

# MEDIA KIT

## 2023

AUGUSTUS MEDIA



# WE ARE AUGUSTUS MEDIA

EST. 2015



# AN AWARD-WINNING MODERN MEDIA COMPANY IN THE MIDDLE EAST



# BASED IN **KEY** MENA LOCATIONS

📍 DUBAI, UAE

📍 RIYADH, SAUDI ARABIA

📍 CAIRO, EGYPT



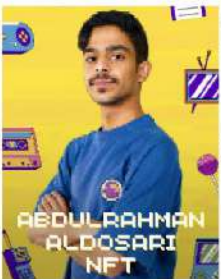
# 7 INHOUSE STUDIOS

7 studios where we shoot our shows and podcasts in Dubai, Riyadh and Cairo.





# EXPANDED WITH 70 EMPLOYEES ACROSS DIFFERENT CITIES



# Working with 1000+ brands across the region



# EXPERTISE IN BUILDING **AUDIENCE FIRST** MEDIA BRANDS





# OUR NETWORK IN 2022

**5.6M**

NETWORK FOLLOWERS

**955M**

VIDEO VIEWS

**5.1M**

PAGE VIEWS

**26.3M**

SNAPCHAT UNIQUE VIEWS

**1.2M**

NETWORK GROWTH





lovin  
— لوفین —

# THE FASTEST GROWING MEDIA BRAND IN THE REGION



# LOVIN ACROSS THE REGION

A local news & entertainment channel sharing the best of its City, informing using bitesize news, viral content, and community stories...



UAE

*lovin dubai*  
— لوفين دبي —

*lovin abu dhabi*  
— لوفين أبو ظبي —

*lovin rak*  
— لوفين راس الخيمة —

*lovin sharjah*  
— لوفين الشارقة —



SAUDI ARABIA

*lovin saudi*  
— لوفين السعودية —

*lovin riyyadh*  
— لوفين الرياض —

*lovin jeddah*  
— لوفين جدة —

*lovin neom*  
— لوفين نيوم —

*lovin sharqiyah*  
— لوفين الشرقية —



EGYPT

*lovin cairo*  
— لوفين القاهرة —



QATAR

*lovin doha*  
— لوفين الدوحة —



BAHRAIN

*lovin bahrain*  
— لوفين البحرين —



OMAN

*lovin muscat*  
— لوفين مسقط —



PAKISTAN

*lovin isloo*  
— لوفين اسلام آباد —

*lovin karachi*  
— لوفين كراچی —

*lovin lahore*  
— لوفين لاہور —



SUDAN

*lovin khartoum*  
— لوفين الخرطوم —

**WE'RE IMMERSED IN THE  
COMMUNITY'S DAILY LIFE  
REFLECTING THE ZEITGEIST  
OF THE CITY!**





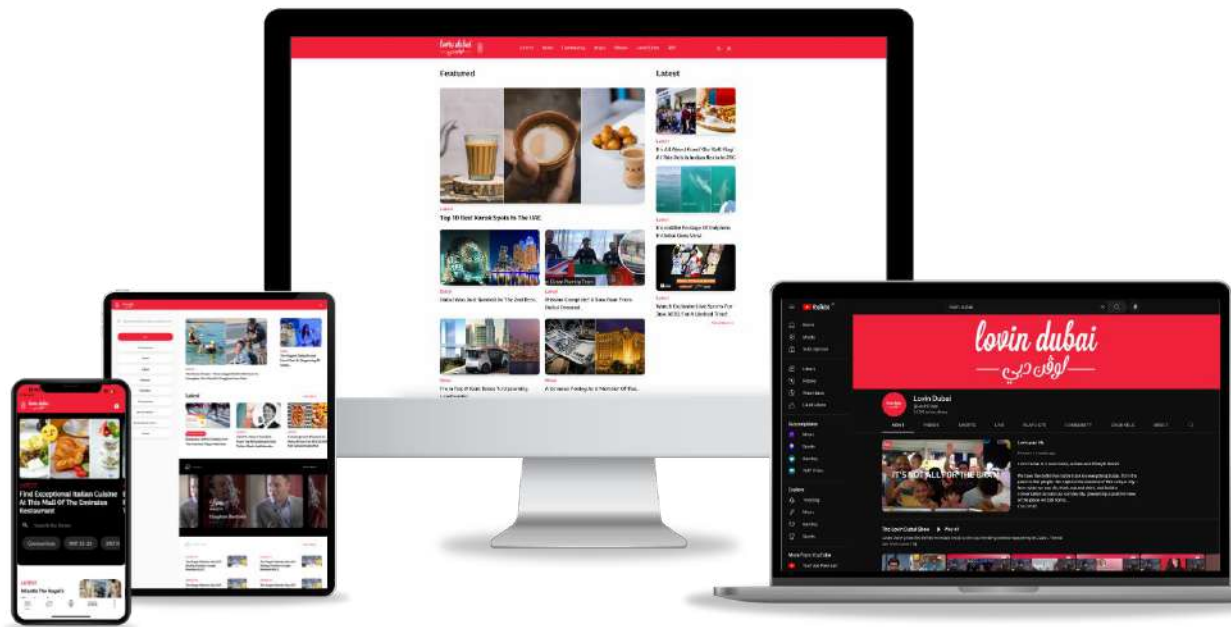
# LOVIN YOUR LIFE

The Lovin point of view is firmly focused on the reader enjoying life. Our tone is positive, upbeat, factual, and relevant to a local audience.

