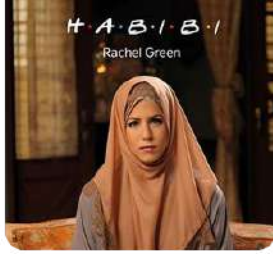




MEDIA KIT 2024













CAPTURING THE BEST OF THE WORLD AROUND US

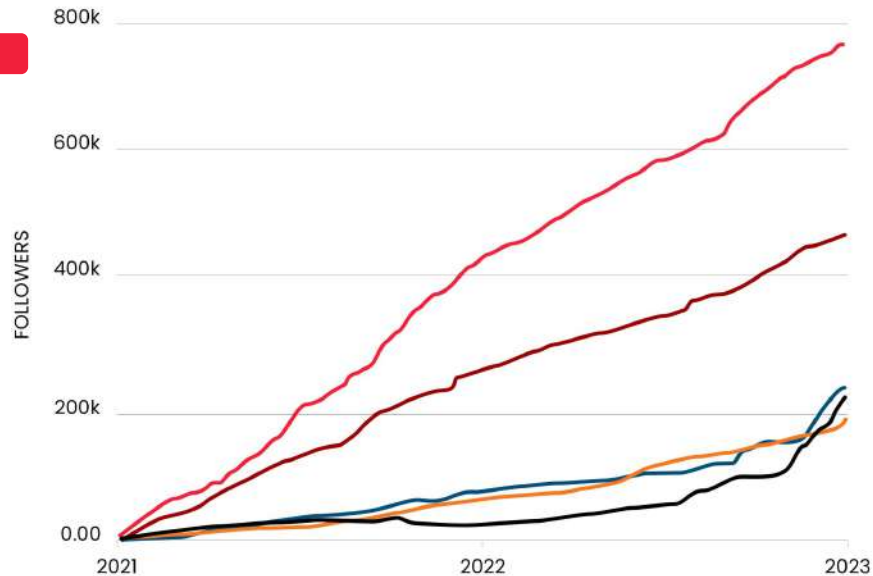


THE FASTEST GROWING MEDIA BRAND IN THE REGION



#1 IN FOLLOWER GROWTH

	FOLLOWERS	GROWTH	
	1.15m	+502.1K	
	424.6k	+194.7K	
	363.7k	+156.7K	
	344.0k	+192.4K	
	644.6k	+188.3K	
	891.k	+290.7K	



MESSAGE FROM THE CEO

To all our partners, past, current, and future,

Lovin Dubai is what started all this in 2015. A local news and entertainment platform, aiming to capture the zeitgeist (روح العصر) of the city. Fast approaching 10 years, the belief that a city like Dubai needed a young, vibrant digital platform to tell its story is now obvious in hindsight. Now present in 20 cities across the region, the same magic of Dubai-born content creators, along with community stories, is happening in Cairo, Beirut, Riyadh, Doha, Muscat, and Baghdad, to name a few. The region is beautiful, and each place has its own story. What's better than these evolving stories being told by people who care about where they are from, using the latest digital storytelling techniques?

For 2024, there is so much to look forward to; the region is full of life! We remain committed to bringing the best stories to our audiences digitally and being true to the Lovin brand. To do that, each city retains its local identity as more and more Lovin's pop up across the region.

We want to create with you a similar relationship to what we have with our audience, one of mutual trust. See the Lovin platform as an extension of your brand, applying what you believe. We are here to help you solve your business and marketing objectives.

Richard Fitzgerald, CEO & Founder, Augustus Media



MANIFESTO: LOVIN' LIFE

OUR MANTRA

Lovin is a local news & entertainment channel sharing the best of its city, informing using bitesize news, viral content, and community stories.

OUR LENS

The heart of Lovin's content is centred on our readers enjoying life. Our tone is positive, upbeat, factual, and relevant to a local audience.



