

SPRING '25

MEDIA KIT

ISSUE 4

BARELY *20*



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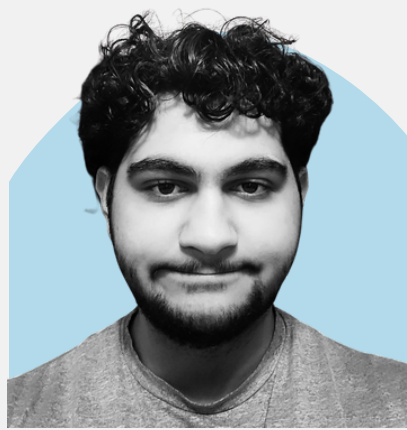
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CONTENTS

BARELY 20
STATEMENT 01

WHAT WE OFFER 02

WHY US 03

EDITORIAL
CONTENT 04

OUR AUDIENCE 05

OUR REACH 06

MAGAZINE RATES 07

NEWS / SITCOM
RATES 08

GROWTH &
SUCCESS 09

MARKET INSIGHTS 10

HOW TO SUBMIT 11

JOIN US FOR THE
LAUNCH 12

BARELY20 STATEMENT

This year's theme, "**The Joy of Being Barely 20**," embraces everything that defines your twenties: **the ambition, the chaos, the growth, and the unexpected joys** that come with it. We tell **real** stories that reflect **the highs, the lows, and the in-betweens** of figuring life out.

We aim to **amplify diverse student voices across identities, disciplines, and experiences** by providing a creative platform for **personal essays, satire, and visual art**.

Produced by media students at the University of Wollongong in Dubai, Barely 20 blends **creative storytelling with insightful reporting**. Now in its 4th edition, we've grown into a dynamic youth media brand, featuring a **magazine, the B20 News Channel, an original sitcom, a graphic novel**, and a strong presence on **Instagram and TikTok**.

We're all about **honest conversations, Gen Z creativity, and building community**. Partnering with Barely 20 means tapping into a generation that values **connection over perfection**, and isn't afraid to share what **matters**.

The real, raw, and remarkable side of early adulthood.



WHAT WE OFFER

BARELY 20 *MAGAZINE*

Being barely 20 means navigating through the **in-between, the chaos and clarity, heartbreak and healing**, until you slowly **grow** into the person you were always meant to be.

A Road Trip's Guide to Being Barely 20 is a new **graphic novel** told through **three perspectives**, it captures the **mayhem, humor, and heart** of post-university life.

★ A road trip's guide to being ★ **BARELY 20** *B20 GRAPHIC NOVEL*



BARELY 20 THE SITCOM

Barely 20 **The Sitcom** is a student-made comedy inspired by The Office and Friends. It follows 3 final-year students as they tackle **group projects, burnout, and imposter syndrome**, with plenty of laughs along the way.

Run by students, B20 News delivers insightful coverage of **university, local, and global events**, brought to life with **fresh, youthful energy** by anchors Dareen and Ahmed.

B20 **NEWS** *B20 NEWS*

WHY US?

Real people.

Real connection.

We may not be a big agency. We're a group of students who started something because we felt like nothing out there **truly represented** our generation. Barely 20 grew from that feeling into a space that's **real, honest, and actually in touch with what Gen Z wants.**

When you work with us, you're not just being featured. You're being welcomed into a **community** that **cares**. We don't just post your name and logo. We think about how **your brand** can show up in a way **that feels natural, creative, and eye-catching.**

Because we live the **same lifestyle** as the people we're creating for, we get it. We know how to make content that feels right. We know what gets **scrolled past** and what **gets saved**. What **feels forced** and what **hits different**. That's the **advantage** of creating **from the inside.**

We'll **never** treat you like just another ad.
We're going to **make sure** people **actually remember you.**



EDITORIAL CONTENT

Barely20 captures the **vibrant, layered lives** of today's youth blending **personal stories, real reflections, and bold creativity**. The **topics that follow** offer a closer look at the themes and content that bring this vision to life.

FABRICS OF OUR BEING

Unfiltered stories that delve into the lived experiences of **third-culture youth**, told through **heritage-driven perspectives** and our own **unique lens** on the world as we step into what's next.

LIFE MOVING FORWARD

Spotlights honest insights from **alumni and industry professionals**, offering real-world reflections that unpack the **messy, in-between** stretch of your early 20s.

WHEN THE SCREEN TURNS OFF

Curious, candid, and entirely student-written, these features tackle **identity, mental health, hustle culture, relationships, and emotional whiplash** of early adulthood.

CURRENT LIFESTYLE

More than just stress relief, these are the life experiences that make college **worth remembering**. From **fashion and hobbies to offbeat events**, it's everything happening **beyond the classroom**

Every piece we publish is crafted to help students feel **represented, inspired**, and become part of something bigger, **redefining** what student media can be.