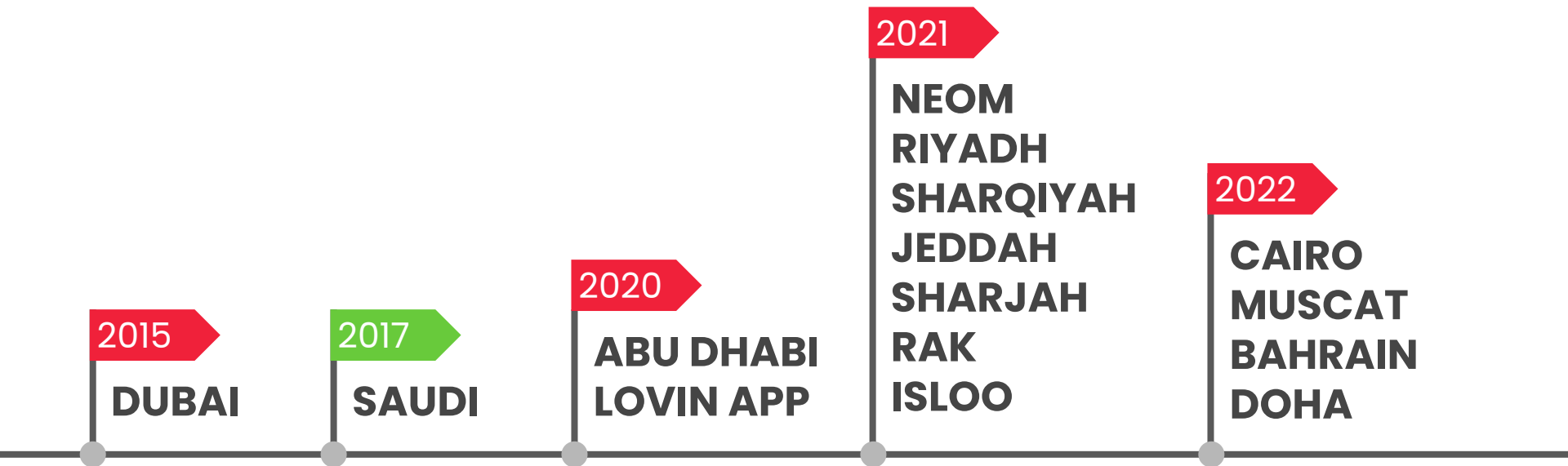


# CAPTURING THE BEST OF THE WORLD AROUND US

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



# LOVIN MILESTONES



# INFLUENCERS & CELEBS FAVOURITE MEDIA BRAND IN THE REGION

Money Kicks



Ebraheem Al Samadi



Emma Bunton



Jason Derulo



Mo Vlogs



# +72M MONTHLY REACH ACROSS THE REGION





# AVERAGE REACH

MONTHLY

Dubai ..... 55M

Abu Dhabi ..... 1.4M

Rak ..... 400K

Sharjah ..... 269K

Saudi ..... 12M

Jeddah ..... 50K

Riyadh ..... 2M

Neom ..... 30K

Sharqiyah ..... 50K

Cairo ..... 22K

Doha ..... 900K

Bahrain ..... 200K

Muscat ..... 22K

# LOVIN SOCIALS

4.43M

FOLLOWERS

925M

VIDEO VIEWS

1.41B

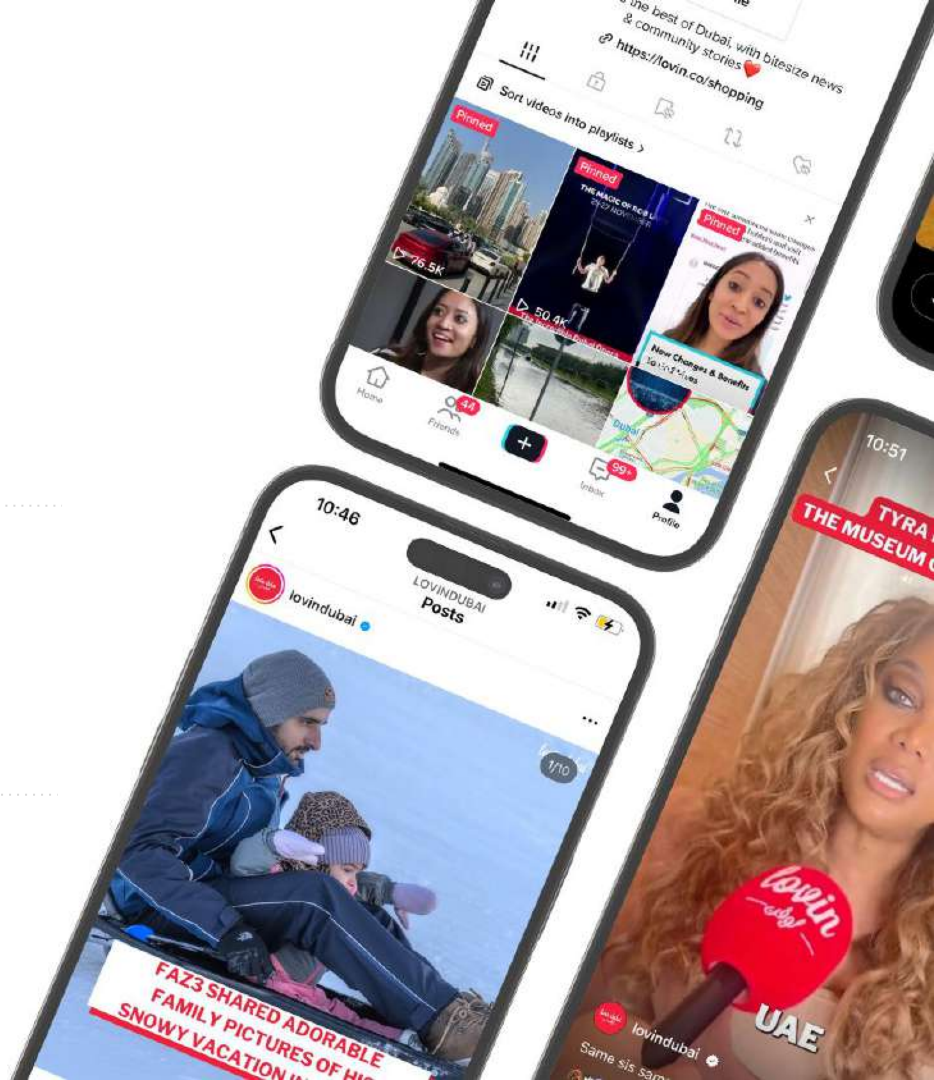
IMPRESSIONS

65M