**WE ARE THE PLATFORM THAT
HAS THE PULSE OF THE CITY**

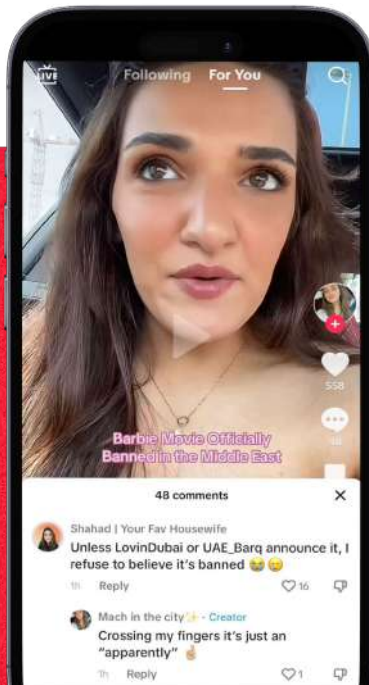
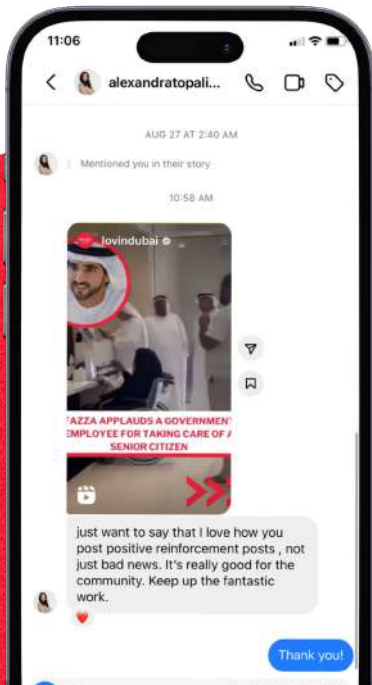
"I GET ALL MY NEWS FROM LOVIN"

just want to say that I love how you post positive reinforcement posts , not just bad news. It's really good for the community. Keep up the fantastic work.



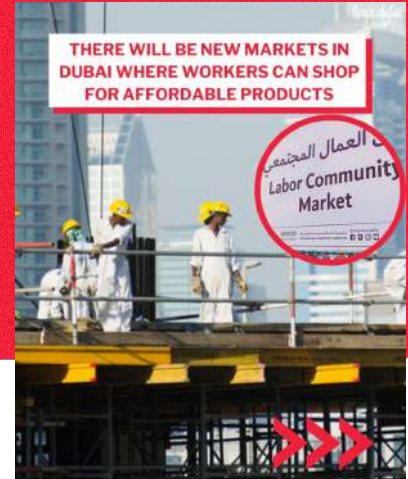
Shahad | Your Fav Housewife
Unless LovinDubai or UAE_Barq announce it, I refuse to believe it's banned 🤔🤔

Sylvia Elsa Reyna
Message lovin dubai, they had something similar to this a while back.



LOVIN' DUBAI HAS BEEN MAKING THE CITY MORE EMPATHETIC, DAY BY DAY

lovin dubai
— لوفن دبي —



THE REGIONS LEADERS ENDORSE LOVIN'



"Thank you and great stuff you are doing"

- Noura Alkaabi,
Public Diplomacy, MOFA UAE



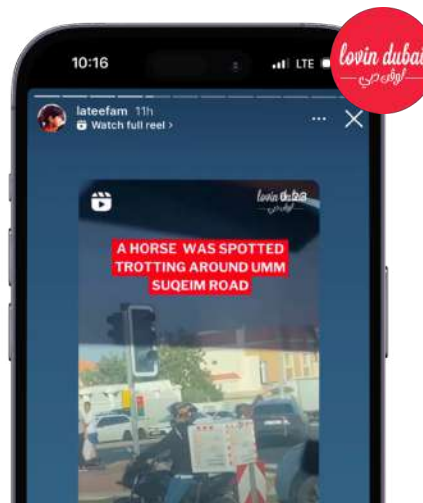
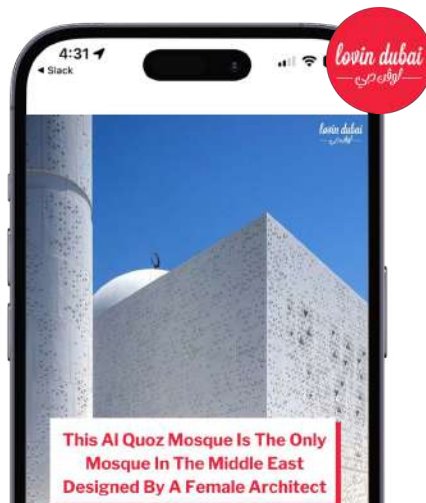
A social reshare from Princess Lateefa,
Member of the Dubai Ruling Family

- Sheikha Lateefa Bint Maktoum



"I get emotional every time I pick up my
phone and there's these two I guess their
blogs maybe that **I follow Lovin Saudi**"

- Princess Reema Bin Bandar Al Saud,
Saudi Ambassador to the USA



CELEBRITIES FOLLOW LOVIN'



11.9M



Tom Cruise

@TomCruise Follows you

Actor. Producer. Running in movies since 1981.

