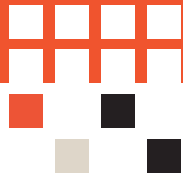


raseef₂₂ رَصِيف

Media Kit

2024-2025

Content



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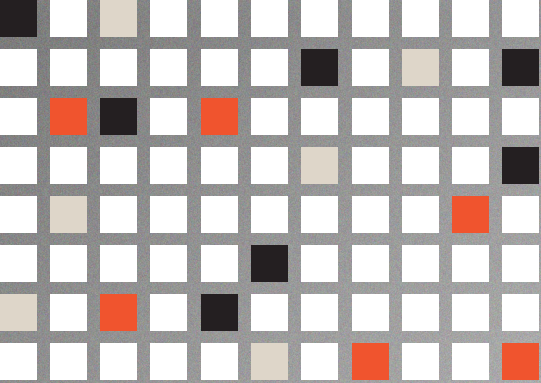
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About Raseef22



Who Are We?

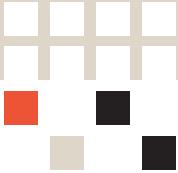
Standing at the intersection of identity, freedoms and democracy, Raseef22 is an independent online media that delivers a dynamic array of news and perspectives tailored for the Arab world with all its ethnic, religious and gender minorities and its diaspora.

The platform was born in 2013, from the transformative changes sparked by the Arab Spring. Raseef22 emerged as a beacon of inspiration, addressing a void in the Arabic language media landscape by combining local values with global outlooks. This transformative ethos still permeates through Raseef22's very essence. At its core, Raseef22 is committed to offering a space to all ethnic, religious and gender minorities in the Arab world, ensuring that diverse voices and perspectives are represented and heard.

What distinguishes Raseef22 is its unwavering commitment to nurturing a strong sense of community. Our media platform has successfully cultivated a devoted readership spanning the 22 Arab countries, offering a space where diverse voices converge on topics ranging from politics and lifestyle to culture and innovation. Beirut-based Raseef22 is home to a team spread across 12 countries, collaborating with a network of more than 250 journalists and CSOs.

Raseef22 goes beyond the dissemination of information. Our commitment involves delving deeper into the subjects we cover, aiming to unearth the underlying complexities, nuances, and broader contexts that extend beyond the headlines.

Timeline



2013

- Blocked in Syria for [this article](#) about Assad's power women

2014

- Global Voices and Courier International syndicate Raseef22 journalism

2017

- First [Special Issue](#) dedicated to the destroyed city of Homs, Syria
- Open Society Foundations issued Raseef22's first grant

2018

- Jamal Khashoggi starts [writing](#) with Raseef22
- Blocked in Egypt for [this article](#) about the military intelligence unit
- Blocked in Saudi for [this article](#) about the murder of Jamal Khashoggi

2019

- Raseef22 Launches "I am not afraid" [campaign](#)

2020

- Special Issue on [Morocco's Royal Court](#) results in official complaint
- Beirut Port blast devastates all Lebanon team members

2021

- Mohamed ElBaradei starts [writing](#) with Raseef22
- 23 million readers visit Raseef22 annually

2022

- Raseef22 new look
- NasRaseef launched

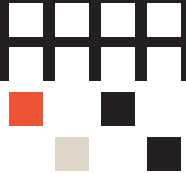
2023

- Qarib awards two articles
- Raseef22 turns 10
- Wilson Center syndicates Raseef22 journalism

2024

- Won the ARIJ and IMS "AI Impact in Newsrooms Prize"
- Raseef22 under shadow ban for its support of the Palestinian peoples
- Raseef22 App is released
- Raseef aal-Samaa AI project is kickstarted

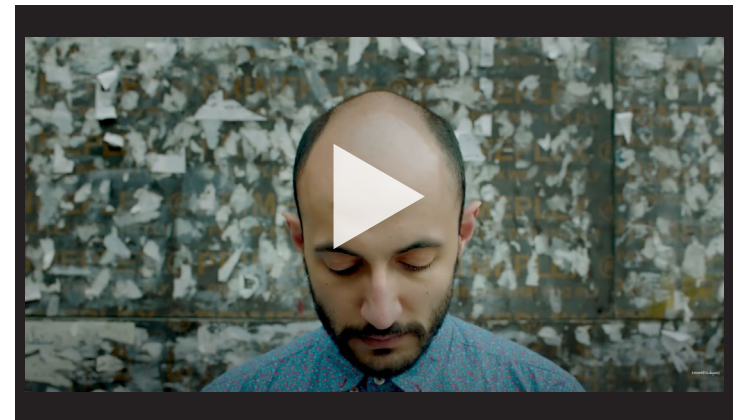
What Makes Us Different?



