

lovin saudi
— لوفن السعودية —

2021 MEDIA KIT

Our mantra is simple:

LOVIN YOUR LIFE

Lovin Saudi is a local news and lifestyle brand. We capture the essence of this unique country: 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

80 million

video views

2.7 million

visits to Lovin channels

10 million

monthly reach

+3 million

social network

42% : 58%

male vs female

18-44

average age

Spreadin' the lovin

SOCIAL PLATFORMS

 **77.7K+**
Followers on Facebook

 **162.6K+**
Followers on Instagram

 **267K+**
Followers on Twitter

 **50K+**
Followers on TikTok

 **1.6K+**
Followers on YouTube

our clients ARE OUR PARTNERS

Our brand partners cross multiple sectors from Food & Beverage, Automotive, Entertainment, Retail and Hospitality industries.

LAVAZZA
TORINO, ITALIA, 1895


Hilton
HOTELS & RESORTS

AVANI
Hotels & Resorts

Uber

FOREO

موسم
الدرعية


GODIVA
Chocolatier


Marriott



KFC

وزارة الرياضة
Ministry of Sports

OYO

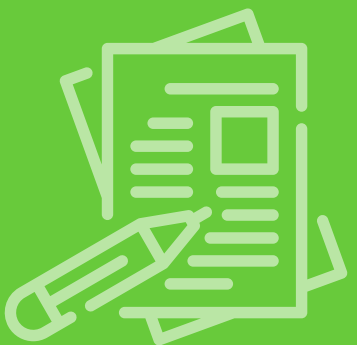
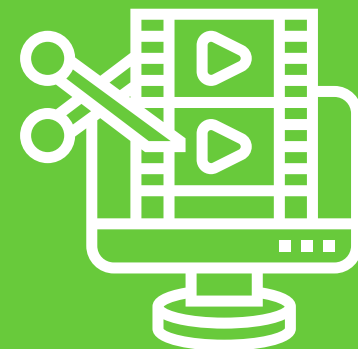
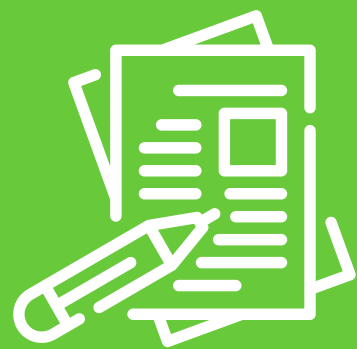
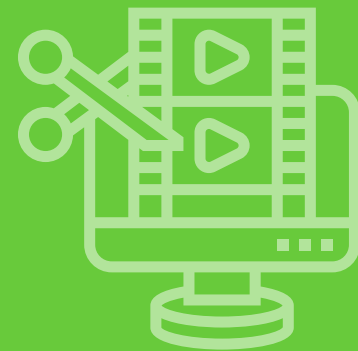
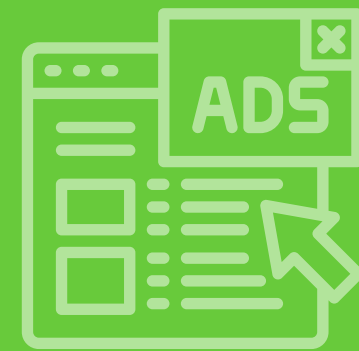