AV. MONTHLY REACH

200M

ENGAGEMENT



# LOVIN WEBSITE

3.3M

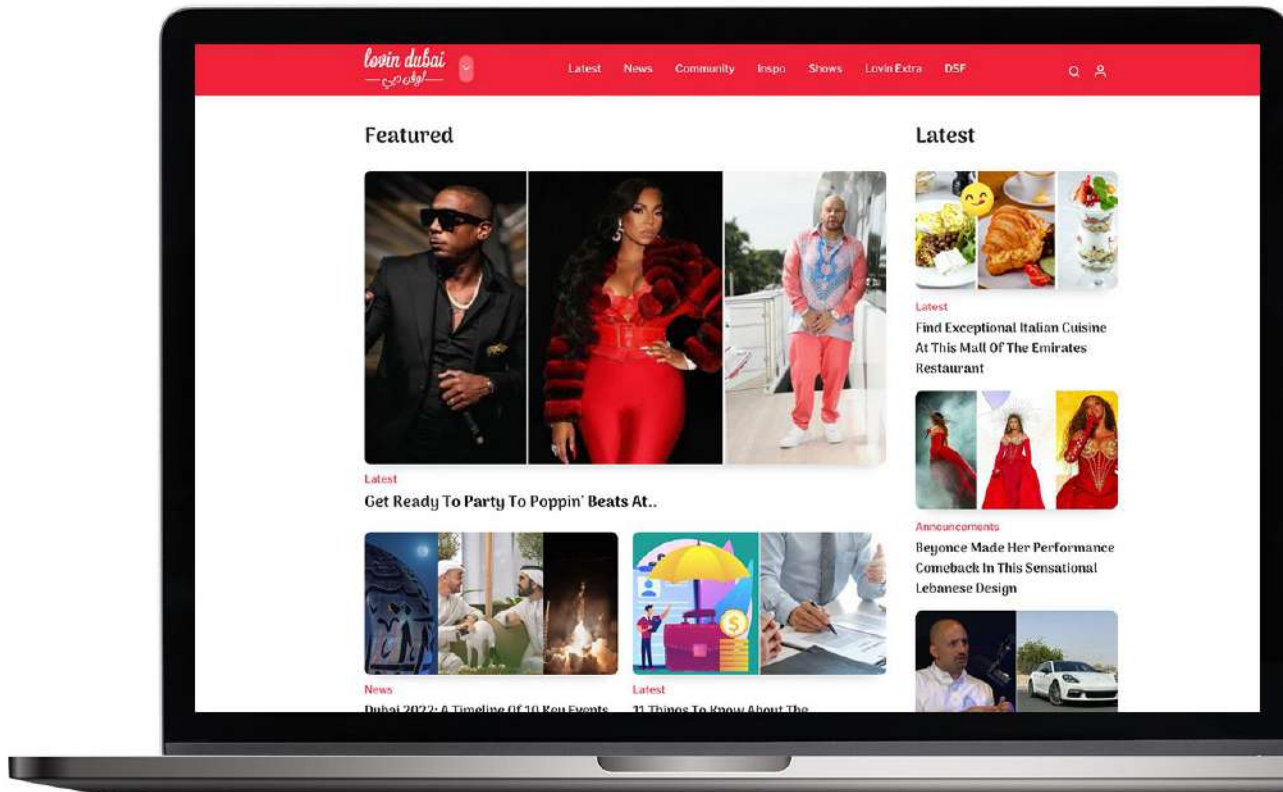
USERS

5.5M

PAGE VIEWS

70%

MOBILE USERS



# LOVIN APP & NEWSLETTER

## 16K

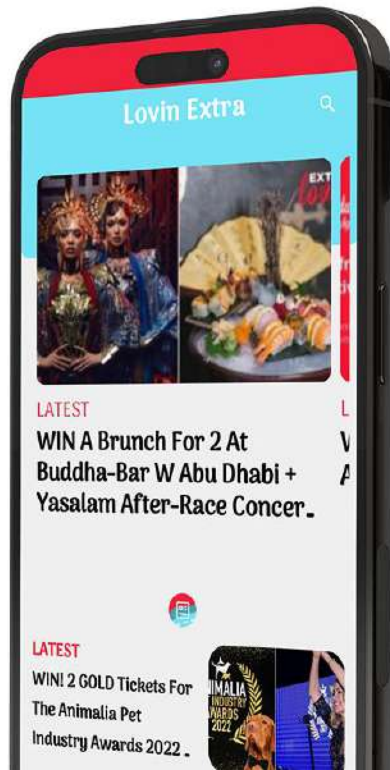
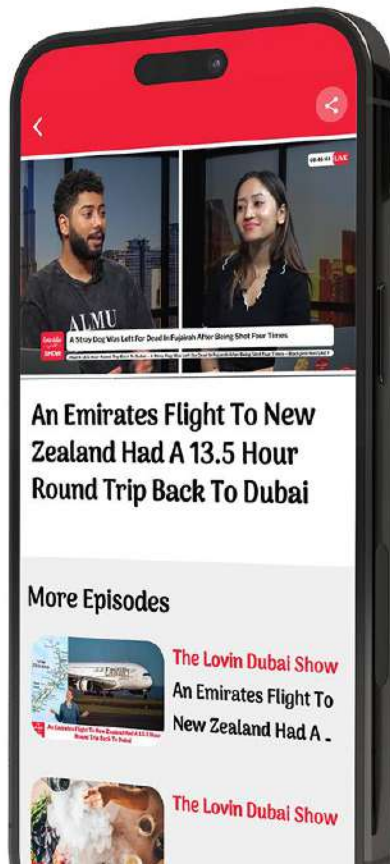
ACTIVE USERS

## 61%

ENGAGEMENT RATE

## 60K

NEWSLETTER USERS  
DATABASE



# LOVIN UAE

## 3.9M

AVERAGE MONTHLY PAGE VIEWS

## 862M

VIDEO VIEWS

## 1.3B

IMPRESSIONS

*lovin abu dhabi*  
لوڤين أبوظبي

*lovin dubai*  
لوڤين دبي

*lovin sharjah*  
لوڤين الشارقة

*lovin rak*  
لوڤين راس الخيمة





# 2021

GROWTH

## DUBAI

## ABU DHABI

## RAK

## SHARJAH

# 2022

**+831K**

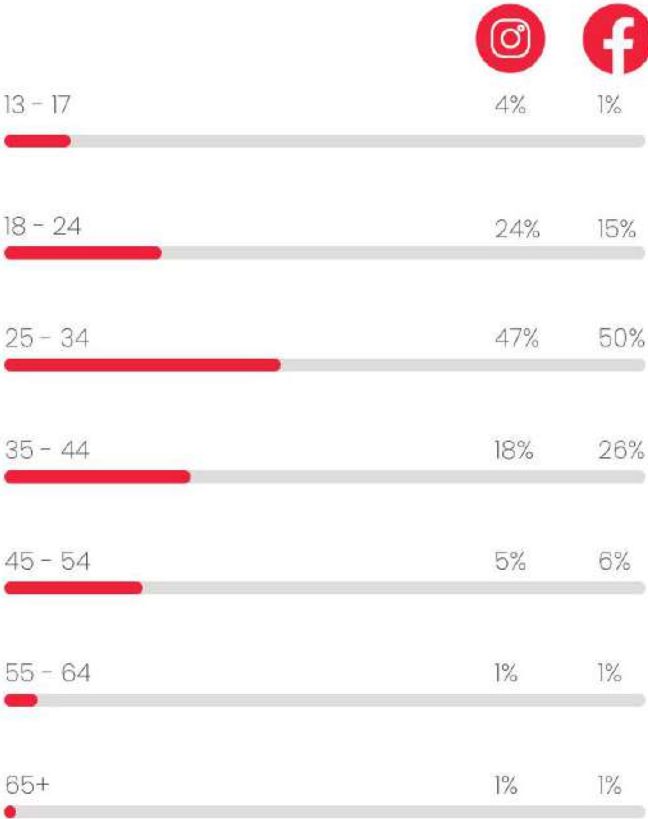
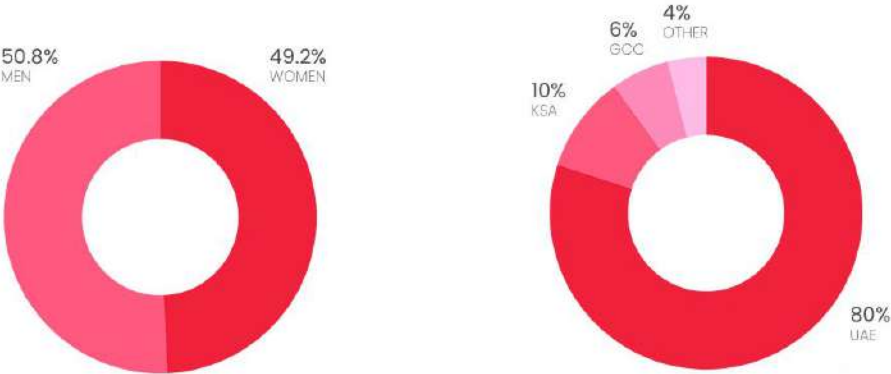
**+41K**