Confronted with pervasive challenges in the Arab world, Raseef22 is fueled by a resolute commitment to authenticity in a media landscape often characterized by monotony and “party line” journalism.

Raseef22 champions freedom of expression. Our commitment is manifested in specific practices, including robust policies protecting the rights of journalists and contributors. We support independent journalism and investigative reporting, and amplify marginalized voices. Essentially, Raseef22 stands as a guardian of the principles that underpin a dynamic and informed society, setting itself apart through a distinctive identity and unwavering dedication to diversity.

Through our innovative and inclusive approach, commitment to diversity and the uncovering of untold stories, and an inherent promotion of freedom of expression, we stand resolute in our mission to be trailblazers, steering the course of media towards a more open and enlightened future.



Raseef22's Rebrand



Raseef22 offers an immersive experience, where we view aesthetics as an extension of our message. Our visual identity reflects the vibrant spirit of the Arab world.

A Feast for the Eyes: We embrace the rich tapestry of Arab culture with a bold and colorful approach. Our designs are bold and full of life, capturing the energy and vibrancy of the region.

Cultural Tapestry: Every visual element, from color palettes to illustrative flourishes, tells a story. We weave tradition into the modern, ensuring our designs resonate with both established and younger generations.

The Power of Packaging: We understand the importance of presentation. Our designs go beyond aesthetics; they captivate and challenge. This is why organizations are drawn to collaborate with Raseef22—we know how to package a message that grabs attention and sparks interest.

Engaging the Youth: Raseef22 speaks to a new generation of Arabic speakers. Our fresh and innovative approach cuts through the noise, connecting with young audiences through a visually dynamic language.

Key Stakeholders

In addition to the vital role of our readers and followers, we at Raseef22 want to highlight our ongoing efforts to work alongside other like-minded organizations. These include:

IFPIM
 RNW Media
 IMS
 Samir Kassir Foundation
 Civil Rights Defenders
 Arab Reform Initiative
 SMEX
 Ford Foundation
 Oxfam Novib
 Thomson Reuters
 ARIJ
 IRI
 Hivos
 Institute for War & Peace Reporting
 Human Rights Foundation
 Open Society Foundations





Beyond Media, Our Services

Raseef22 is more than a hub for powerful stories; We offer a comprehensive suite of services designed to elevate your voice and amplify your message:

- **Become a Storytelling Powerhouse:** Our workshops and courses equip individuals and organizations with the tools to create impactful content.
- **Build Your Capacity, Tell Your Story:** From strategy to execution, Raseef22 helps you build the skills to tell your story effectively through comprehensive capacity-building programs.
- **Content that Captivates:** Raseef22's team of talented creators crafts engaging written content, captivating videos, and thought-provoking podcasts.

- **Craft Your Communication Strategy:** We'll work with you to define your goals, identify your target audience, and create a clear and consistent message that cuts through the noise.

- **Strong Visual Design:** Whether you're an individual or an organization, we'll help you leave a lasting impression with social media graphics, website design, or print materials.

Ready to take your communication to the next level? Contact Raseef22 today at nas@raseef22.com and let us help you turn your vision into reality.



R22 Sections



Politics

The [Politics](#) section serves as our window into the issues that shape our lives. It tracks the movements of the peoples of our region, the restrictions on our freedoms, the democratic process and the impact of regional and internal conflicts on our societies.

We seek to transcend daily headlines, instead opting to delve deeper into the impact on our lives as citizens. We focus on matters impacting our future and that of our region, the paths of democratic processes, and the achievements and obstacles hindering change.



«يتناوب الجنود على اغتصاب معتقلي غزة بالعصي»... شهادات صادمة من معتقل «سديه تيمان» الإسرائيلي

دعاء شاهين



«رغم بيعتهم للملك المؤسس»... هل يُبطل الأردن عهد الأمان الذي أعطاه للإخوان ويحظرهم؟

مصطفى الزواتي



الإمارات والسعودية... سباق ثنائي ومحاولة لرسم حدود التنافس الدولي اقتصادياً؟

عمار جتو

Lifestyle/ Environment

The [Life](#) section is the heart of Raseef22, featuring a diverse range of topics of interest to readers across the Arab world, often told from the perspectives of different groups and generations. It highlights daily stories of human rights' violations and advocates for marginalized groups including women, immigrants, foreign workers, people with disabilities, religious and ethnic minorities, and the LGBTQIA+ community.

Raseef22 pioneered the conversation about the environment and the climate crisis in the Arab world. We didn't just dedicate an [entire section](#) to these issues, we were the spark that ignited the conversation. We amplify the stories of activists and everyday citizens making a difference; Their struggles, triumphs, and innovative solutions create powerful narratives that captivate readers and inspire action.



