

*lovin dubai*  
— لوفن دبي —

# 2021 MEDIA KIT



Our mantra is simple:

# LOVIN YOUR LIFE

Lovin Dubai is a local news and lifestyle brand. We capture the essence of this unique city: From what we see, do, think, eat & drink. Building a conversation around our community, presenting a positive view of this place we call home.





**We're only going one way**  
**A VIEW IN NUMBERS**

**+126 million**

Video Views

**+14 million**

page views

**+1 million**

Unique visits

**+3 million**

Social Network

**47% : 53%**

Male vs Female

**18-44**

average age

# Spreadin' the lovin

## SOCIAL PLATFORMS

 **1.2M+**  
Followers on Facebook

 **404K+**  
Followers on Instagram

**254K+**  
Followers on Twitter

 **26K+**  
Followers on TikTok

 **2.5K+**  
Followers on YouTube

# our clients ARE OUR PARTNERS

With over 450 brand partners across multiple sectors from Food & Beverage, Automotive, Entertainment, Retail and Hospitality industries.



هيئة الطرق والمواصلات  
ROADS & TRANSPORT AUTHORITY



SAMSUNG



Uber



LAVAZZA  
TORINO, ITALIA, 1895



EMAAR

AVANI  
Hotels & Resorts

Tim Hortons

ROVE  
HOTELS

Fairmont  
HOTELS & RESORTS

Coca-Cola arena

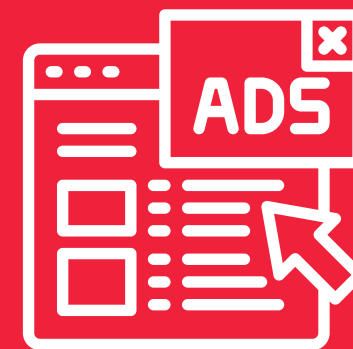
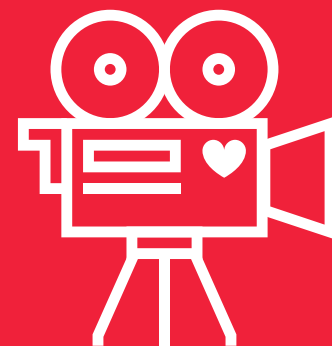
citibank

Careem

Hilton  
HOTELS & RESORTS

ATLANTIS  
THE PALM, DUBAI

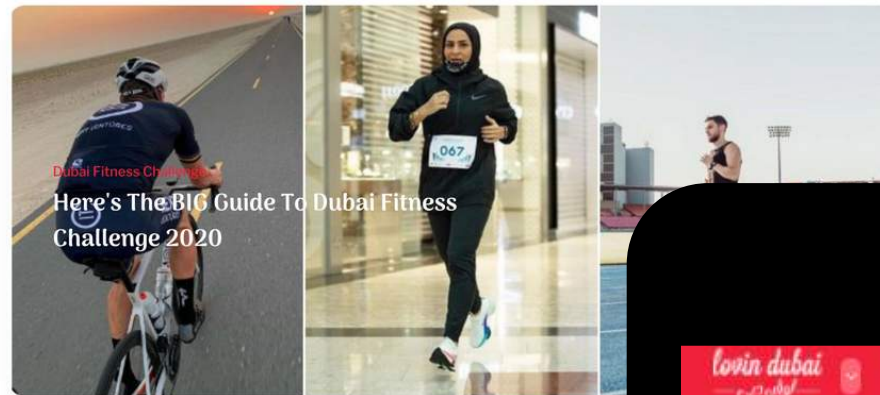
# What We Do







## Dubai Fitness Challenge



Dubai Fitness Challenge  
HH Sheikh Hamdan Bin  
Shoutout To These Stars



Dubai Fitness Challenge  
A Paralyzed Teenager  
Minutes At The Dubai Fitness Challenge



Latest  
Mission Complete! Team  
Fitness Challenge



Dubai Fitness Challenge  
Dubai Resident Completes  
An Ultra Marathon Event



Dubai Fitness Challenge  
5 Pics Proving People Love  
The Dubai Fitness Challenge

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Other Lovin Locations



# Articles

On the pulse and socially friendly



## Features

Showcasing your product or brand in the most native way possible, including listicles & weekend roundups.