**+9K**

**+22K**

# UAE AUDIENCE

An affluent audience with a key interest in ways of spending disposable income





*lovin saudi*  
— لوفن السعودية —

# LOVIN SAUDI



## 1.2M

AVERAGE MONTHLY PAGE VIEWS

## 120M

VIDEO VIEWS

*lovin saudi*  
لوڤن السعودية

*lovin riyadh*  
لوڤن الرياض

*lovin jeddah*  
لوڤن جدة

*lovin sharqiyah*  
لوڤن الشرقية

*lovin neom*  
لوڤن نيوم



# 2021

GROWTH

## SAUDI

## RIYADH

## JEDDAH

## NEOM

## SHARQIYAH

# 2022

**+105K**

**+21K**

**+6K**

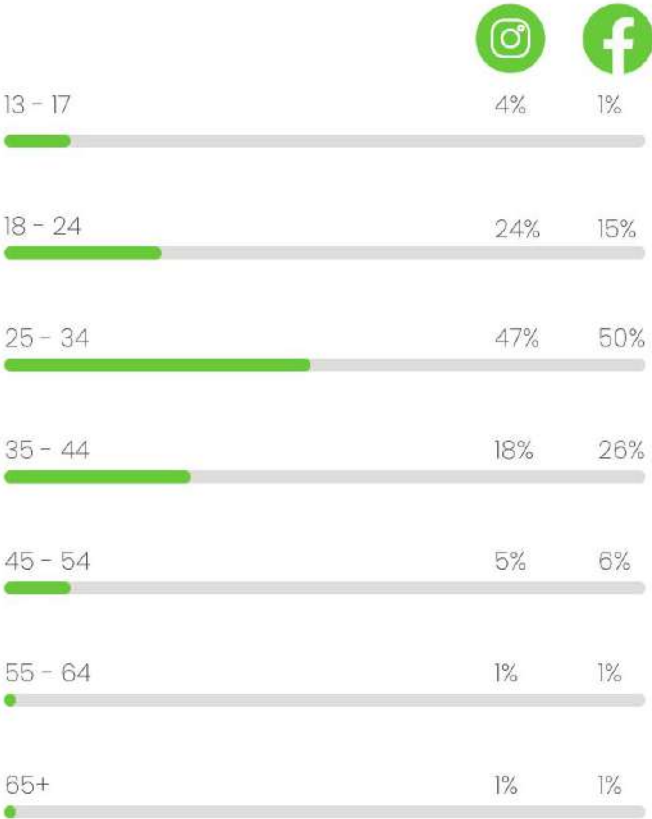
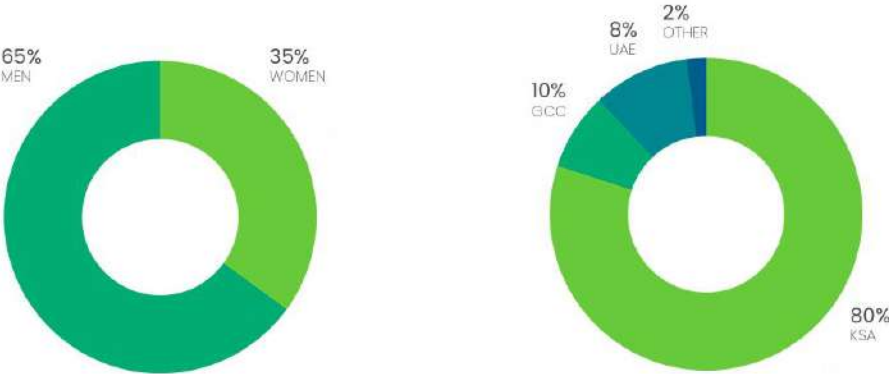
**+3K**