OUR AUDIENCE

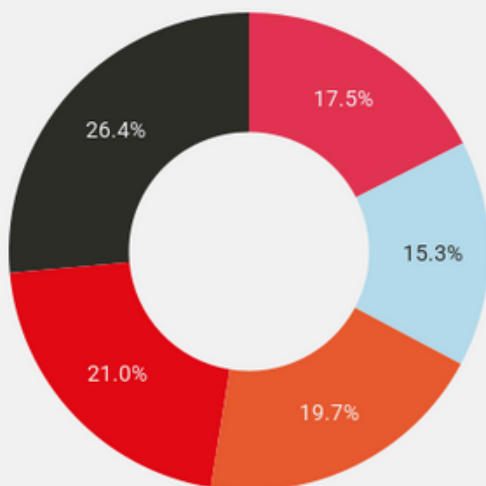
DEMOGRAPHIC

- **University students** (18-24) navigating independence, academics, and first careers.
- **High school seniors** (16-18) preparing for university life.

PSYCHOGRAPHIC

- Tech-Enabled Lifestyle.
- Identity-Focused Fashion.
- Proud of their heritage, yet open to multicultural influences.
- Use content (vlogs, reels) to document and share lifestyle/travel moments.

INSIDER GUIDE



Capture attention in 3 seconds. ^[1]



Research company ethics before engaging. ^[2]



Gen Z prefer print for learning over digital. ^[3]



Print is generally preferred over digital. ^[4]



Gen Z trust newspapers and spend more time on print. ^[5]

OUR REACH

OUR FOCUS

Strategically placed in high-traffic student areas for **optimal engagement**.

OUR GOAL

Maximize brand visibility among our student audience.

Using extensive information on **student behavior, movement, and interests as a guide**, our strategy focuses on placing Barely20 magazine in strategic campus areas, and **accessible for up to 4,000 students**. The magazine, which has a peer-driven perspective, encourages community and meaningful connection in academic settings.

B20 ONLINE

By maintaining a **strong social media presence**, B20 connects with students from other universities, expanding its influence beyond UOWD. We make sure our videos stay **genuine, current, and widely watched** by producing content that speaks to the interests of **both domestic and international students**.

STUDENT INSIGHTS

@20barely



89% of Gen Z uses Instagram for daily content discovery ^[6]

@20barely



82% of Gen Z are active on TikTok for short-form video ^[7]

@Barely_20



84% of Gen Z engage with YouTube at least weekly ^[8]

MAGAZINE RATES



Inside Front Page
3,500AED

Trim size(mm): 210x297
Type size(mm): 185x277
Bleed size (mm): 216x303



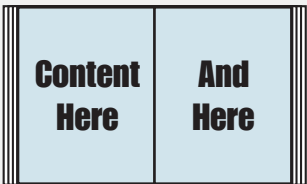
Inside Back Cover
2,800AED

Trim size(mm): 210x297
Type size(mm): 185x277
Bleed size (mm): 216x303



Outside Back Cover
3,400AED

Trim size(mm): 210x297
Type size(mm): 185x277
Bleed size (mm): 216x303



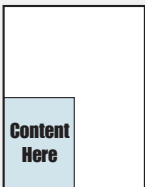
Middle Spread
3,000AED

Trim size(mm): 210x297
Type size(mm): 185x277
Bleed size (mm): 216x303



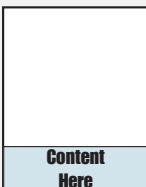
Full Page
2,500AED

Trim size(mm): 210x297
Type size(mm): 185x277
Bleed size (mm): 216x303



Quarter Vertical
880AED

Trim size(mm): 52.5x297
Type size(mm): 37.5x277
Bleed size (mm): 58.5x303



Quarter Horizontal
825AED

Trim size(mm): 105x144.5
Type size(mm): 90x133.5
Bleed size (mm): 111x154.5

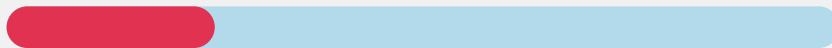


Half-Page Horizontal
1,250AED

Trim size(mm): 210x148.5
Type size(mm): 185x133.5
Bleed size (mm): 216x154.5

NEWSCAST/SITCOM RATES

30 Second Ad



Beginning: 1,500AED



Middle: 1,200AED



End: 800AED

60 Second Ad



Beginning: 1,800AED



Middle: 1,500AED



End: 1,000AED

GROWTH & SUCCESS

In its 3rd edition, B20 led readers through modern-day living, blending digital culture, global perspectives, and everyday inspiration. From **travel** and **wellness** to **design** and **fashion**, sections like World in a Glimpse, Lifestyle, and Fashion & Beauty showcased student voices and innovative contributions. With added flair from well-known sponsors like **FitnGlam Gym**, **Salt**, **Noon**, and **Coffee Planet**.