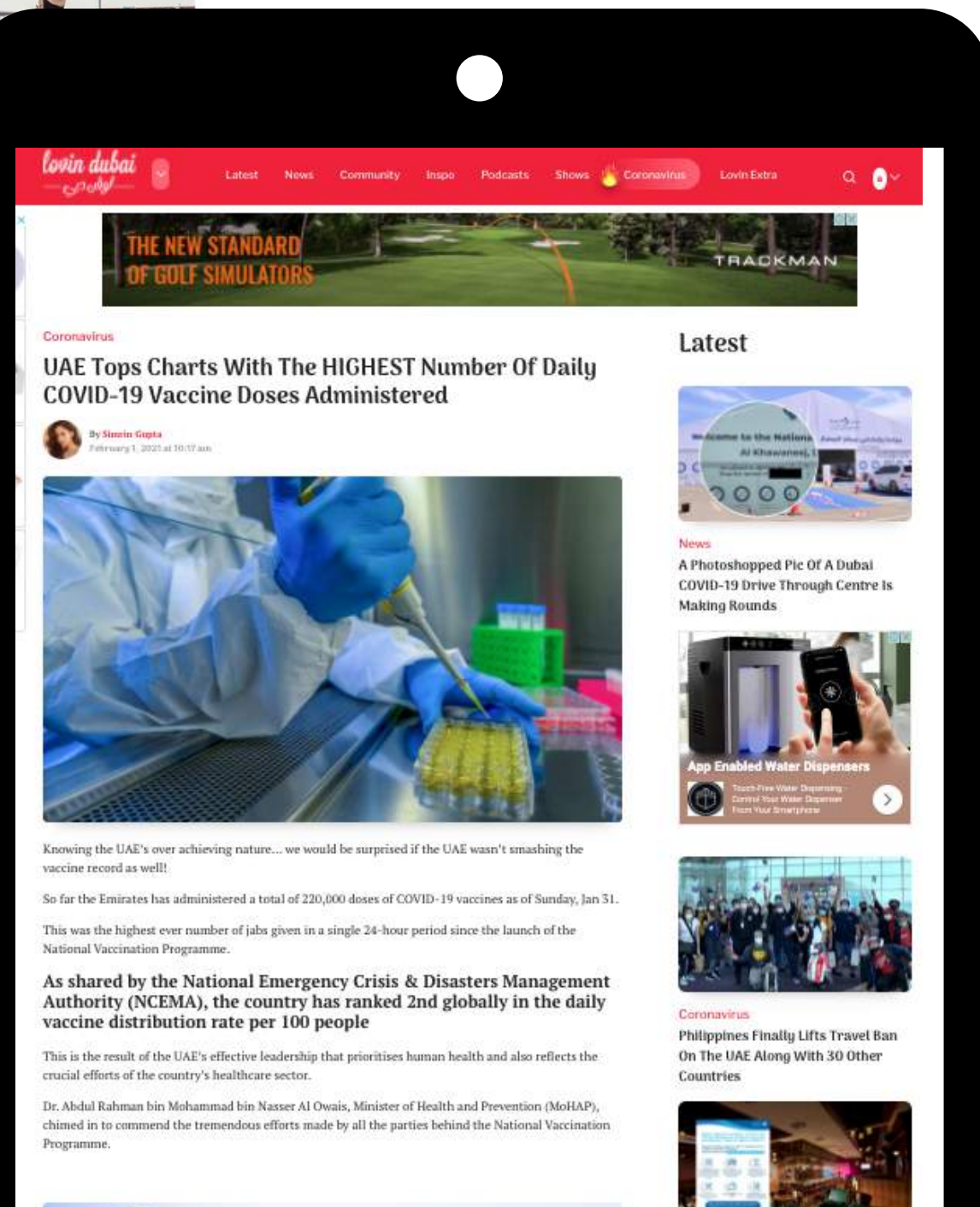
## Quiz & Comps

Using entertaining ways to capture the attention plus incentivising our audience is a great way to engage!



## Content Hubs

A bespoke area on the Lovin site filled with client-owned articles.





# Social Media

Maximising your brand exposure

## FACEBOOK

Harnessing the power of the social algorithm to achieve maximum impact & reach

- Social Distribution
- Feed Posts
- Facebook Lives

## INSTAGRAM

Our in demand platform that's continuing to grow from strength to strength.