**+1.5K**



# SAUDI AUDIENCE

An affluent audience with a key interest in ways of spending disposable income



# LOVIN CAIRO



*lovin cairo*  
القاهرة

## 76.9K

PAGE VIEWS

## 19.8M

VIDEO VIEWS

## 30.8M

IMPRESSIONS



# LOVIN DOHA



*lovin doha*  
— لوفين الدوحة —

## 55K

PAGE VIEWS

## 7.6M

VIDEO VIEWS

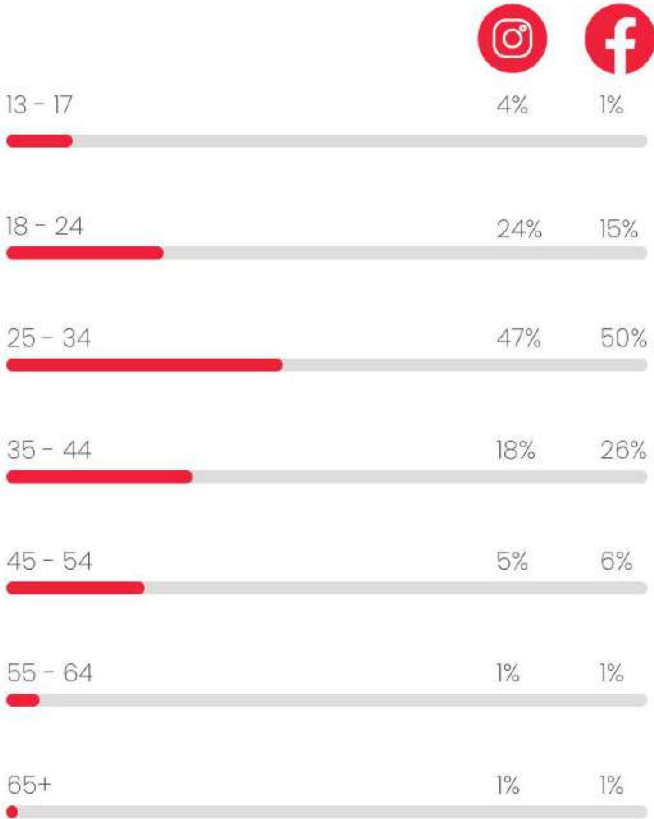
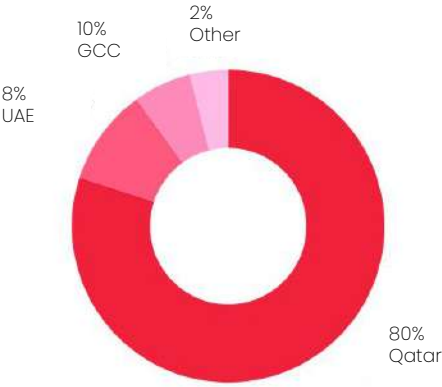
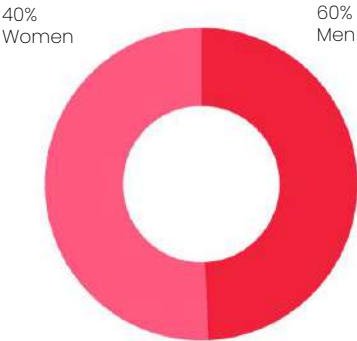
## 8.6M

IMPRESSIONS



# DOHA AUDIENCE

An affluent audience with a key interest in ways of spending disposable income



# PRESENTING TO YOU THE LOVE OF THE CITY!





**1. WEBSITE**

**2. SOCIAL PLATFORM**

**3. THE LOVIN SHOWS**

**4. PODCASTS**

**5. NEWSLETTERS**

**6. FULL TAKEOVER**



# WEBSITE

## ARTICLES:

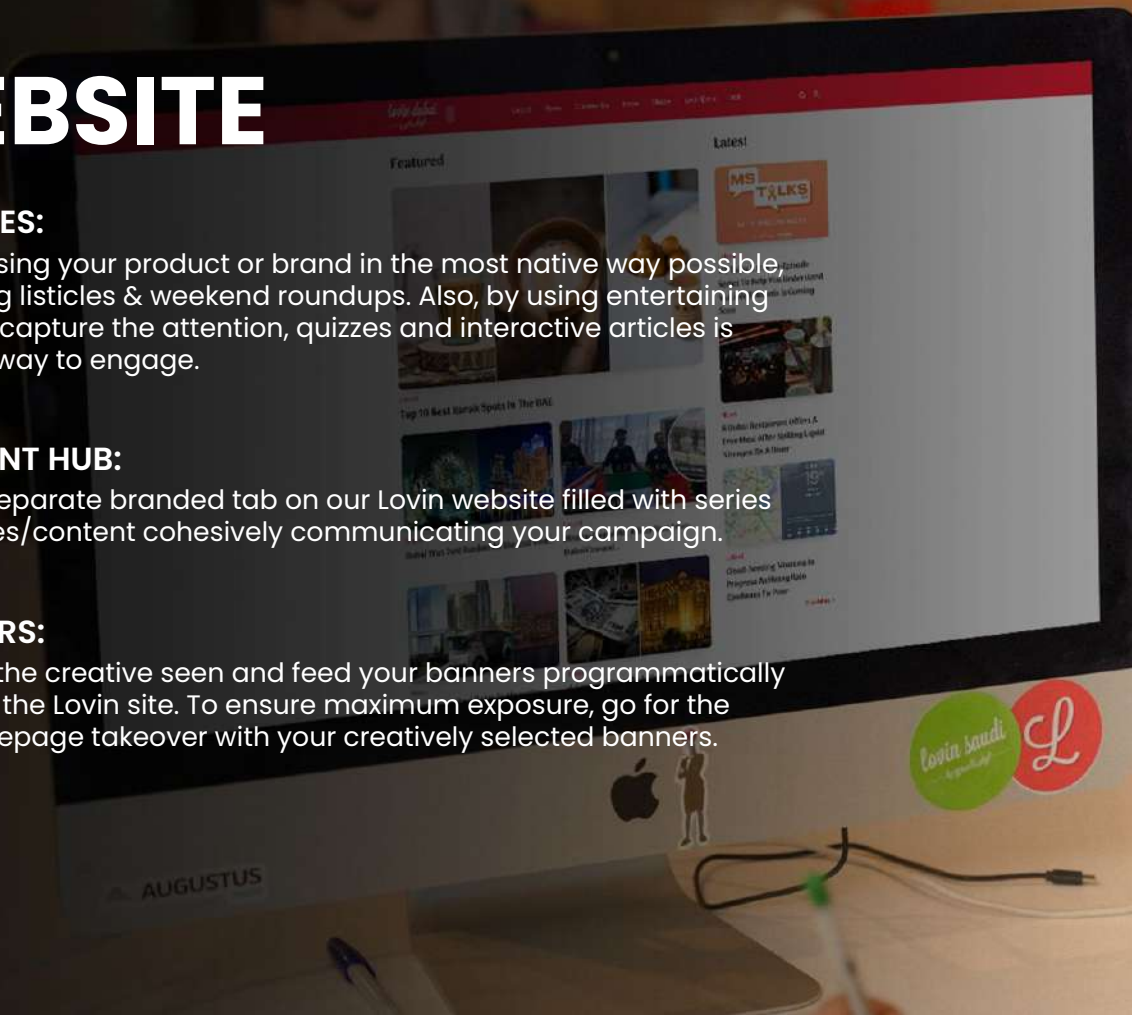
Showcasing your product or brand in the most native way possible, including listicles & weekend roundups. Also, by using entertaining ways to capture the attention, quizzes and interactive articles is a great way to engage.

## CONTENT HUB:

Own a separate branded tab on our Lovin website filled with series of articles/content cohesively communicating your campaign.

## BANNERS:

Control the creative seen and feed your banners programmatically through the Lovin site. To ensure maximum exposure, go for the full homepage takeover with your creatively selected banners.



# SOCIAL PLATFORMS

## MOBILE FIRST VERTICAL VIDEOS:

Taking over everyone's phones.. and time! Short, snappy videos with trending music gets your brand the recognition it deserves across IG reels, Facebook reels, Youtube shorts and Tiktok.

## FULL 16x9 (HORIZONTAL) PRODUCTION:

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

## STORIES COVERAGE:

A native way to showcase an event or location, highlighting the key USPs on offer. A great way to highlight the atmosphere & vibe capitalising on where our audience lives – stories!

## LIVE VIDEOS:

A native way to showcase an event or location, highlighting the key USPs on offer. A great way to highlight the atmosphere & vibe capitalising on where our audience lives – stories!