أول من قَدَّم «الممبار» في مصر ومبتكر «النيفة»...
جولة على مطاعم تخطى عمرها المئة عام

إسلام الكلبي



نظيفة وآمنة ومراعية للنساء... رحلة البحث عن
دورة مياه صديقة للحيض

آية ياسر



«برغم العراقي لم أتخلَّ عن مشروعي»... مزارعات
تونسيات يكافحن التغيُّر المناخي

هاجر عبيدي

Culture

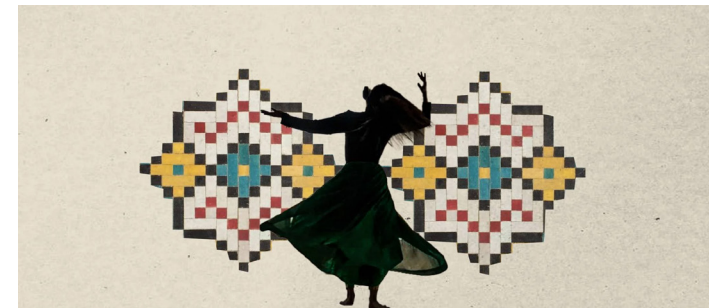
Raseef22 publishes stories from across 22 Arab countries; inspired by recent profound socio-cultural changes in the Arab world.

One of Raseef22's core components is the [Culture](#) section, which fosters an active and participatory relationship with readers by breaking down barriers and adopting a constructively critical approach. It highlights key narratives relating to identity, belonging, and inclusion, supported by diverse content from across 22 Arab countries. Raseef22 is deeply connected with external stakeholders, such as civil society, grassroots movements, and other independent partners, focusing on issues such as social justice, minority rights, and cultural shifts within the Arab world.



هل يتوقف العذاب الأخرى يوماً ما؟... أخبار سارة
عن «فناء النار»

محمود تهامي



رقص الفتيات في طهران

ساناز شوقي



«خسيس شرير همجي»... صورة العربي في
إمبراطورية هوليوود

يزي شوشة

Opinion/Blogs

Raseef22's [Opinion](#) section covers political, cultural and social topics daily and in real-time. It features perspectives on current news and issues, along with contributions from a variety of writers and journalists, including human rights defenders, addressing major issues.

Alongside that, our [Blog](#) section offers space for more cutting-edge expressions that have set Raseef22 apart in terms of courage, innovation and style.

Together, these sections have given writers and journalists the space and freedom to express themselves freely, to explore their interests, and to delve into more sensitive or nuanced topics related to the Arab world, with all its ethnic, religious and gender minorities, as well as the diaspora. They are accessible to both leading voices in Arabic-language journalism and first time contributors with compelling stories to share.



لماذا نحب أوطاننا ونضحي في سبيلها؟
إيناس حقي



اليأس هو أملنا الوحيد
بلال فضل



لم يكن قلبي مؤهلاً لكل هذا الحب
نغم شرف

Raseef22 English

While Arabic remains our core language, a key strategic shift this year involves a stronger focus on commissioning content in English. This enables us to expand our reach beyond the Arab world and engage a global audience interested in the MENA region and its complexities.

Alongside our extensive Arabic content, we provide a growing selection of [original English articles](#) found nowhere else. These stories explore critical issues like the pursuit of freedom, socio-political barriers to democracy, access to information, and artistic expression. We highlight human experiences, often through compelling first-person narratives. Additionally, we translate key investigative reports, gender-related content, and environmental coverage to offer a holistic view of the Arab world, including its ethnic, religious, and gender minorities.



An <impure groom>: A satirical exploration of virginity and honor in the Arab world

Aatika Mohammad



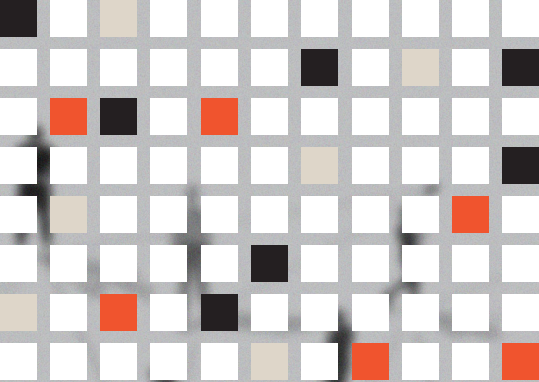
Winners take all in the Abraham Accords

Benjamin Lotto



Memoirs from Gaza.. "That's my younger sister sleeping in a mass grave"

Yousef Elqedra



Our Community



NasRaseef

NasRaseef, the Arab world's first membership program, unites like-minded individuals who share a passion for Raseef22's mission and nuanced perspectives on Arab world issues. It offers a safe space for engaging with insightful content, exchanging ideas, shaping our region's narrative, and exploring the intersection of journalism and human rights.