- Social Distribution
- Feed Posts
- Stories & Highlights
- Takeovers
- AR Filters

## TWITTER

Have direct conversations with our audience, building a dialogue with our audience.

- Moments
- Tweet Packages

## YOUTUBE

From single videos to series, this is still one of the most powerful video platforms.

- Distribution
- Series Content

## TIKTOK

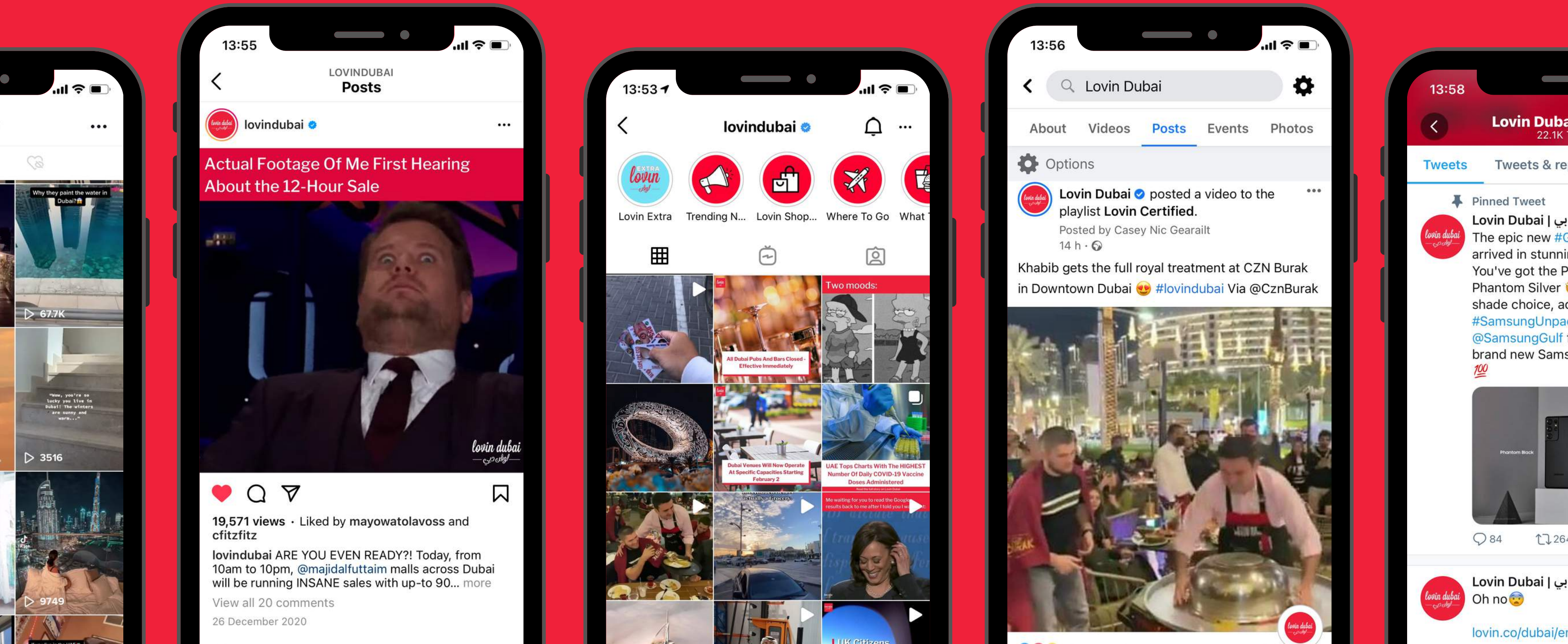
Taking the world (and Dubai) by storm, jump on the trends with native videos.

- Distribution
- Feed Videos

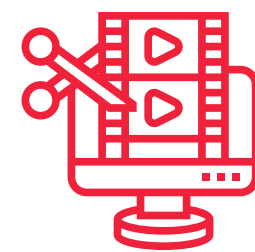


# You don't know what you meme to me

Capitalise on the regions largest and engaged lifestyle media following.







# Video Production

Native engagement



## Video Production

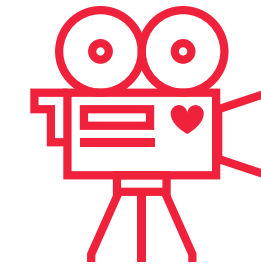
A full service offering from start to finish by our dedicated in-house content team. From concepts, filming, post-production to distribution.



