Experiences
Places worth discovering nearby.

04

Wellness & Healthy Living
Realistic wellbeing for busy parents.

05

Home & Everyday Living
The tools that make homes work.

06

Food & Family Dining
Meals, cravings and gatherings.

07

Kids & Education
Learning through play and structure.

08

Parenting
Conscious, connected, culturally aware.

Where trust meets real family life.

01

TRUST

A long-term loyal community built over 8+ years of consistent, honest content.

02

AUTHENTICITY

Natural product integration woven through real family moments.

03

CULTURAL CONNECTION

Direct reach to Arabic-speaking families in the US, Europe and Gulf.

04

MEANINGFUL STORYTELLING

Explaining why a product matters to family life, not just what it is.

05

MULTI-CATEGORY INFLUENCE

Travel, lifestyle, wellness, home, food, education and parenting.

“The most successful partnerships feel useful to the audience, authentic to Sama's voice and valuable to the brand.”



Ways we can work together.

CONTENT FORMATS

Sponsored Instagram Reels

TikTok Videos

Facebook Video Content

Instagram Story Packages

Integrated Lifestyle Content

Product Demonstrations & Reviews

TRAVEL & LIFESTYLE

Hotel & Resort Collaborations

Tourism & Destination Campaigns

Restaurant & Family Dining

Local Event & Attraction Coverage

Wellness & Healthy Living

Home & Technology

BRAND & COMMUNITY

Children's Products & Education

Family Travel Campaigns

Giveaways & Activations

UGC Content

Brand Ambassadorships

Affiliate & Long-Term Partnerships

Every partnership can be customized according to the brand's goals, target audience, platform requirements and campaign duration.

Content that connects and converts.



01

AUTHENTIC EXPERIENCE

Real moments, honestly told.



02

FAMILY STORYTELLING

Narratives grounded in daily life.



03

PRODUCT DEMONSTRATION

Clear, useful, hands-on reviews.



04

EDUCATIONAL INTEGRATION

Insight and instruction woven in.



05

DESTINATION COVERAGE

Travel through a family lens.



06

UGC & AMBASSADORSHIP

Ongoing brand partnerships at scale.

Speaking & educational collaborations.

Sama is available for conferences, media appearances, schools, community events and podcasts —both in person and virtually.

COLLABORATION TYPES

- Keynote & Guest Speaking
- Panel Discussions
- Podcast & Media Interviews
- Parent Education Workshops
- School & Community Events
- Brand-Sponsored Events
- Family & Wellness Events
- Customized Training Programs

Available in Arabic & English

Based in Houston, Texas

Available for travel & virtual events

SUGGESTED TOPICS

- Parenting Without Yelling or Threats
- Understanding Children's Behavior
- Raising Children Between Two Cultures
- Building Strong Parent-Child Relationships
- Boundaries With Love and Firmness
- Realistic Wellness for Busy Mothers
- Creating a More Balanced Family Life
- Navigating Modern Family Life With Confidence

Let's create something meaningful.

Let's create content that feels real, serves families and makes your brand part of their everyday lives.

STARTING RATES

Instagram Reel	\$1,200
TikTok Video	\$600
Instagram Story Package	\$350
Facebook Video	\$750
UGC Video for Brand Use	\$500
Local Experience Coverage	\$1,000
Travel / Destination Campaign	Custom Quote
Multi-Platform Campaign	Custom Quote
Speaking Engagement	\$2,500
Customized Workshop	\$2,000

Rates vary based on deliverables, campaign duration, travel, usage rights and exclusivity.

GET IN TOUCH

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Motherhood Club

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WEBSITE

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SOCIAL

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LOCATION

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