NasRaseef members come from various backgrounds, united in a space that celebrates diversity. More than just subscribers, they form a close-knit community, finding joy in connecting with others and sharing a passion for informed, thought-provoking discussions and intellectual exchange.

More than just a virtual gathering, NasRaseef is a living testament to the power of a community driven by shared values, where every voice matters.



لست وحدك من تؤمن بأن
مظاهرنا لا تعكس أرواحنا

لست وحدك، نحن هنا معك...
انضم -ي لنا وادعم / ي قيمك التي هي قيمنا.

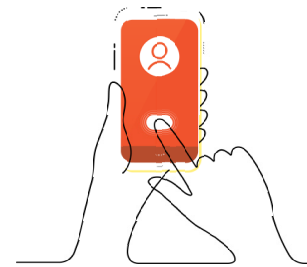
2023 in Retrospect

Raseef22 Page views



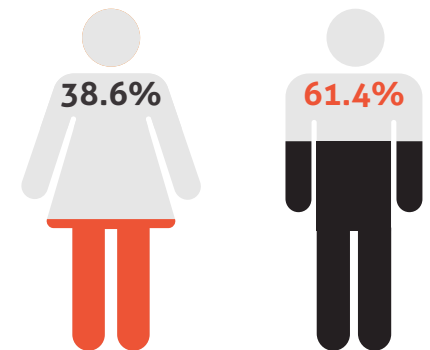
8,900,000 users

Readers



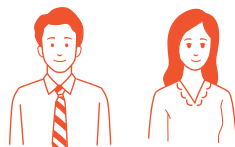
16,649,403 views

Gender



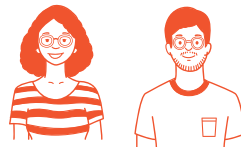
Age

18-24 years



28%

25-34



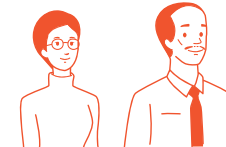
26%

34-44



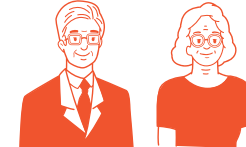
21%

45-54



12%

55-64



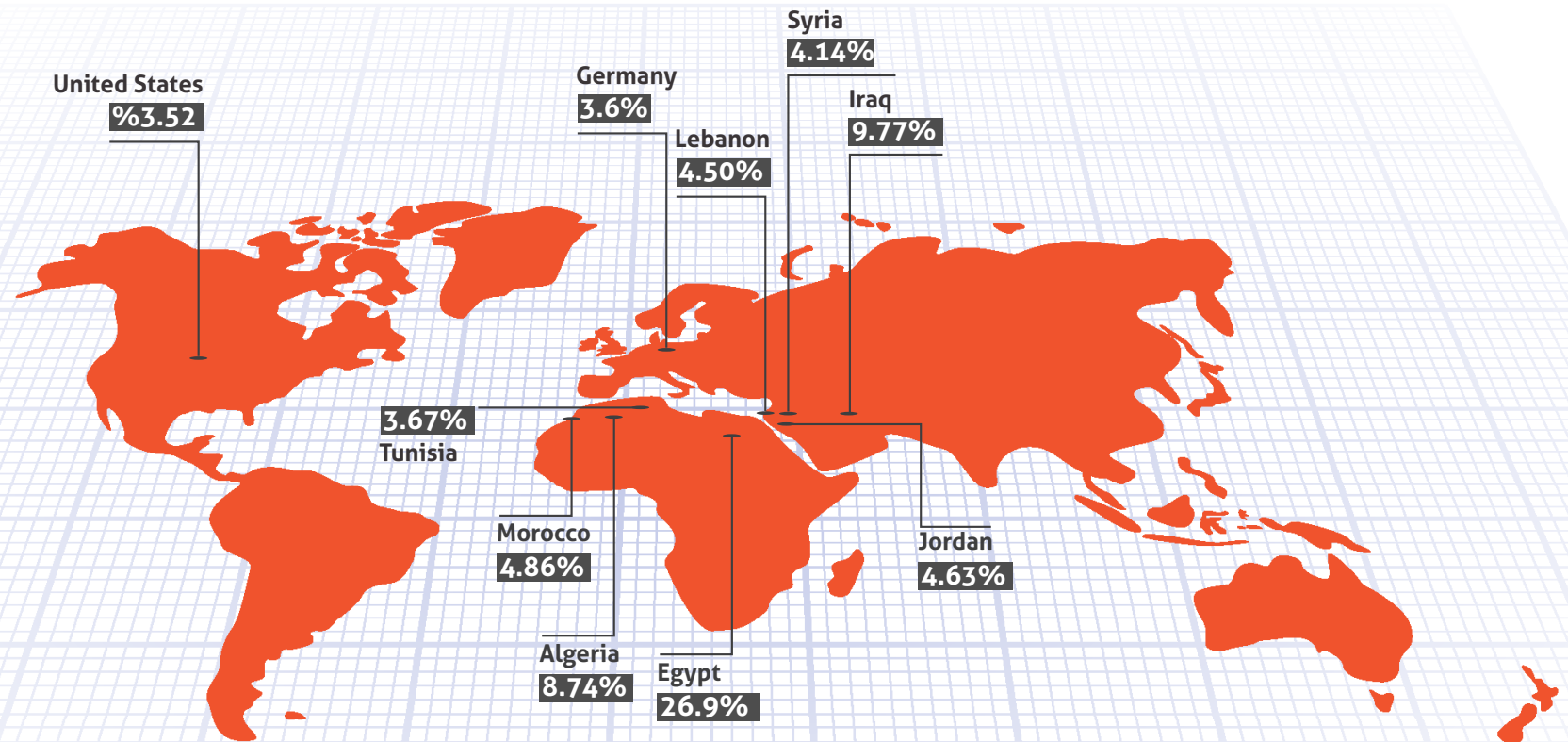
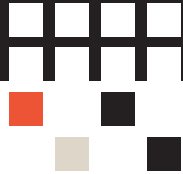
8%