# SOCIAL PLATFORMS

## FEED STATICS:

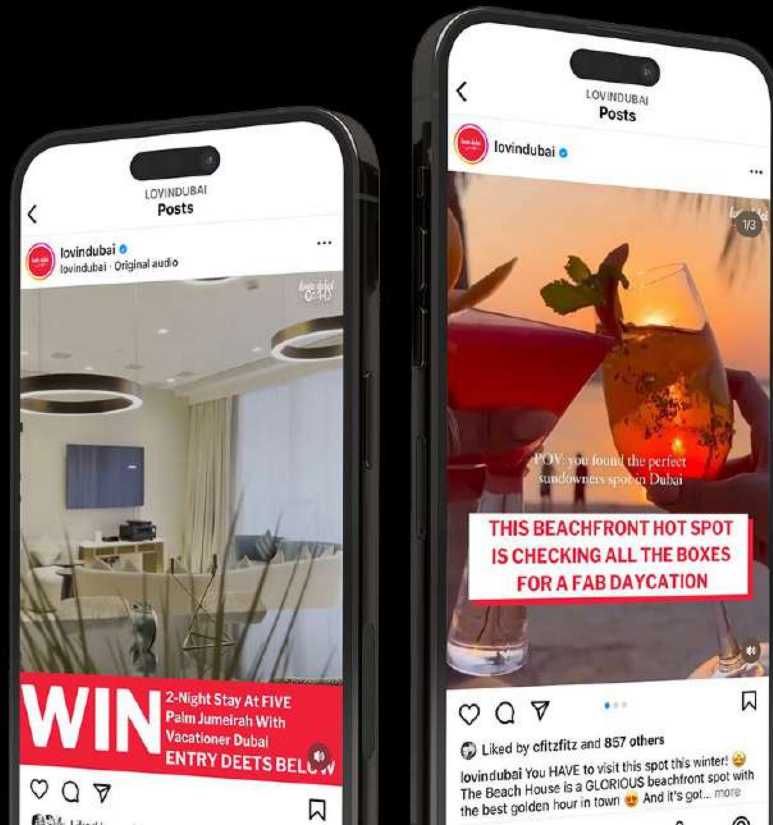
Utilizing carousels and single images to effectively communicate your message and create an open conversation with our audience through comments.

## COMPETITIONS:

Everyone loves a competition! Give back to audiences whilst showcasing what you have on offer, competitions are a great way to engage audience

## TWEET PACKAGES:

Varying from a simple tweet, a Twitter thread, Twitter moments.





# THE LOVIN DUBAI SHOW

The Lovin Show gives the inside track to the top trending stories happening in the city.

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

Filmed directly from Lovin HQ, live Monday - Friday 8.30am.



# THE LOVIN SAUDI SHOW

The Lovin Saudi Show is one of the leading Snapchat shows in Saudi about the top news and trending topics in KSA.

Filmed in our Saudi office and live 9 PM every Monday and Thursday

**383K**

Subscribers

**706M**

Unique Top  
Snap Views

**76M**

Mins Watched





# THE LOVIN SHOW

## BRANDED SEGMENTS:

Hosts to communicate your campaign in a branded segment with inserts of trailers or brand assets. Alternatively, an interview with the brand representative can also deliver your message to our audience.

## PRODUCT PLACEMENTS:

If your product can fit in our studio, we can have it as part of our propping natively within our show.

## LOGO PLACEMENT:

Get your logo placed on our overlay in the show.



# PODCASTS

## **CUSTOM PODCASTS:**

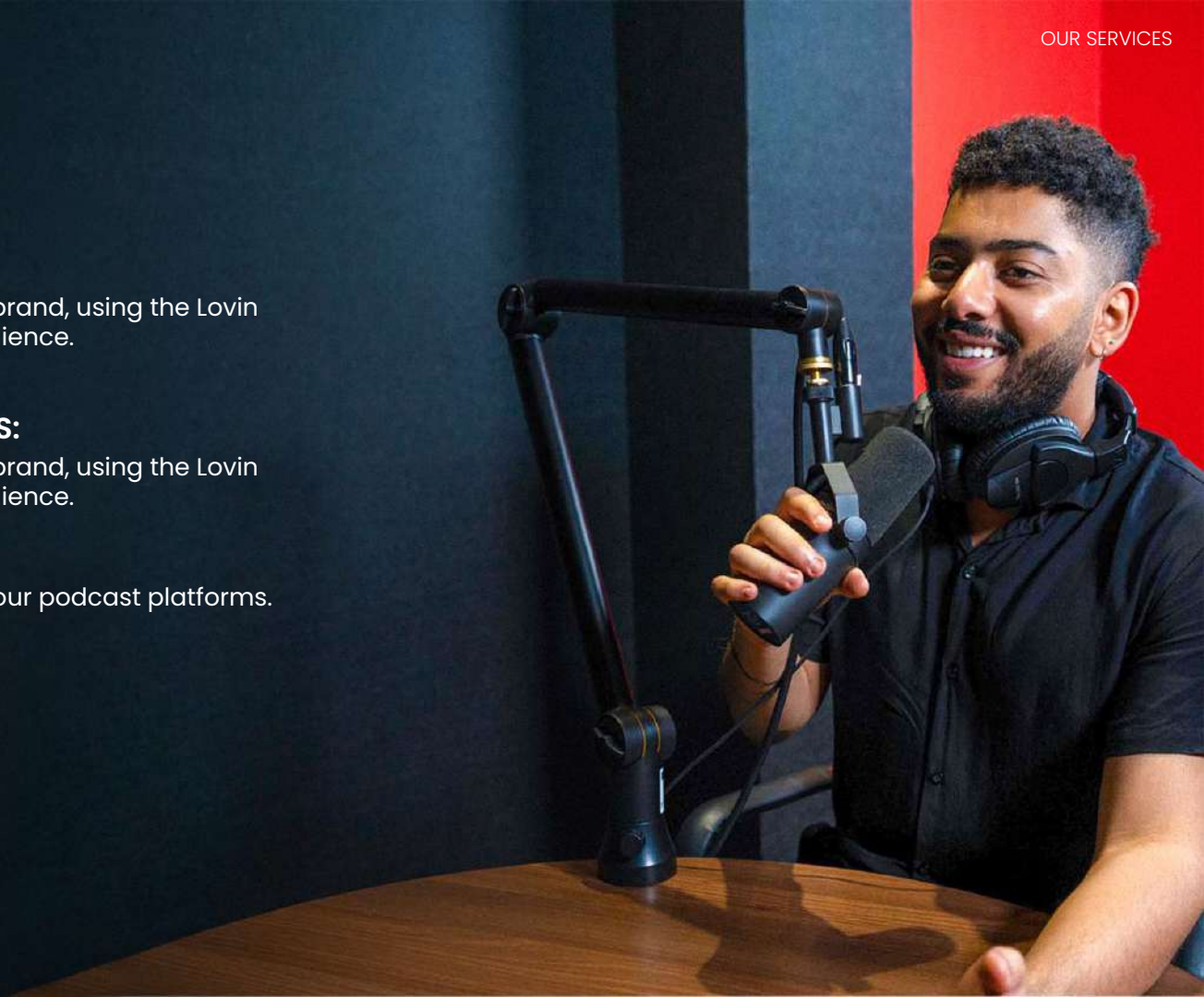
Create a dedicated podcast about your brand, using the Lovin hosts and platform to reach the right audience.