 **anghami**

BOUNCE
FREE SPIRITS UNLEASHED


VOX
CINEMAS سينما

What We Do





Articles

On the pulse and socially friendly



تتوالى والزعيم يقاتل بضراوة

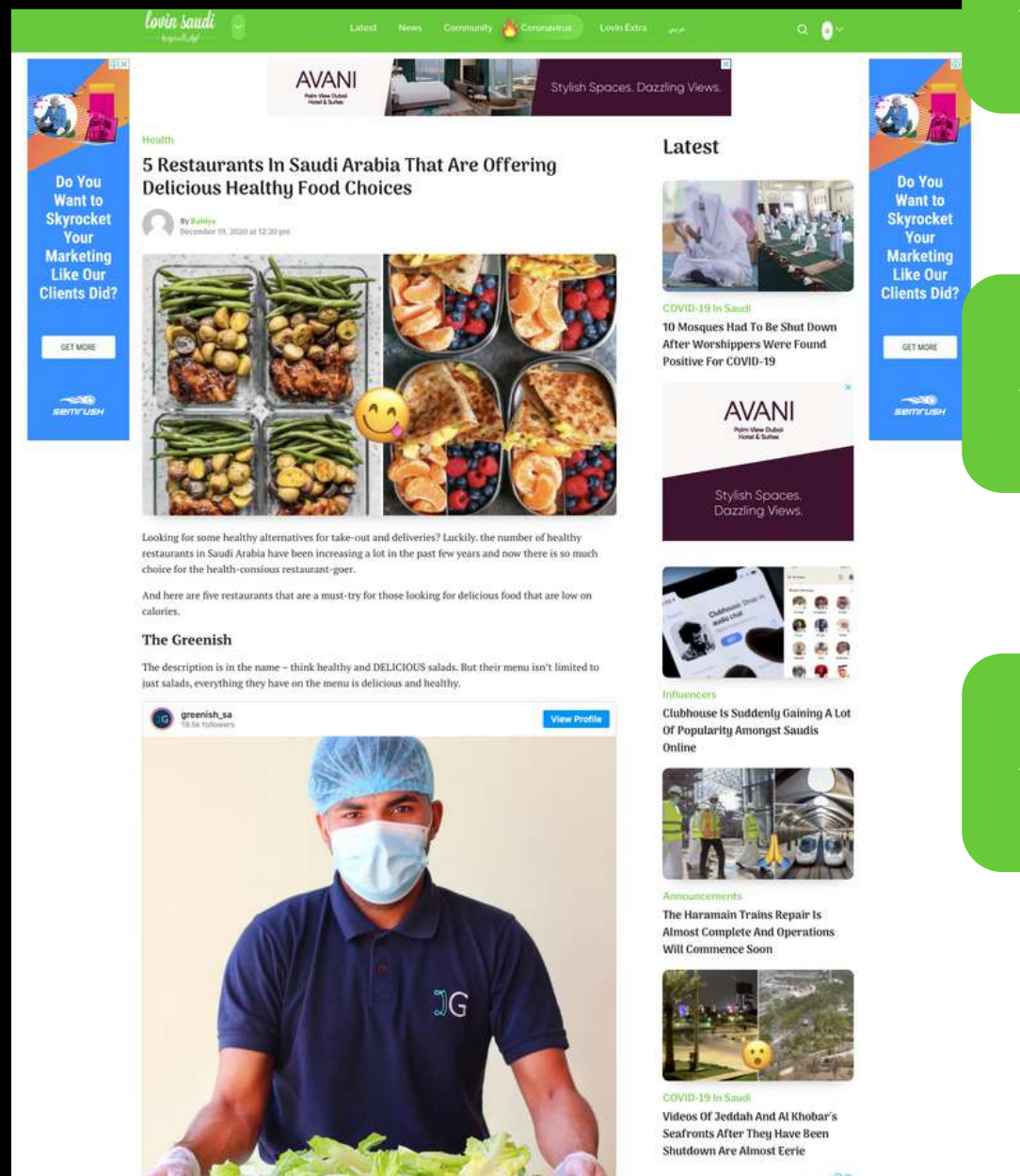
آخر الأنباء:
سلسلة الإغلاقات تستمر بسبب ارتفاع إصابات
فايروس كورونا!

كورونا المستجد في السعودية:
متحدث الداخلية.. قرار منع التجول بأيديكم
جميعاً!

كورونا المستجد في السعودية:
مؤتمر يجمع وزارتي الصحة والداخلية للحديث عن
مستجدات فايروس كورونا والقرارات الجديدة!

كورونا المستجد في السعودية:
تطبيق توكلنا يعود للعمل بعد التحديث الجديد

كورونا المستجد في السعودية:
تطبيق توكلنا يعلن عن حل مؤقت ومعتمد لحين
انتهاء الإصلاحات الفنية



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

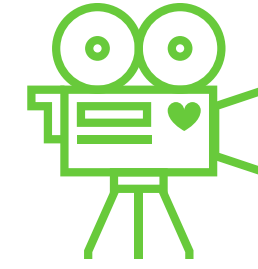
Native engagement

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!