65+



5%

Top 10 Countries



Our Social Media Presence



All Facebook pages followers

872K

Facebook Raseef22 Arabic

People reached: 44M

Engagement: 2.8M

Link clicks: 3.5M

Likes: 1.8M

Followers: 859,000

Facebook Raseef22 English

People reached: 1.6M

Engagement: 22.4K

Link clicks: 55.7K

Likes: 11,949

Followers: 12,541



Videos

9.4M Minutes viewed on Facebook



X (Arabic)

Followers: 145k+

X (English)

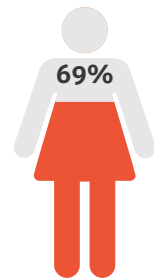
Followers: 6,736k+

Despite the challenges of a noticeable shadow ban, we have built a strong digital presence across the MENA region. Our content engages millions, with our video production proving increasingly popular. We're growing our English audience while maintaining leadership in Arabic coverage. Our approach and high engagement rates demonstrate our ability to deliver impactful journalism to a diverse audience.

Our Social Media Presence



Instagram Arabic



Followers: 366k+



Instagram English

Followers: 14.2k+

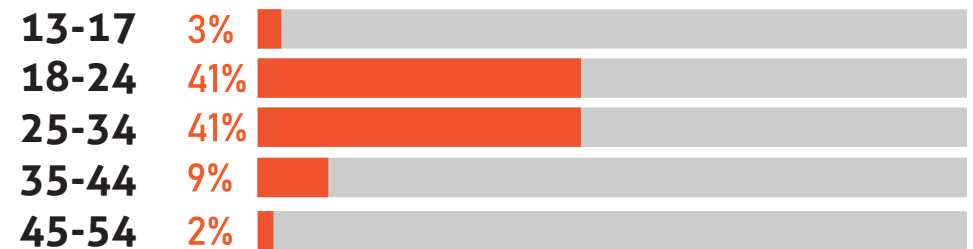


YouTube

Subscribers: 30.1K

Views: 680K

Age



Our strong connection with youth, especially young women, stems from the relevance of our content to their interests and concerns. This demographic is typically more active on social media and responsive to digital outreach. Young women may find our message especially empowering or aligned with their values. Our success in engaging this audience indicates that we're effectively addressing topics that resonate with their experiences and aspirations.

Offline Presence

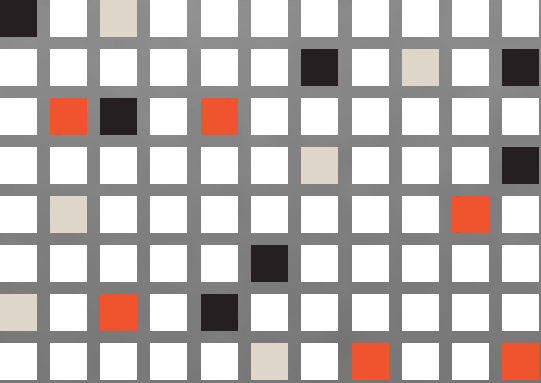
In May 2024, Raseef22 hosted its first [forum](#), 'Youth Not on the Margins: Towards Reclaiming the Narrative' to explore fact-checking and news verification, challenge digital censorship, and engage communities through participatory approaches in news production. The forum was held at the Asfari Institute for Civil Society and Citizenship at the American University of Beirut.