Following



14.1M

Liked by



lindsaylohan

Lindsay Lohan

2,298 likes

Follow



1.2M



sandrarizkofficial 28 m

Ya Hayeteh Ana

Reply Hide See translation



1



253M



jlo



INFLUENCERS FAVOURITE MEDIA BRAND IN THE REGION

MONEY KICKS



EBRAHEEM AL SAMADI



YASMINE SABRI



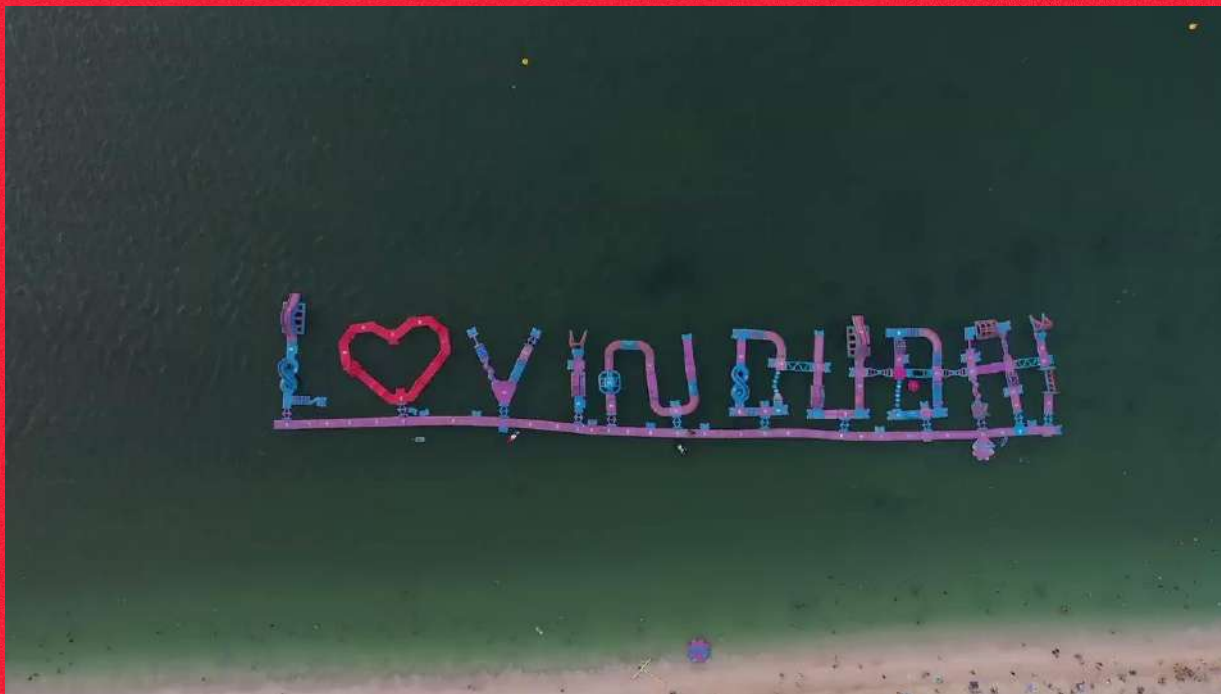
JASON DERULO



NORA & KHALID



MAKING A SPLASH!



 AQUA FUN - JBR BEACH

"OH LOVIN', YEAH THEY'RE EVERYWHERE"



📍 COCA-COLA ARENA



📍 ZOMATO AWARDS



📍 BASEBALL UNITED



📍 PALM RUN






📍 SAUDI GAMES

OUR LOYAL LOVIN' COMMUNITY





 **priyanka_anupillai** 30w
Awesome .. love @lovindubai page alot 

 **sashas_chronicles** 30w
So proud of Lovin Dubai 🥰. Very proud to be a Follower. Love the good news and good vibes 🙌 - Lovin You 🥰 - Sadé Tolani 🌞 

 **darceysilva**  26w
Congratulations! Loving Dubai! Love you guys! Keep inspiring! ❤️❤️❤️ 

 I love your posts. Keep it up 👍
 

 **shiningwith_mystars** 30w
Lovin Dubai has been my favorite since the time I have moved to Dubai 12 years back.... I'm Lovin this page 
❤️ Heartiest Congratulations you guys... We love you!! @lovindubai

 شكرا لاختياركم لي ولإعادة نشر صورتي
  

 Your page stirred up emotions in me, reminiscent of Lebanon, evoking a deep sense of missing my homeland. Keep up the fantastic videos, chapeau bas 🙌❤️ 