## Live Streaming

Live from Lovin HQ, events or activations using industry-leading software we can capture the moments in real time.





# Video Editing

An audience first mindset



## Animated Videos

Limited assets, no problem. Animated motion graphic videos is another way to tell the story and engage audiences.



## Post Production Video Editing

Produce native videos without shooting a brand new video, utilising existing assets but with a bit of Lovin flare!



## Distribution

Use the expansive Lovin Dubai social network to amplify your own assets.





# Lovin Dubai Shows

Capturing the Lovin mindset





# About our shows



## Lovin Daily

The Lovin Dubai Daily gives the inside track to the top trending stories happening in Dubai daily.

Filmed directly from Lovin HQ, live Sunday - Thursday.



## The Lovin Dubai Show

The Lovin Show talks Dubai, community and having fun with our Lovin friends.

We're talking to the influencers of the moment - what's happening in Dubai, getting an insight into their lives and what they're doing right now.



# About our shows

## Lovin Meets

A video series where Lovin Dubai meets the celebrities & stars coming to Dubai, giving our community an insight into their lives, and what they truly love about Dubai.



## It's A Dubai Thing

A docu-web series exploring the different cultures and celebrations in Dubai, created with the goal of showcasing the tolerance in the city and its people.







# Be part of the action

Overview of the Lovin Shows



## Sponsorship

- Logo Placement
- Branded tickers
- Product Placement



## Custom Shows

Create bespoke shows based on key messaging and formats in a truly native Lovin way



## Mentions & Custom Segments

- Host reads & mention by Lovin host
- Add your trailer or brand asset to be shared within the show.

# Podcasts



## **Custom Podcasts**

Create a dedicated podcast about your brand, using the Lovin hosts and platform to reach the right audience.



## **Mentions & Custom Segments**

Within each episode, utilise the native formats through host mentions and custom segments.

# Display Advertising



## Programmatic

Control the creative seen and feed your banners programmatically through the Lovin Site