Youth and students from various Lebanese universities participated in the forum, forming working groups to discuss the rights of marginalized social groups. Topics included 'gender freedoms and sexual orientation,' 'physical and intellectual disabilities and access to services,' 'sexual and reproductive health and rights,' 'refugees, asylum, and equity in the health sector,' and 'combating the stigma around drug use.'



In conclusion, the results of the 'Youth: Not on the Margins' student writer competition were announced. Over 30 students from media colleges across various Lebanese universities participated, with the competition featuring training sessions led by journalist Hassan Abbas.





R22 Projects



MigraVoice

'MigraVoic' is a project co-funded by the European Union, in collaboration with six prominent European media organizations, aiming to amplify the voices and perspectives of migrants in Europe within media and information spaces.

The project is coordinated by [Maldita.es Foundation](#) (Spain), in partnership with [Raseef22](#) (Germany), [Media Diversity Institute Global](#) (Belgium), [The London Story](#) (The Netherlands), [Are We Europe](#) (Belgium) and [Osservatorio Balcani e Caucaso Transeuropa](#) (Italy).

MigraVoice was keen on establishing a cross-border community of experts with migration backgrounds, forming the '[MigraVoice Superpower Community](#)', who will serve as a [platform](#) for experts from various specialties to provide their knowledge on European media content.



EU co-funded project "MigraVoice" launches to amplify migrant voices in European media ecosystem
[Raseef22](#)

Imagining The Future

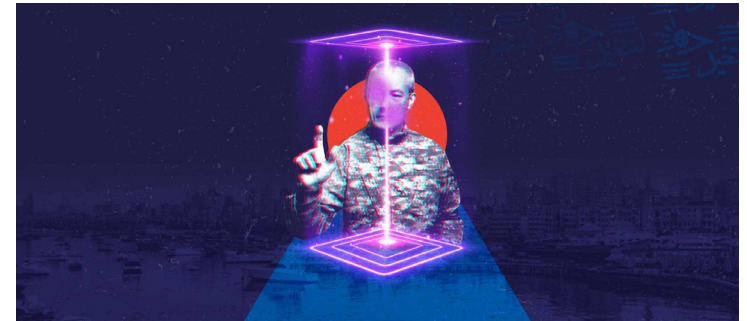
Raseef22 just celebrated its 11th birthday! The yearning for freedom, dignity, and justice that fueled the Arab Spring lies at the heart of our editorial vision. Over the past decade, the people of our region have faced a harsh reality check. Dreams of a brighter future have been overshadowed by conflict, violence, oppression, and even genocide. Yet, in the face of despair, Raseef22 refuses to let the flame of hope die. It remains true to its founding spirit.

That's why Raseef22 has launched 'Imagining the Future,' a project supported by The Ford Foundation. Recognizing a gap in discussions about the Arab world's future, this initiative will explore themes like inclusive cities, education reform, and gender equality. We're excited to engage writers, journalists, and activists in these crucial conversations.