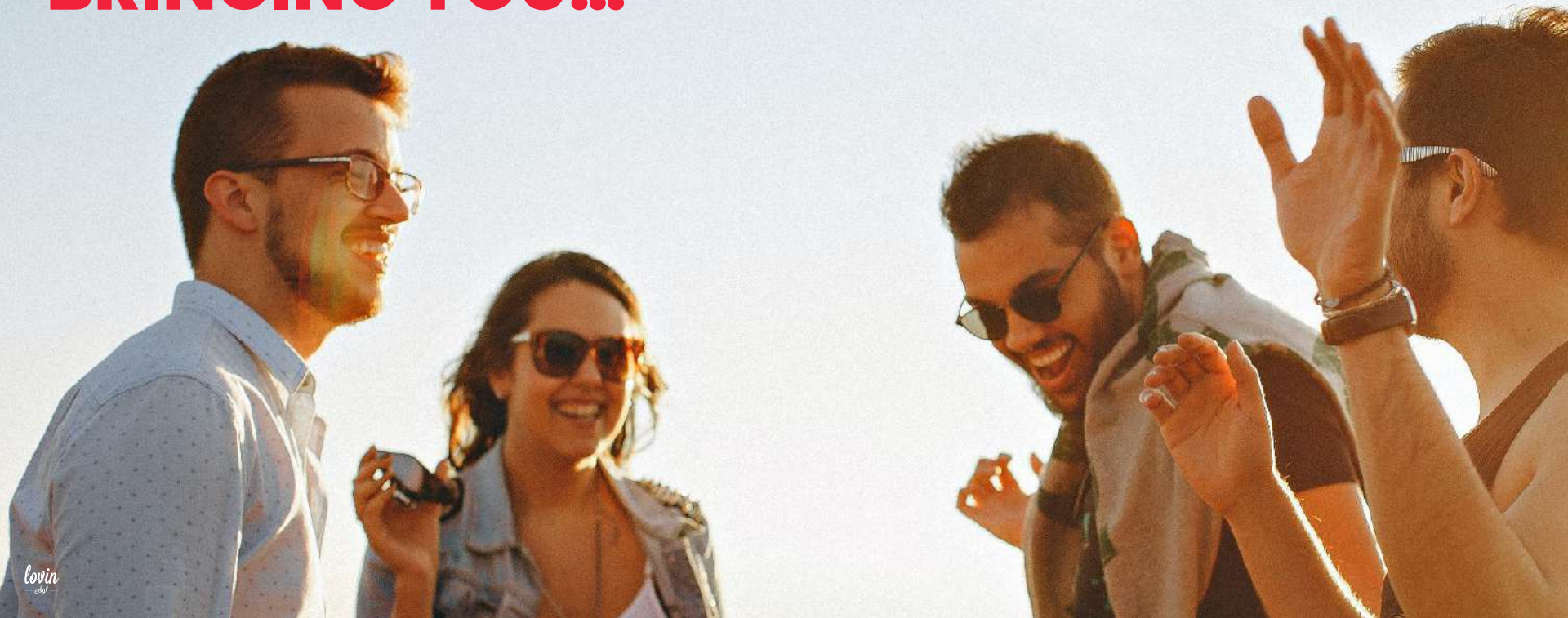
 **itsmesenoritajane** 30w
We love you forever @lovindubai  
❤️❤️
3 likes Reply

— Hide all replies

 **lovindubai**  30w
@itsmesenoritajane we love you too  
2 likes Reply

 **itsmesenoritajane** 30w
@lovindubai Forever 🥰💜 
1 like Reply

LOVIN' IS IMMERSSED IN THE COMMUNITIES DAILY LIFE BRINGING YOU...



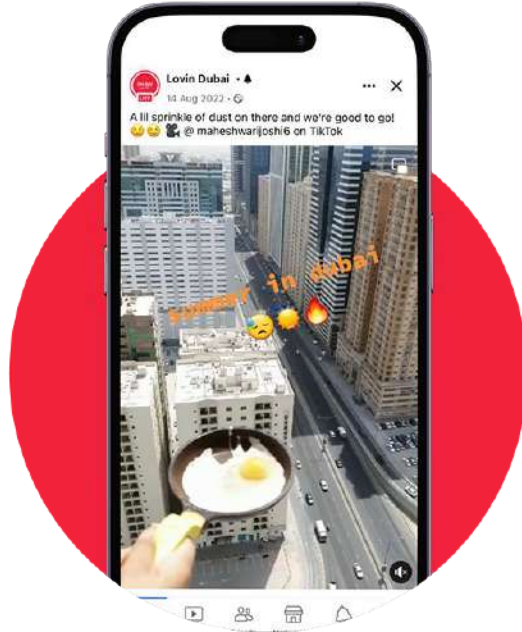
BREAKING NEWS

1.6M REACH



VIRAL VIDEOS

106M VIEWS



COMMUNITY STORIES

600K+ ENGAGEMENT



EXPANSION

What started in 2015 as Lovin Dubai and just 3 employees...

Has now blossomed into The Lovin Brand, the fastest growing media brand in the region, with a presence in over 20 Lovin Cities, a team of 90+ and still growing.