## **MENTIONS AND CUSTOM SEGMENTS:**

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

## **DAILY PODCAST:**

Our daily show is also distributed across our podcast platforms.



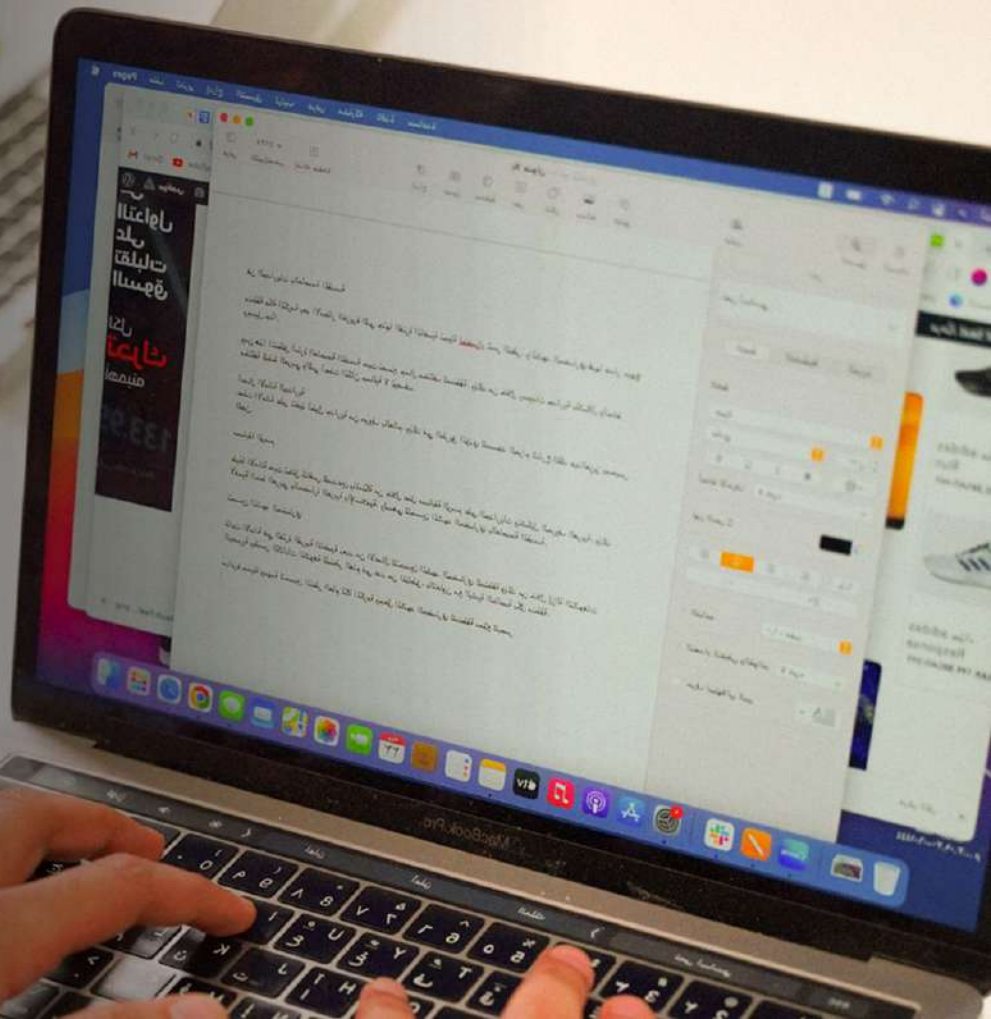
# NEWSLETTERS

## SPONSORED EDMS:

At 5pm daily, our EDM is distributed sharing the latest news & trending stories. Want to be in the front of the news? Here's how!

## BESPOKE EDMS:

Have your own HTML email, or want us to create a bespoke email, our bespoke emails are dedicated to your brand, sharing your core messages to our audience.





# 2023 *PREFERRED* – THE GRAND TAKEOVER

Maximize your reach through a full brand takeover of one of our Lovin brands for 1, 2 or 3 days getting an average of **3.5M impressions/day**.

We'll be adjusting our logo across our different platforms to "Lovin (your brand)" for the specific city(ies) you're targeting for that duration.

Suitable for massive brands announcements, new launches, rebranding...etc Social and Website full brand takeover



# 2023 *PREFERRED* – THE GRAND TAKEOVER

## THE LOVIN DUBAI SHOW:

Launch your Grand Takeover with a Fully branded Lovin show with:

- Custom Backdrop
- Lovin Logo Change
- Host intro with change of show title announcement
- Custom brand segment Pre and during episode.

## SOCIAL PLATFORMS:

Have all the users across Lovin socials see your brand everywhere during the Takeover:

- Logo Icon and Cover pages change to "Lovn (Band Name) Across all social pages
- Native Social Posts throughout the takeover on all social platforms
- Vertical video production and distributions
- Instagram stories / re shares posted throughout the Takeover

## WEBSITE:

- Exclusive Website content hub
- Full Takeover of Banner inventory across the website
- Written Articles announcing / reaping the takeover

## BRANDED NEWSLETTER:

- Customization of the Lovin Newsletter with takeover branding sent out to the full Lovin Email database





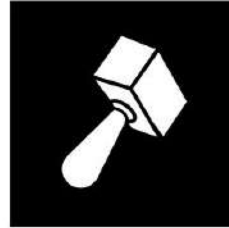
**GET IN  
TOUCH**

[hello@weareaugustus.com](mailto:hello@weareaugustus.com)



# APPENDIX

A virtual office scene with three people seated at a dark table. The background is a large curved screen displaying a vibrant, colorful city skyline at night, likely Dubai. The man on the left has a beard and is wearing a black short-sleeved shirt. The man in the center is wearing a blue thobe and a red and white checkered ghutra with a black agal. The woman on the right has long brown hair and is wearing a black dress with white floral patterns. They are all looking towards the camera with expressive gestures. The man on the left is holding a white card. The man in the center is gesturing with his right hand. The woman on the right is gesturing with her right hand. The word "APPENDIX" is overlaid in large white capital letters across the center of the image.