FitnGlam

SALT

noon

coffee
planet

BARELY 20 MAGAZINE EXPANSION

As the 4th edition launches, we're evolving from a magazine into a dynamic platform for **community and authentic expression**. With support from past partners, we're creating a space that resonates with Gen Z, delivering fresh content, meaningful conversations, and **celebrating student life, art, and culture**. We expect to reach **up to 4,000** university students in 2025 through the **magazine, launch event, and social media channels**.

BARELY 20 CHANNEL EXPANSION

Our **vision** for the 4th edition's digital channel is driven by a strong **commitment to creativity**. Through interactive posts, engaging conversations, and innovative partnerships, we're producing **authentic content** that **connects with Gen Z** and builds a **loyal, growing audience**. Every post sparks connection, fuels creativity, and unites us around a shared vision for the future. **We are student-led, student-made, and entirely student-powered.**

MARKET INSIGHTS

Age Demographic:

65% of undergraduates are aged 18–24, making students a young and tech-savvy group.^[1]

Social Activities:

Students go out 2–4 times a week, depending on workload and social plans.^[3]

Campus Time & Routine:

Students spend about 3.6 hours daily on lectures and academic work, according to Statista.^[2]

Food Delivery on Campus:

Many students in urban campuses like Dubai use food delivery apps for speed and convenience (ResearchGate).^[4]

Online Shopping Habits:

92% of students shop online, with 69% doing so monthly.^[5]

Beauty & Personal Care:

Growing student interest in skincare, wellness, and personal care.^[6]

Social Media Usage:

Instagram is the top platform for students aged 18–29.^[7]

Wellness Awareness:

Rising student use of campus wellness and mental health services.^[8]

[1]Welding, L. (2025) U.S. college enrollment: Trends and statistics: Bestcolleges, BestColleges.com. Available at: <https://www.bestcolleges.com/research/college-enrollment-statistics/> (Accessed: 20 May 2025). [2]How college students spend their time: Sleep First, class later (2024) New England Board of Higher Education. Available at: <https://nebhe.org/newslink/how-college-students-spend-their-time-sleep-first-class-later> (Accessed: 20 May 2025). [3]How often do college students go out? (2024) Quora. Available at: <https://www.quora.com/How-often-do-college-students-go-out> (Accessed: 20 May 2025). [4]Gough, C. (2025) Topic: Spa industry, Statista. Available at: <https://www-statista-com.topics/7517/spa-industry/> (Accessed: 20 May 2025). [5]Squire, K. (2024) 5 stats on how college students are currently eating, FoodService Director. Available at: <https://www.foodservicedirector.com/colleges-universities/5-stats-on-how-college-students-are-currently-eating> (Accessed: 20 May 2025). [6]Flaherty, C. (2024) How college students rate campus health and wellness offerings, Inside Higher Ed | Higher Education News, Events and Jobs. Available at: <https://www.insidehighered.com/news/student-success/health-wellness/2023/05/31/how-college-students-rate-campus-health-and> (Accessed: 20 May 2025). [7]Social Media Habits of college students (2024) Placeholder for search console verification. Available at: <https://info.mssmedia.com/blog/social-media-habits-of-college-students> (Accessed: 20 May 2025). [8] Hall, I. (2025) Offline adventures: The resurgence of IRL experiences among gen Z, Pion. Available at: <https://www.wearepion.com/blog-posts/offline-adventures-irl-gen-z> (Accessed: 20 May 2025).

HOW TO SUBMIT

THIS QR CODE TAKES YOU TO A FORM WHERE YOU CAN
UPLOAD ANY TYPE OF AD YOU HAVE.



To connect with us please reach us through
< **Omarshraim05@gmail.com** >

WhatsApp number:
+971 50 443 4507

*For inquiries, please include your name and any relevant
details to help us assist you better.*



@20barely



@Barely_20



@20barely

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JOIN US FOR THE LAUNCH

Celebrate the launch of **Barely 20's 4th issue** on **June 24th** at the **University of Wollongong, Dubai**.

This launch event is more than just a celebration of our latest edition.

What started as a small creative project has blossomed into a student-powered media platform that champions **fresh voices, bold ideas, and untold perspectives**. For the student community, Barely 20 is more than just a magazine, it's a space for expression, connection, and collaboration.

It's an invitation to be part of something bigger. Whether you're a **creator, reader, collaborator, or supporter**, Barely 20 welcomes you to a space where student talent takes centre stage. We're the ideal platform for collaborators looking to connect with Gen Z in a meaningful way.

Join us to be part of the generation redefining what media can be.

BARELY 20

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