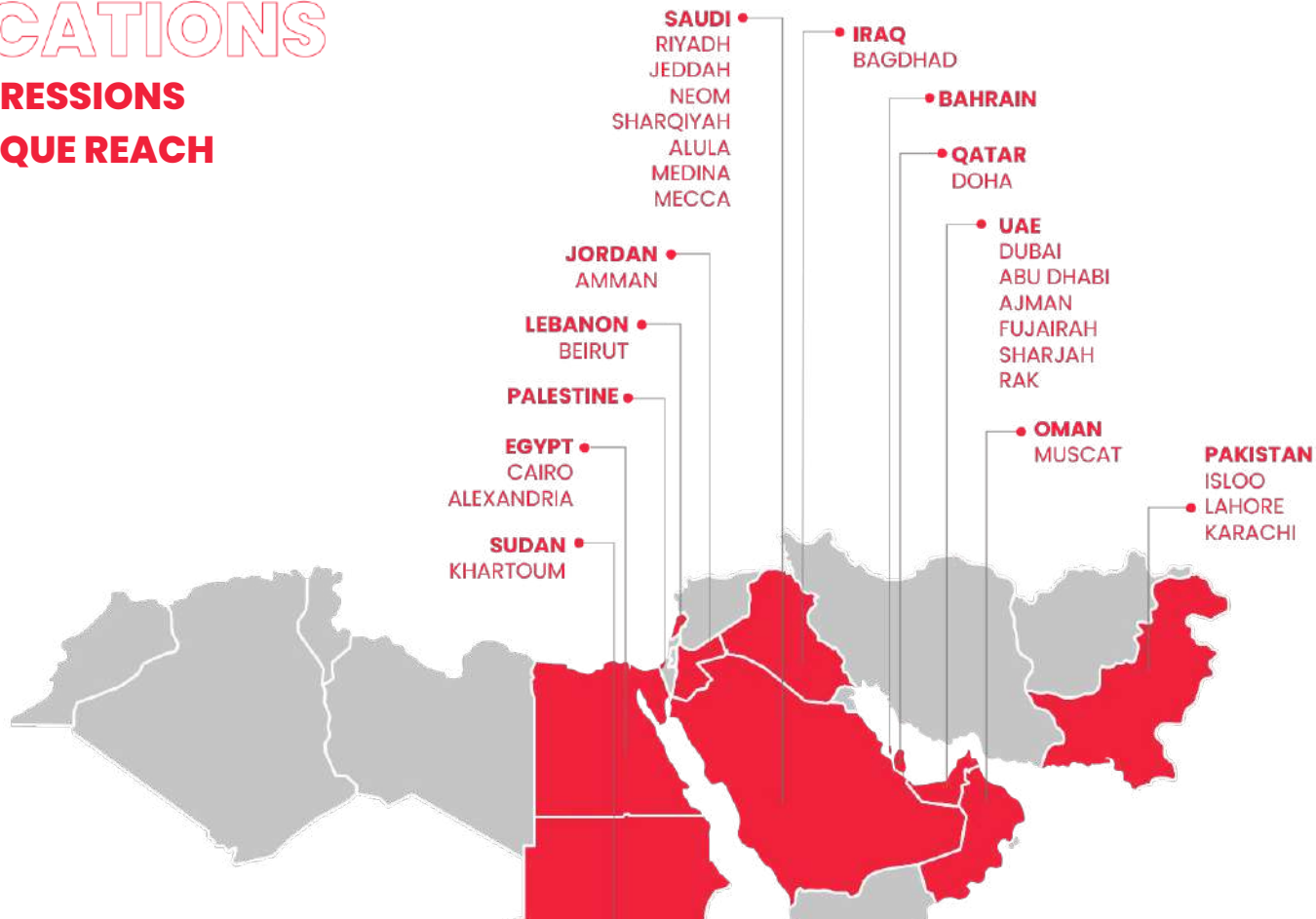
Lovin is committed to delivering the very best of each of its cities, providing an authentic local perspective through bitesize news and viral content, to bring the community together.



BASED IN KEY MENA LOCATIONS

72M MONTHLY IMPRESSIONS

23M MONTHLY UNIQUE REACH



LOVIN SOCIALS

5.7M

FOLLOWERS

925M

VIDEO VIEWS

1.2B

IMPRESSIONS

72M

AV. MONTHLY REACH

200M

ENGAGEMENT

23M

UNIQUE REACH MONTHLY



LOVIN WEBSITE

3.3M

USERS

5.5M

PAGE VIEWS

70%

MOBILE USERS



LOVIN APP & NEWSLETTER

16K

ACTIVE USERS

61%

ENGAGEMENT RATE

60K

NEWSLETTER USERS DATABASE



LOVIN SHOWS

600K

ACTIVE USERS

14M

VIDEO VIEWS

15%


ENGAGEMENT RATE




OUR REACH

21 ACTIVE LOVIN CITIES AND COUNTING

The Lovin brand has the unique ability to reach users from a local perspective in each major city across the region