سأخلق بقرةً زرقاء وسأذهب إلى الجحيم

عامر بدران



حديث الأربعاء

بلال حسني



الغلطة

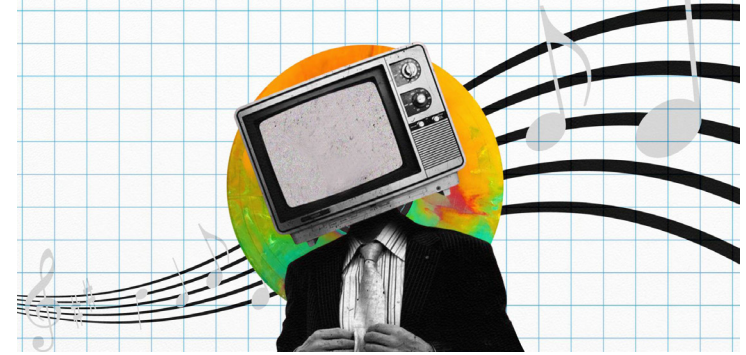
محمد خير

Not On The Margins

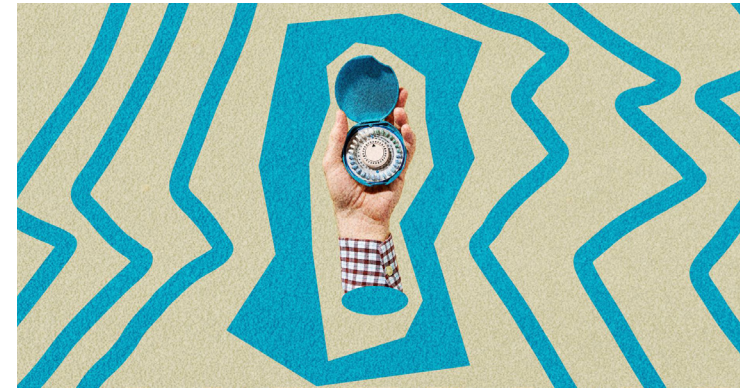
Despite the varying nature of the crises across Lebanon, Iraq, and Palestine, their impact on individual lives is strikingly similar. In Raseef22's 'Not On The Margins', we share scientific information about our bodies and rights, but our primary focus is on creating a space for real stories, in individuals' own words. We amplify the voices of women, refugees, members of the LGBTQIA+ community, migrant workers, people with disabilities, undocumented individuals, those living in poverty, which deepens their fears and further marginalizes them.



50 ألف حامل في غزة يعانون من خطر الولادة في
العراء دون إمدادات طبية
علياء طلعت



عشر أغاني عربية تتحدى النمطية الذكورية
شربل كامل

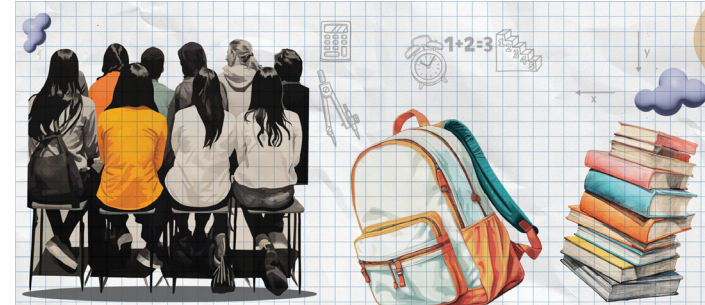


حبوب منع الحمل للرجال... لماذا لا؟
صبا سكرية

Stories You Need To Know

'Stories You Need to Know' is a long-term project targeting audiences aged between 21-45. It focuses on victims of discrimination at all levels, giving them the opportunity to share their stories through video, in their own language and style.

Simpler issues are explored through short videos, while more polemic issues are tackled through more complex stories that foster wider, inclusive debate. Some stories showcase the strength of societal bonds that transcend sectarianism and highlight successful challenges to the system, paving the way for a better future for Lebanon.



هل تعلم؟ ... 67% من الأطفال السوريين في لبنان خارج عملية التعليم!

آراء للبحوث والاستشارات / رصيف 22



نمو اقتصادي في ظل «جهود الانفتاح»... متى تصبح السعودية قبلة سياحية؟

محاسن عجم

Colorful Stories

'Colorful Stories' is a project that offers a vibrant window into the world of the LGBTQIA+ community, highlighting their resilience, achievements, and the challenges they face in confronting adversity and societal taboos.

The project sheds light on the experiences of individuals from the queer community who have refused to succumb in the face of rejection and discrimination. With unwavering determination, they have overcome obstacles and achieved their dreams. These voices inspire us with tales of perseverance and the power to create change, demonstrating that success is not limited by sexual orientation or gender identity, and that dreams are attainable for everyone, without exception.



الدكتور ناصر: «فخور بعروبتى ومثليتي في الوقت نفسه وأرفض إخراجي من هذا الإطار»

باميلا غانم



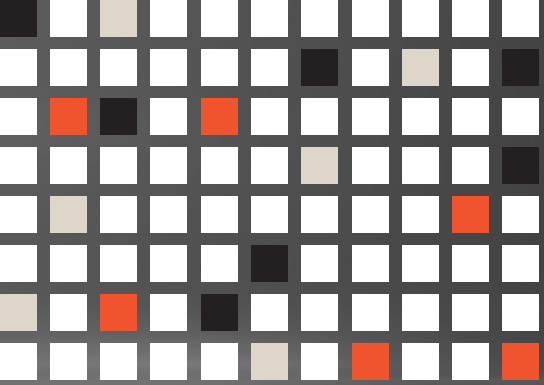
«الإمام المثلي»: «أعيش ديني بعيداً عن أحكام الناس ورأيهم في معتقداتي»

باميلا غانم



ملك الكاشف... امرأة عابرة تحمل قوة العالم في عينيها الصغيرتين

منى حمدان



Towards Multimedia



Raseef22 App

Our [app](#) serves as a gateway to insightful, fact-based reporting on issues that range from politics to culture, economics to human rights.