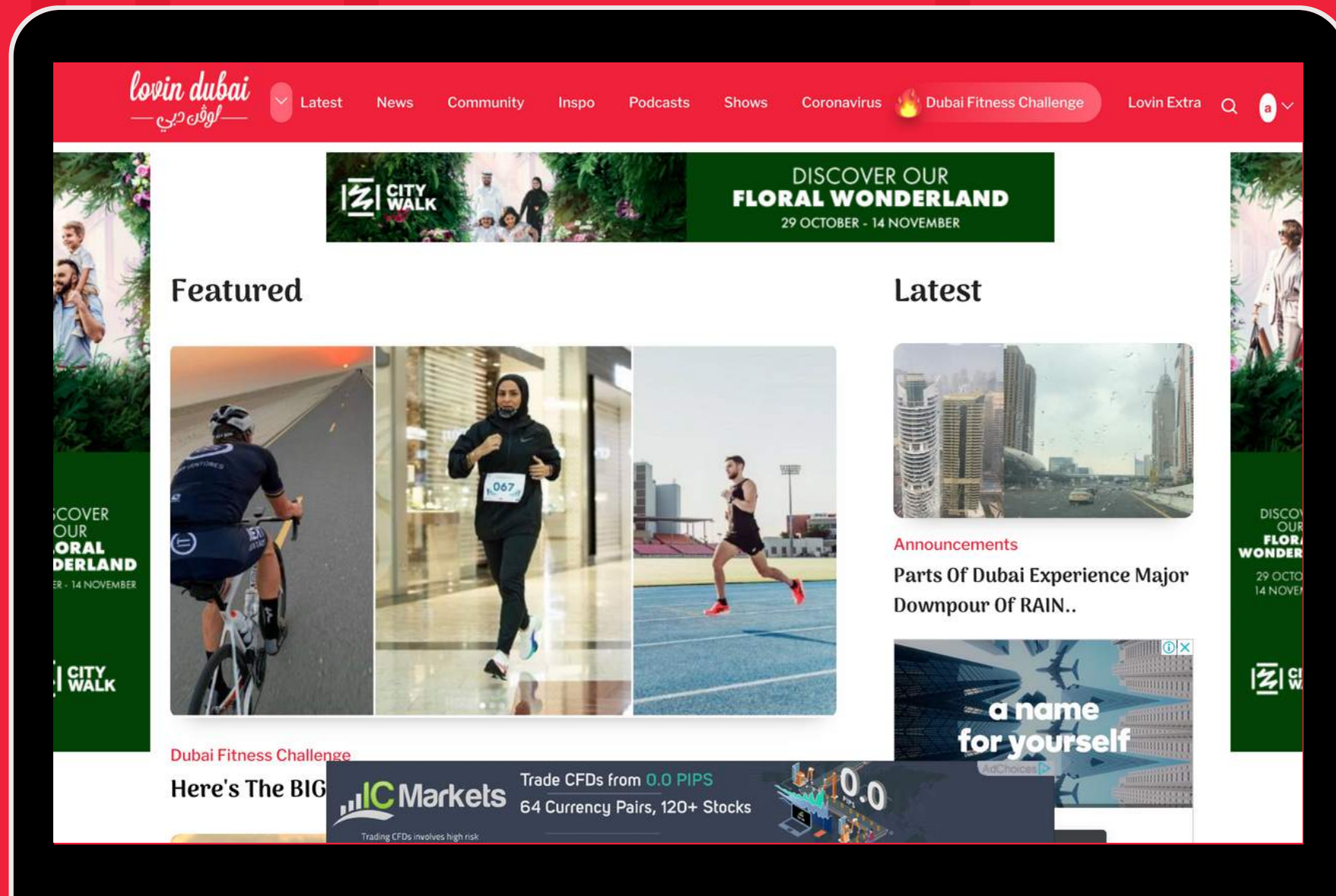
## Run of Site

Gain exposure across the Lovin site with zero hassle of setup.



## Homepage Takeovers

Go for maximum impact across the Lovin site with a roadblock of all your banner on the Lovin homepage.







# PARTNERSHIPS

Lovin has a strong bond with our readers. Hyping events and activations throughout this good city to engage our community.

We use our influence to create buzz, deliver information and help sell tickets.



# Newsletters

Reach over 36,000 people from the Lovin database. The EDMs are designed with you in mind, highlighting your key messaging.

## Daily Trending Stories

NEW YEAR'S EVE IN DUBAI: The Top 14 Parties Worthy Of Your Time



GCC Passengers Arriving At DXB Will Be Exempt From Taking The Pre-Flight COVID-19 Test



Hospitalising Nearly 400 People - A New Mystery Disease Abroad Has Social Media In Knots

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## COMPETITION: The Pet Shop Is Giving Away Whopping AED1000 For You To Spend On Paws!

Hellooo pet parents, we have some exciting news for all you pawsome and your pawsome-er pets.

First, you can partake The Petshop's EPIC comp to WIN BIG for your furbabies and second if you're looking to **adopt a kitty or doggo** into your life then, this is a sign from the universe that **NOW IS THE TIME**

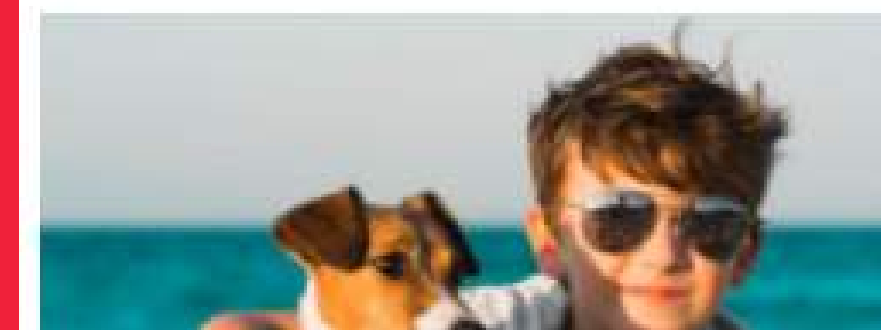


**\*ATTN\*:**

**If you're looking to adopt a doggo, then head down to the Pet Shop's Flagship branch every Saturday**

You know what they say, a dog is a man's best friend! Give a loving home to a doggo in and regret NOTHING.

Stray dogs are specially cared for and brought down in association with the *Stray Dogs Center*.