	DUBAI	CAIRO	SAUDI	RIYADH	JEDDAH	SHARQIYAH	NEOM	ISLOO	BAHRAIN	MUSCAT	ABU DHABI
LOVIN MONTHLY REACH	16.2M*	2.9M	14M	11.5M*	700K	210K	100K	6K	220K	446K	1.7M*
POTENTIAL REACH	6.5M	15.5M	28.4M	9.8M	5.6M	4.9M	200K	1.7M	1.7M	2.1M	3.4M

	SHARJAH	DOHA	AMMAN	RAK	BEIRUT	LAHORE	KARACHI	KHARTOUM	PALESTINE	BAGHDAD
LOVIN MONTHLY REACH	560K	1.4M	962K	215K	300K	12.8K	161K	311K	71.3K	39.8K
POTENTIAL REACH	2.0M	2.8M	4.6M	477K	1.4M	7.6M	12M	3.2M	2.9M	9.2M

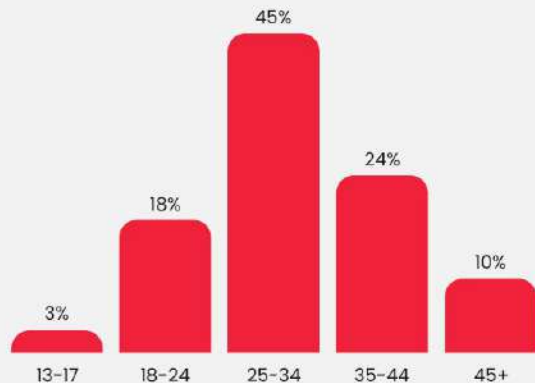
* Repeated reach

** Reaching everyone online in the UAE at least three times a month on average

WHO ARE WE SPEAKING TO?

The Lovin audience is highly engaged comprising with **70%** of users falling in the demographic with the highest spending power.

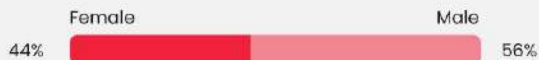
AGE



NATIONALITY



GENDER



TOP AUDIENCE INTERESTS



SHOPPING



ENTERTAINMENT



NEWS



WELLNESS & FITNESS



F&B/DINING



TRAVEL



LEISURE



REAL ESTATE

UAE

210M

ANNUAL
UNIQUE REACH

607M

VIDEO VIEWS

862M

IMPRESSIONS

lovin abu dhabi
— لوفين أبوظبي —

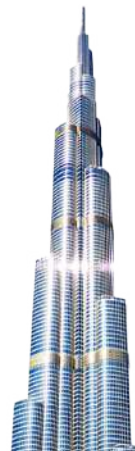
lovin dubai
— لوفين دبي —

lovin fujairah
— لوفين الفجيرة —

lovin rak
— لوفين راس الخيمة —

lovin sharjah
— لوفين الشارقة —

lovin ajman
— لوفين عجمان —



KSA

140M

ANNUAL
UNIQUE REACH

218M

VIDEO VIEWS

248M

IMPRESSIONS

lovin saudi
— لوفين السعودية —

lovin riyyadh
— لوفين الرياض —

lovin sharqiyah
— لوفين الشرقية —

lovin jeddah
— لوفين جدة —

lovin neom
— لوفين نيوم —

QATAR

23.7M

ANNUAL
UNIQUE REACH

8.5M

VIDEO VIEWS

28.5M

IMPRESSIONS



lovin doha
— لوفين الدوحة —

EGYPT

44.3M

ANNUAL
UNIQUE REACH

36.5M

VIDEO VIEWS

66.5M

IMPRESSIONS



lovin cairo
— لوفين القاهرة —

OMAN

5M

ANNUAL
UNIQUE REACH

10.7M

VIDEO VIEWS

20M

IMPRESSIONS

lovin muscat
— لوفين مسقط —



JORDAN

11K

ANNUAL
UNIQUE REACH

21k

VIDEO VIEWS

50K

IMPRESSIONS



lovin amman
— لوفين عمان —

LEBANON

3.6M

ANNUAL
UNIQUE REACH

5.3M

VIDEO VIEWS

7M

IMPRESSIONS



lovin beirut
- لوفن بيروت -

PALESTINE

800K

ANNUAL
UNIQUE REACH

1.6M

VIDEO VIEWS

2M

IMPRESSIONS



lovin palestine
- لوفن فلسطين -

CREATING IMPACT THROUGH A DIGITAL LENS

TRUSTED

The 'reliable' source of real time local news in the region.