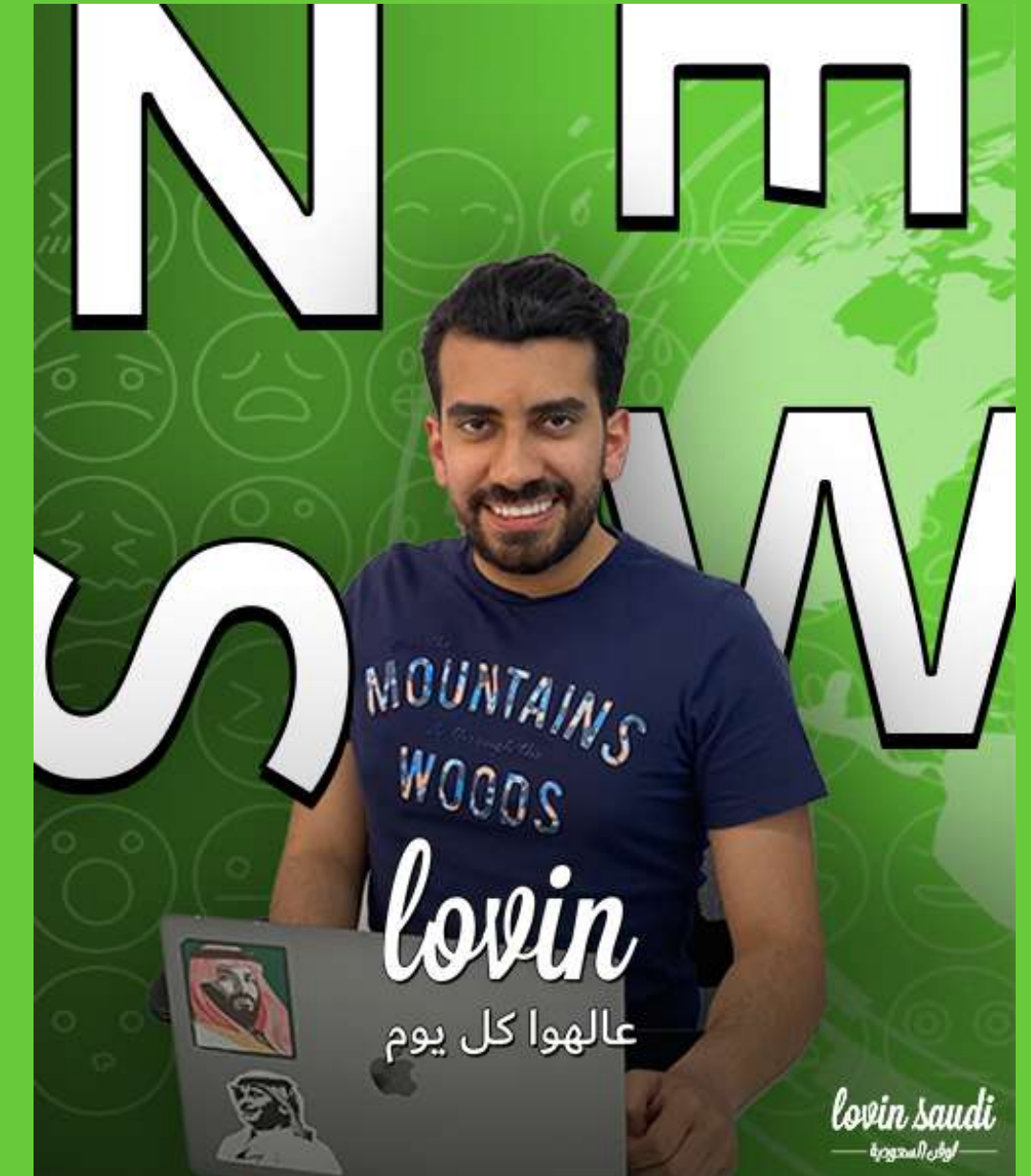
Distribution

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

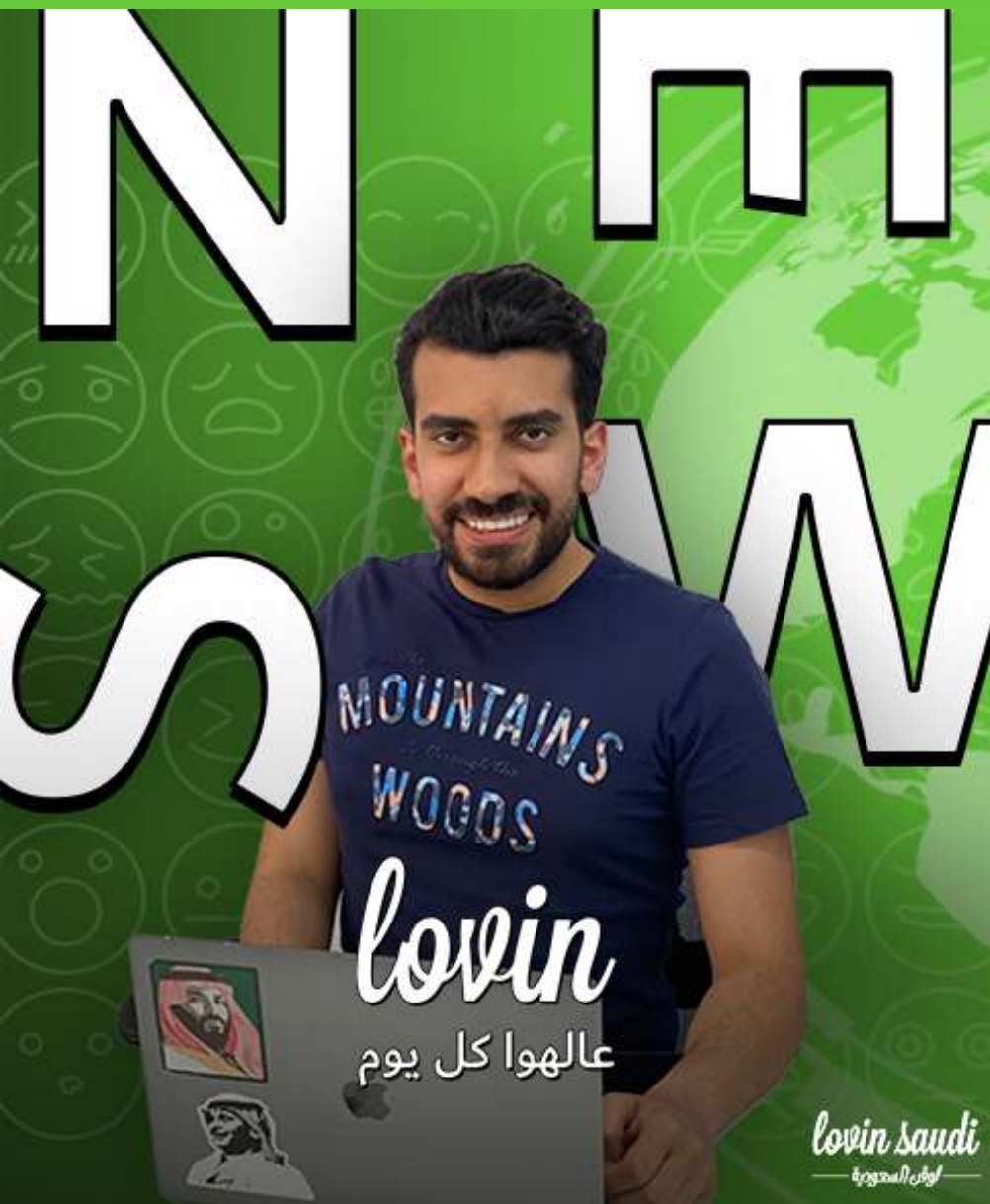


Lovin Saudi Shows

Capturing the Lovin mindset



About our shows



Lovin Daily

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

Filmed directly from Lovin HQ, live Sunday - Thursday.



The Lovin Saudi Show

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

We're talking to the influencers of the moment - what's happening in KSA, 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.