## Lovin Extra



Lovin Extra

The Real Reasons Visitors Are Flocking To Dubai Amid England's Tier 4 Lockdown And Restrictions



Lovin Extra

WIN: An Amazing Christmas Hamper From Depachika Food Hall



Lovin Extra

OPINION: Commuters Are Taking Undue Advantage Of The Dubai Metro COVID Seat Stickers



Lovin Extra

Why Every Second Person In Dubai Has Become An Influencer Slash Blogger



Lovin Extra

To Travel Or Not To Travel: Why This Christmas Is Different In Dubai



Lovin Extra

The World Stands Still But Dubai Is Busy With Tourists - Here's How They Pulled It Off



Lovin Extra

The Real Reasons Visitors Are Flocking To Dubai Amid England's Tier 4 Lockdown And Restrictions



Lovin Extra

WIN: 4 VIP Tickets For Clean Bandit And Anne-Marie In Dubai This Friday



Lovin Extra

WIN: Exclusive VIP Passes

EXTRA  
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Lovin Extra is a subscription service where loyal readers can subscribe monthly or annually in exchange for benefits such as exclusive access to events, venues, products, premium content and branded merchandise.





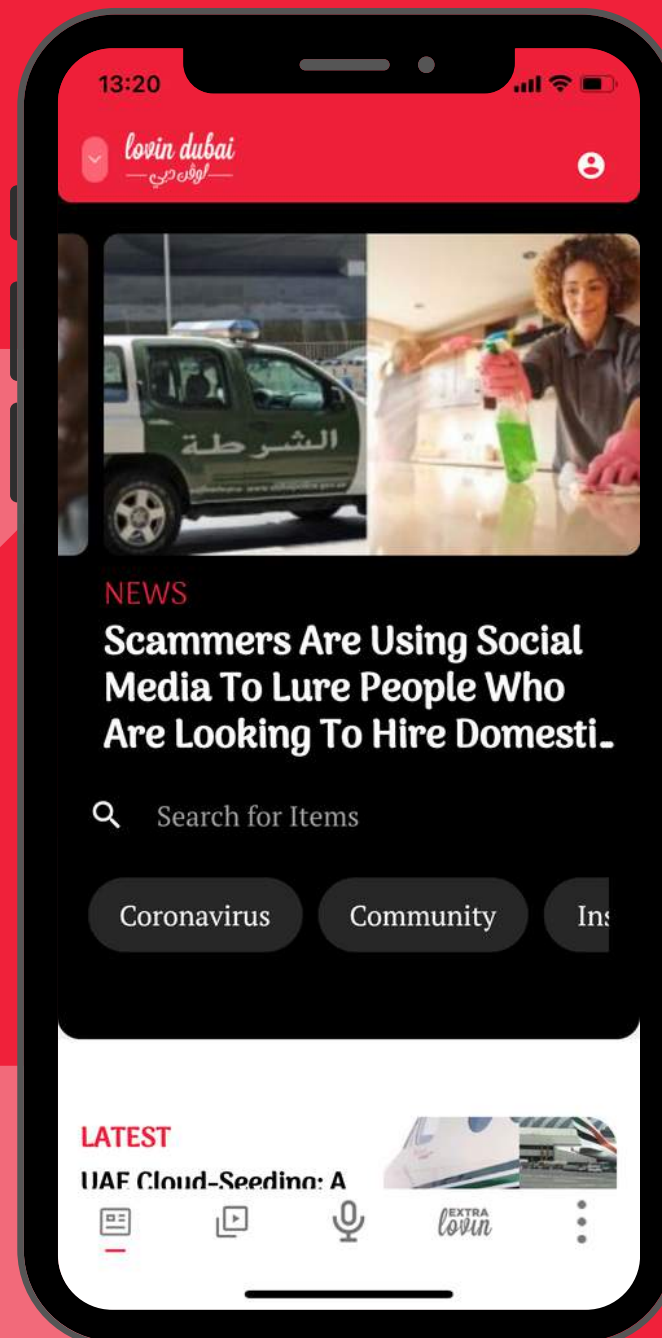
# Access Lovin On The Go

Since it's late 2020 launch the lovin app has received over 5,000 downloads

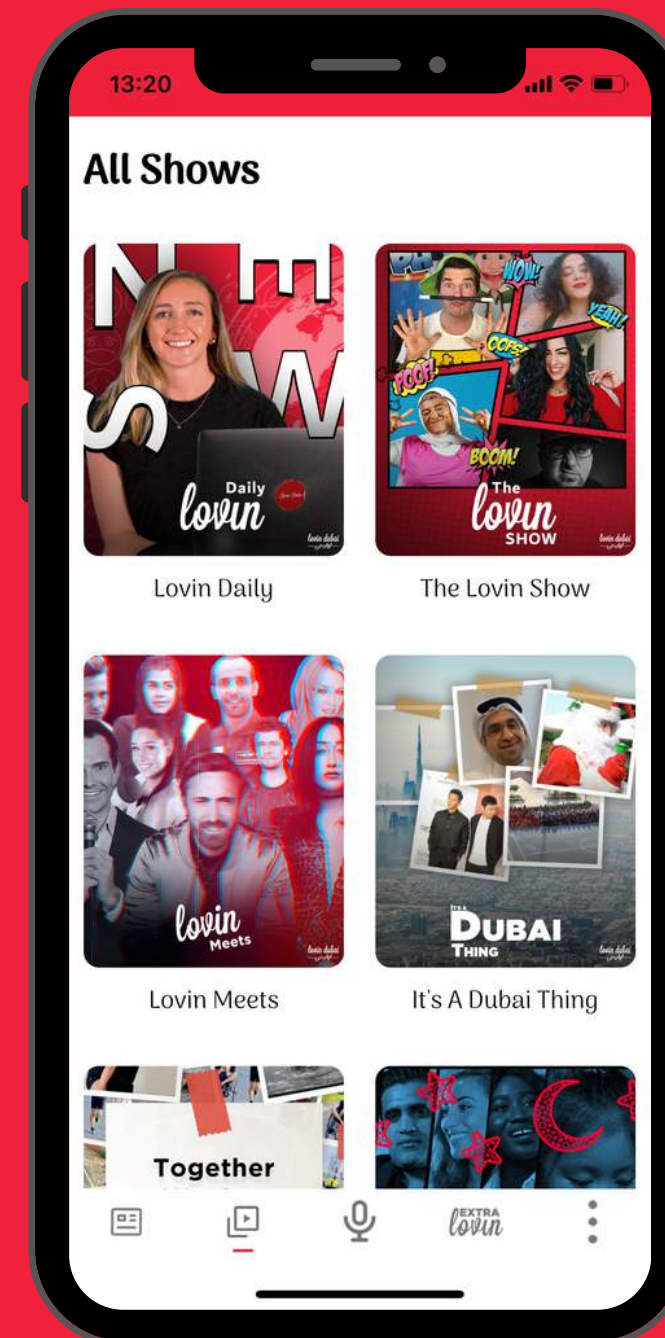
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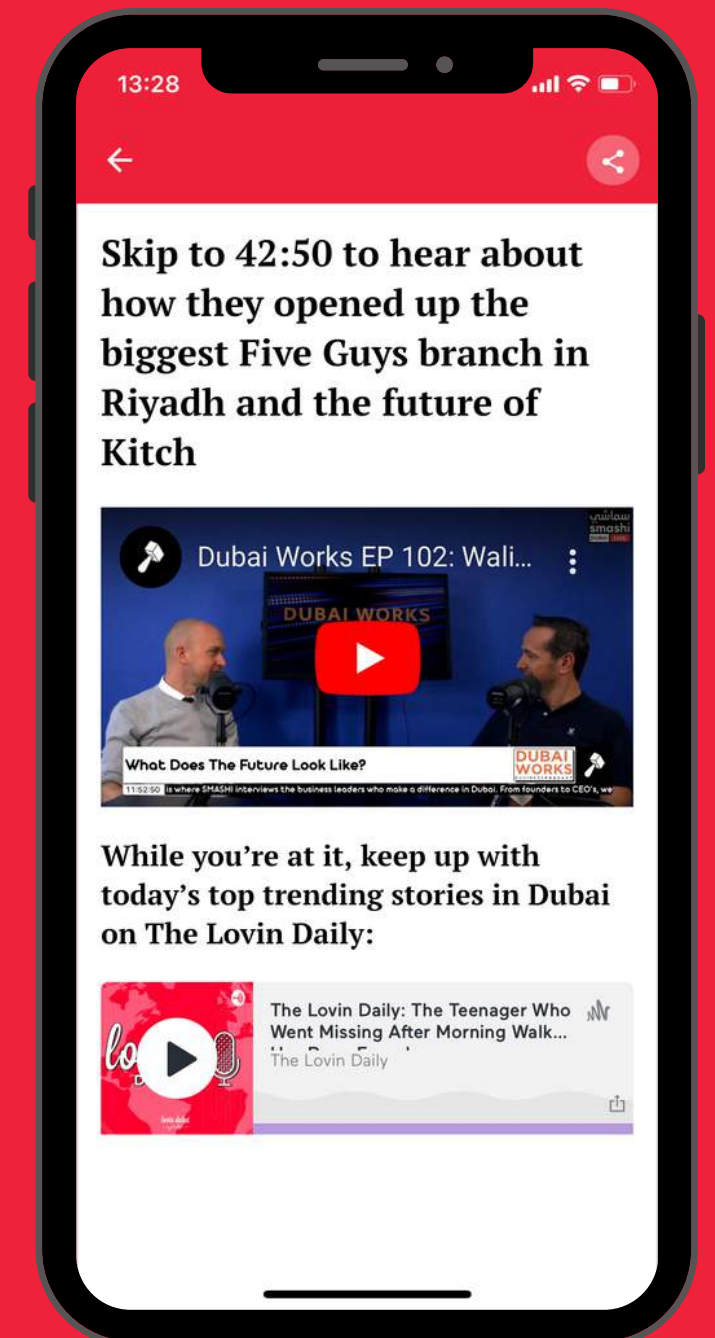
## Read