ENGAGING

Uncovering the stories that other outlets have missed, while creating thought provoking content that users talk about and share with peers.

POSITIVE

Shining a light on positive community stories by delivering inspirational and wholesome content.



OUR LOVIN HOSTS

Our passionate hosts are constantly working to elevate Lovin as the ultimate local news and entertainment channel in the Middle East. With a commitment to our local communities, we aim to be their trusted source, always.



lovin abu dhabi
أبو ظبي



lovin dubai
أبو ظبي



lovin dubai
أبو ظبي



lovin dubai
أبو ظبي



lovin dubai
أبو ظبي



lovin doha
الدوحة



lovin cairo
القاهرة



lovin cairo
القاهرة



lovin cairo
القاهرة



lovin cairo
القاهرة



lovin saudi
السعودية



lovin saudi
السعودية



lovin dubai
أبو ظبي

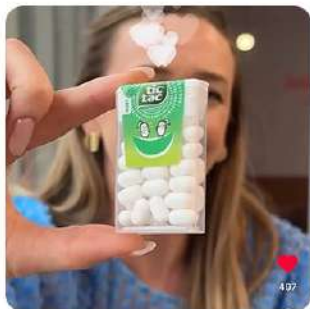


lovin dubai
أبو ظبي



lovin dubai
أبو ظبي

WHAT WE DO



BRANDED CONTENT



CREATIVE IDEATION



EVENT COVERAGE



AWARENESS



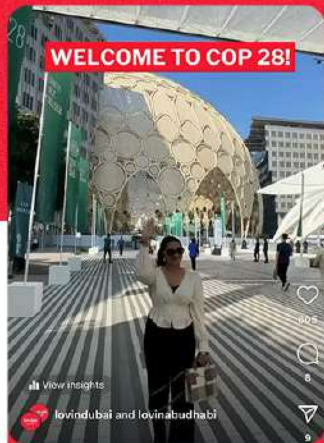
STORY TELLING



AMPLIFICATION

HOW WE WORK WITH BRANDS

We work with leading brands across the globe, creating and distributing native content across the Lovin Network.



**CONTENT
CREATION**



**AD HOC
CAMPAIGNS**



**LONG TERM
PARTNERSHIPS**



**NATIVE
ADVERTISING**



**MEDIA
PARTNERSHIPS**

WORKING WITH 1200+ BRANDS* ACROSS THE REGION INCLUDING MANY OF THE WORLD'S LEADING BRANDS.



Uber



Talabat



SAMSUNG



Tim Hortons



ROVE
HOTELS

EMAAR



TANG ARABIA |



CGI VIDEO | RAMADAN CAMPAIGN

Lovin Dubai creatively utilized CGI technology in collaboration with Tang Arabia to welcome the Holy Month of Ramadan

760K

TOTAL IMPRESSIONS

760K

TOTAL REACH

10K

TOTAL ENGAGEMENT



MS TALKS 2.0 |



SHOW PRODUCTION | NOVARTIS CAMPAIGN

Novartis collaborated with Lovin Dubai to launch the second season of the podcast MS Talks, to address the topic of multiple sclerosis and its misconceptions in society

6.5M

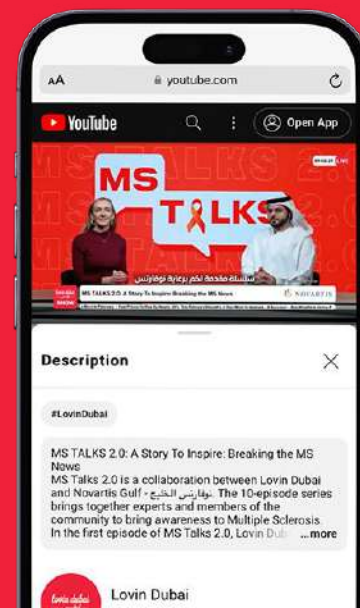
TOTAL IMPRESSIONS

2.8M

TOTAL REACH

459K

TOTAL ENGAGEMENT



BASEBALL UNITED |

MEDIA PARTNERSHIP CAMPAIGN

Lovin Dubai was a proud media partner of the first ever professional baseball exhibition in the middle east: 2023 All-Star Showcase, sharing content pre, during and post-event

800K

TOTAL IMPRESSIONS

780K

TOTAL REACH

7,903

TOTAL ENGAGEMENT



DCT |

VIDEO PRODUCTION | RAMADAN 2023 CAMPAIGN

A successful month long campaign for Ramadan in collaboration with The Department of Culture and Tourism- Abu Dhabi. The Campaign showcased the very best cultural, culinary and event offerings across the Holy Month, through video production and native editorial coverage

7.3M

TOTAL IMPRESSIONS

6.6K

TOTAL REACH

67k

TOTAL ENGAGEMENT



DAMAC TAKEOVER | DAMAC

GRAND TAKEOVER CAMPAIGN

The Damac 40-year anniversary celebrations was an excellent example of a full Lovin Dubai social takeover. 'Lovin Damac' included changes in the logo across all social platforms, changes in cover photos, full website banners, stories, reels, and articles. The campaign generated over 3 million impressions Daily.