LIVE



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



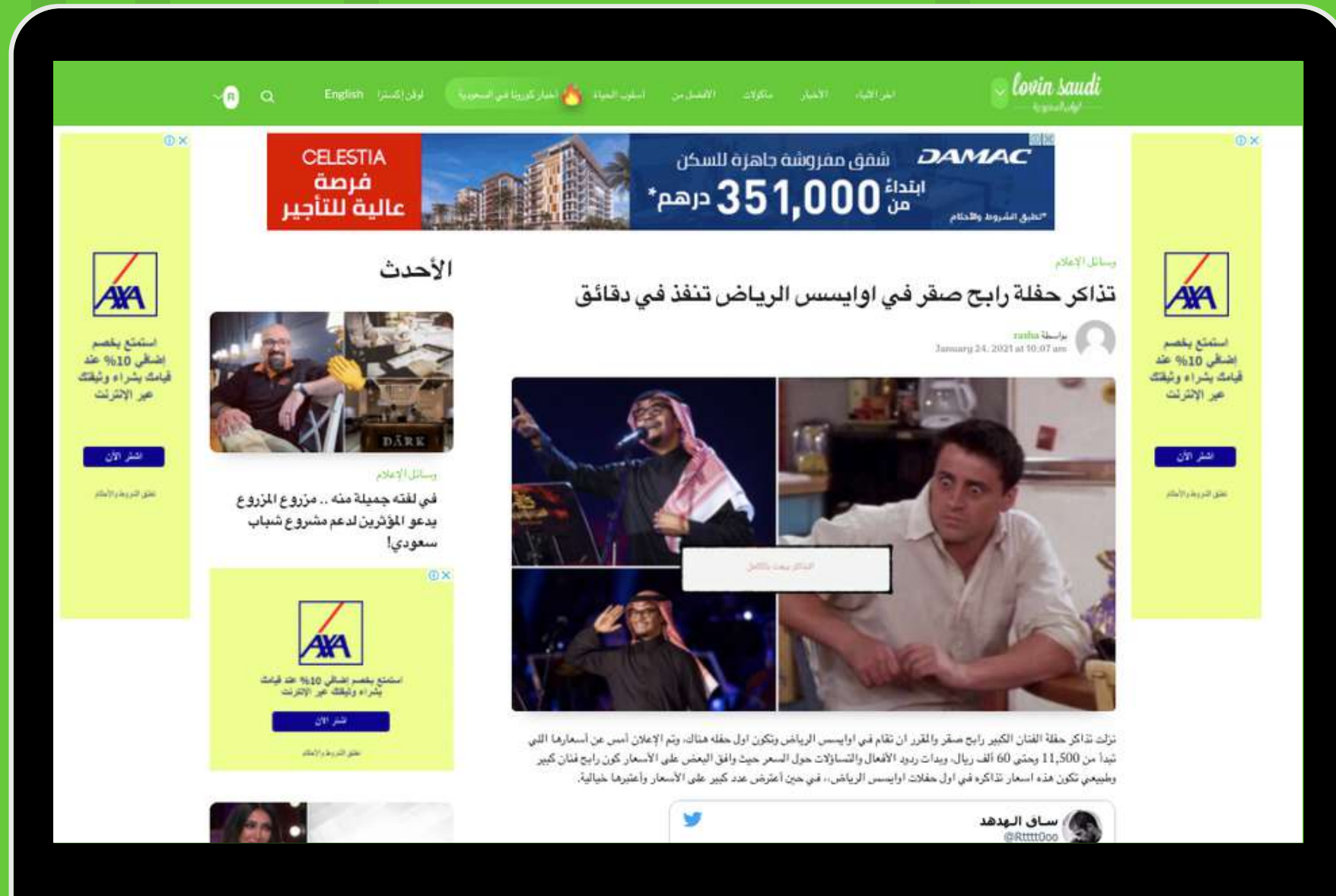
Run of Site

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. Hying events and activations throughout this good city to engage our community.

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



Newsletters

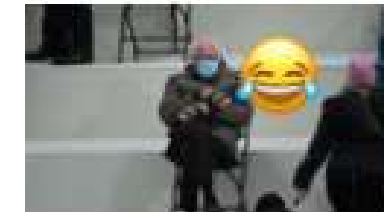
Reach over 36,000 people from the Lovin database. The EDMs are designed with you in mind, highlighting your key messaging.

lovin saudi
لوفن السعودية
الأخبار المتداولة اليومية

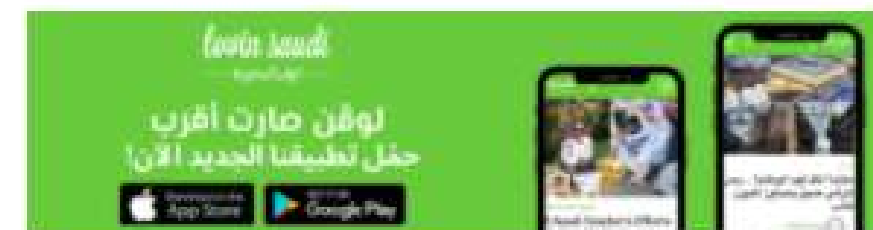
A Really Cool Local Initiative Is Urging People To 'Adopt' A Beach



The Bernie Sanders Meme Has Reached Saudi Twitter



IMPORTANT: The Museum Of Illusions Is In Saudi Arabia Now



For all the latest updates, follow Lovin Saudi on social

Instagram Facebook Twitter YouTube

lovin saudi
لوفن السعودية
الأخبار المتداولة اليومية



حديث الفترة .. هجرة الشباب السعودي لهذا التطبيق!



سلسلة الإغلاقات تستمر
بسبب ارتفاع اصابات
فايروس كورونا!



محافظة جدة تغلق الواجهه
البحرية بسبب ازدحام الزوار



← →



رأي: هل اكتشفنا كنوز السعودية
وكل ما فيها..

[إظهار المواقع الأخرى](#)

أرغب في تلقي الأخبار والعروض الحصرية من نخب السعودية، بما في ذلك المسابقات والمنتجات والشركاء، التجاريين والفعاليات، باشتراك



EXTRA
lovin
— *lovin* —

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

GET IN TOUCH

contact us at hello@lovinsaudi.com