The Power of Personalization

We understand that no two readers are alike. That's why our app offers personalized content recommendations tailored to everyone's preferences.

Investing in Informed Readers

Supporting the Raseef22 app is an investment in a future where readers in the Arab world have access to quality journalism without censorship and monitoring.

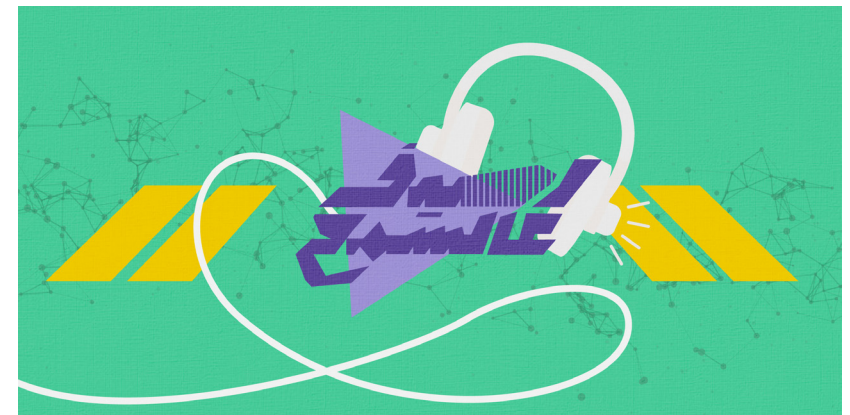
[Download](#) it and share your thoughts with us at support@raseef22.com. We'd love your feedback!



AI-Powered Podcasts

We're proud to announce that Raseef22 has won the prestigious 'AI Impact in Newsrooms' [prize](#), awarded by ARIJ and International Media Support. This grant has allowed us to leverage AI to transform our award-winning journalism into engaging podcasts. Our AI project Raseef aal-Samaa (رصيف عالسمع), or 'All Ears,' has been selected as a finalist for RNW's [Innovation Fun-d](#). Catch us next month at [DMIS '24](#) for the final showcase and engage with our [video](#) to cast your vote and help us secure this incredible opportunity!

'All Ears,' breaks new ground in podcasting, utilizing cutting-edge AI technology to deliver powerful audio narratives. Soon, our readers will get to experience stories seamlessly woven together, narrated by a cutting-edge AI voice. Each episode will tackle a specific topic further explored in Raseef22's articles, offering bite-sized insights and analyses.



Videos

Raseef22 recognizes the pivotal role of videos in creating a comprehensive and impactful storytelling experience, especially for young audiences. Videos cater to diverse learning preferences and expand the platform's reach to a wider audience.

As social media platforms increasingly prioritize video content, Raseef22 strategically utilizes platforms including [Instagram](#), [YouTube](#), and [TikTok](#) to maintain relevance among younger demographics. Beyond their accessible and engaging nature, videos hold educational value, and can be effective tools to explain complex topics. Embracing video content is not just about following current trends; it's a deliberate effort to build a deeper connection with our audience while exploring monetization opportunities that support Raseef22's sustainability and continued commitment to impactful journalism.





The Next Chapter

The Next Chapter



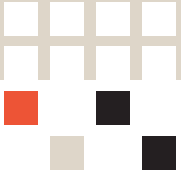
The next decade is ours! We'll continue shattering the walls of fear, and seize the life we deserve.

As Raseef22 looks ahead to the next decade, our vision is clear: to remain a trailblazing media, continually shaping discourse in and around the Arab world. We also envision a future where our influence extends beyond the borders of the 22 Arab countries, resonating with a global audience eager for authentic and diverse perspectives from our complex yet beautifully diverse region.

At the heart of Raseef22's vision is the expansion of NasRaseef, our thriving community of like-minded individuals who have become the platform's lifeblood. Raseef22 aims to deepen the bonds within this community, by nurturing a safe space that fuels the readers' curiosity and thirst for alternative narratives.

Looking ahead, Raseef22 is keen on solidifying its role as a bastion of free expression in regions where the written word is still perceived as a threat. Our platform is committed to continuously investing in cutting-edge, AI-driven technologies to support our multimedia transformation in an ethical way, while expanding collaborations with organizations dedicated to journalistic integrity.

Thank You



This is just the first chapter!

Imagine a future where readers and writers become true collaborators, building a thriving ecosystem where imagination fuels action.

2024 isn't just [#Our11thYear](#) – it's the year we rewrite the narrative.