9.2M

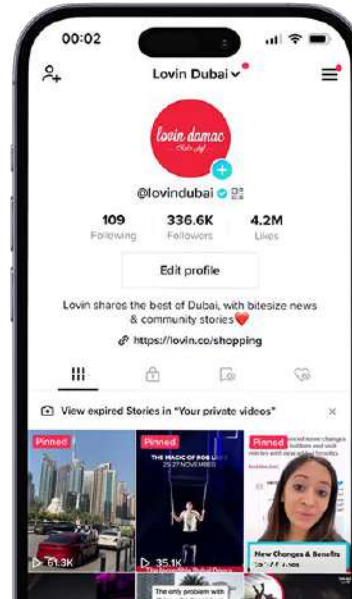
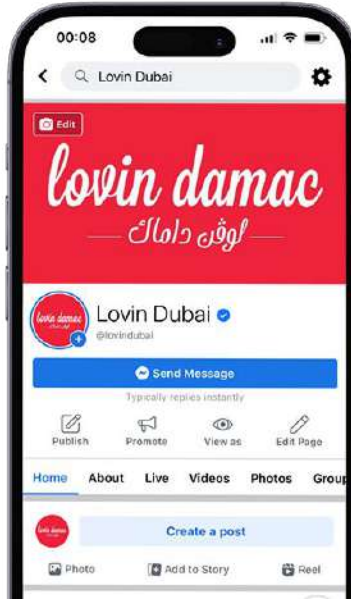
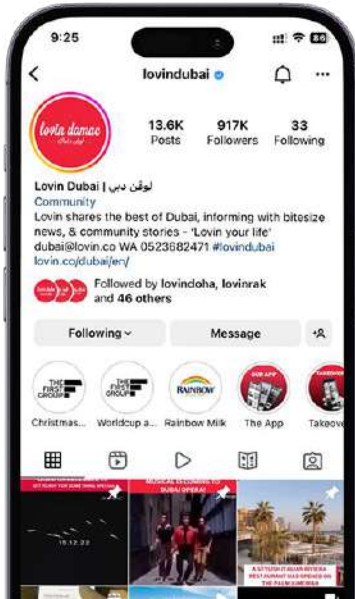
TOTAL IMPRESSIONS

6M

TOTAL REACH

50k

TOTAL ENGAGEMENT



WHAT'S NEW

MARKETING FORMATS



LOVIN HOUSE

Take your event to the next level with the Lovin House on ground activation where the audience and influencers can capture and share content.



CGI VIDEOS

Create attention grabbing viral videos with the use of CGI Technology.

We have a full service offering of production as well as distribution across Lovin Channels.



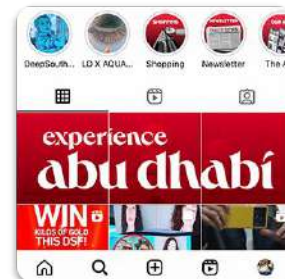
AI CAMPAIGNS

Make your brand stand out with creative AI driven concepts that enhance user engagement.



WHITELISTED ADS

Optimize your paid media strategy by gaining access to Lovin accounts leveraging the audience on Lovin Platforms.



GRID TAKEOVER

Make a splash and enhance your brand presence by taking over the top row of the Lovin IG Grid!

OUR DIGITAL MARKETING FORMATS



DISPLAY



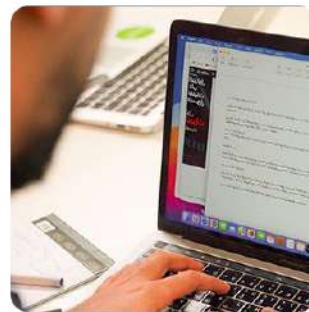
SOCIAL



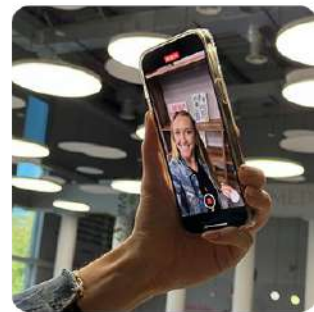
VIDEO



**SHOWS &
PODCASTS**



NEWSLETTER



FULL TAKEOVER



AMPLIFY YOUR BRAND WITH US

HELLO@LOVIN.CO

GET IN TOUCH FOR MORE INFO