## Watch



## Listen



# A Message From Our Clients



Working with Lovin Dubai & Lovin Saudi was one of the best marketing decisions we made. We got visibility locally and regionally.

Marwa Mohammed, Aloft City Centre



Creative, Social, Energetic.  
Passionate to get things done!

Hassan Abdelraouf, Unilever



We have seen great value in our partnership. We love the reach and get high interaction and visibility when we launch a campaign. The team is so professional and always willing to help!

Sherin Bodekji Wanes, Edelman



# Meet The Team



RICHARD FITZGERALD  
**CEO**



F. JOSEF OBEID  
**FINANCE  
DIRECTOR**



AMY JONES  
**CONTENT  
DIRECTOR**



MAYOWA TOLA-VOSS  
**Sr. COMMERCIAL  
MANAGER**



IYAD SAADY  
**COUNTRY  
MANAGER (KSA)**



ABDALLAH NASSER  
**Sr. PRODUCT  
MANAGER**



CASEY FITZGERALD  
**Sr. MANAGER  
WRITER & HOST**



THASNEEM MELATH  
**OPERATIONS  
MANAGER**



CHAITANYA SINHA  
**Sr. MOTION  
ARTIST**



RICHIE HIRANANDANI  
**Sr. VIDEOGRAPHER**



SIMRIN GUPTA  
**Jr. WRITER  
& HOST**



HALA BASSA  
**PRODUCER  
& HOST**



ABDULMOHSIN AL-LAFI  
**HOST**



YANA KALASHNIKOVA  
**Jr. PRODUCER**



RASHA HASSAN  
**WRITER  
& HOST**



KHALID ALAWAD  
**Jr. WRITER  
& HOST**



LINA ALKADHIM  
**DIGITAL  
DESIGNER**



ALI BABA  
**PRODUCTION  
EXECUTIVE**



KAWTAR AHFID  
**ACCOUNT  
MANAGER**



SABA ALKHATIB  
**CLIENT SERVICE  
EXECUTIVE**



SALLY KANAAN  
**COMMERCIAL  
MANAGER**



LUVNEESH LULLA  
**COMMERCIAL  
EXECUTIVE**



JITHIN JACOB  
**COMMERCIAL  
EXECUTIVE**



FAISAL AL QAHTANI  
**COMMERCIAL  
EXECUTIVE**



SHAHNAZ USMAN  
**Sr. FINANCE  
EXECUTIVE**



YASIR FAWAD  
**TRANSPORT  
COORDINATOR**



# GET IN TOUCH

contact us at [hello@lovindubai.com](mailto:hello@lovindubai.com)