سماشي  
smashi



كريبتو

# THE BRAND

Smashi is a live streaming service from the heart of the Arab world, covering the best events, people and products changing our lives. Smashi is a mindset; it's for the driven, the dreamers and the doers.

arabnet  
سماشي  
smashiسماشي  
smashi TRAVELسماشي  
smashi HOSPITALITYBUSINESS  
IS  
PERSONALمين مكسر  
السوشيال ميديا؟THE GAME IS ON  
UAE FUTSAL  
2022-2023 SEASONسماشي  
smashiunspoken  
مش منطقيسماشي  
smashi

مين مكسر

# SMASHI IN NUMBERS

## 59.8M

SOCIAL IMPRESSIONS

## 1.46M

SOCIAL FOLLOWERS

## 4.5K

WEBSITE WATCH TIME (HOURS)

## 6K

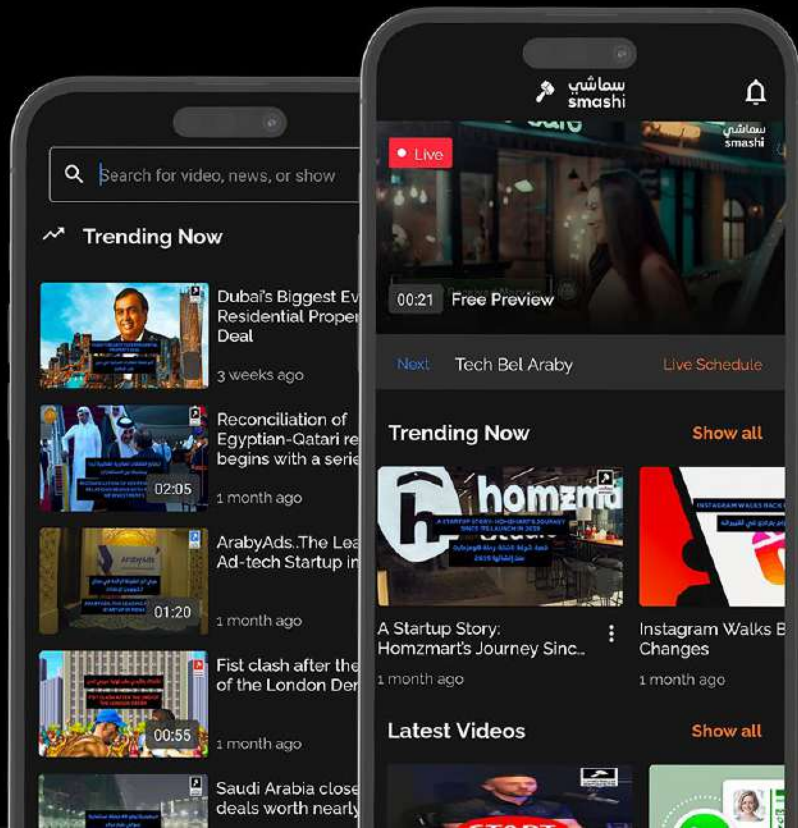
MOBILE/TV APP INSTALLS

## 12K

WEBSITE MONTHLY ACTIVE USERS

## 500

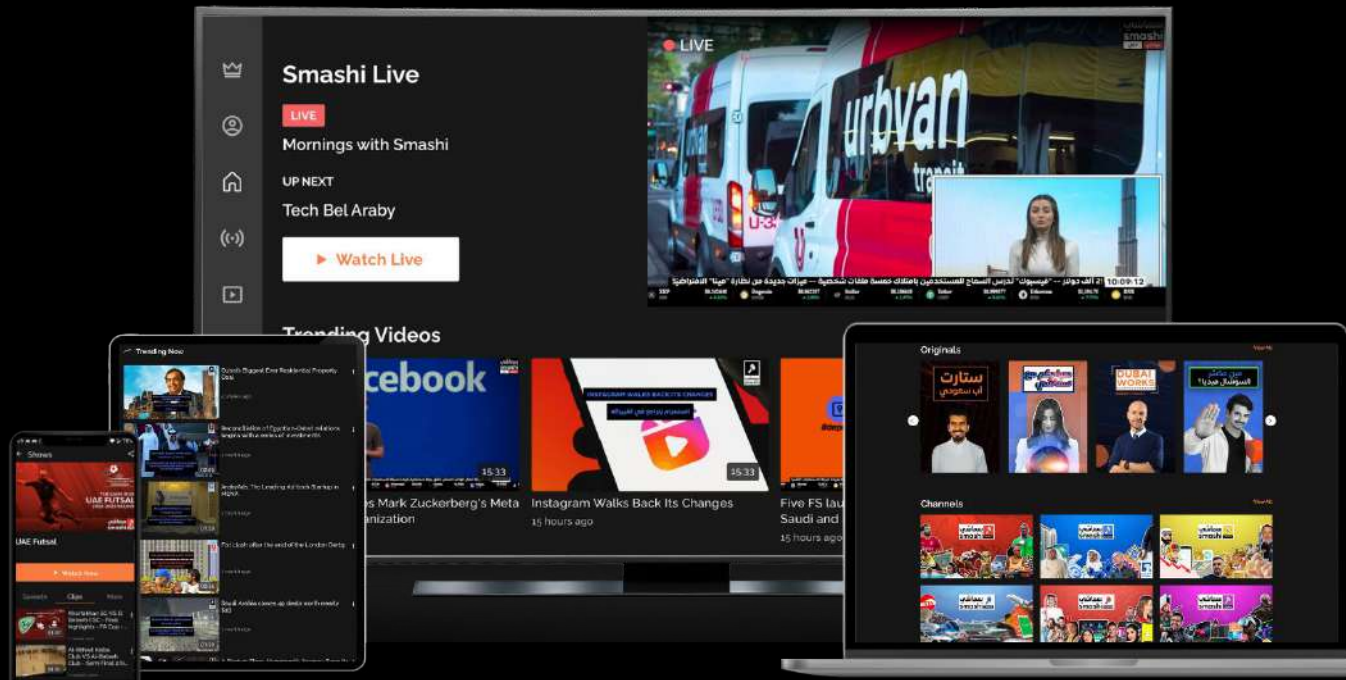
Paid Subscribers





# ACCESS THOUSANDS OF VIDEOS ANYTIME ANYWHERE

- 24hr Live Streaming
- Download Videos
- Cancel Anytime
- Safe Content
- Multiple Devices
- Watch Full Shows



# SMASHI SPORTS

We became the official broadcaster for local leagues in Futsal, Volleyball and Handball

Smashi Sports aim to make local sports more accessible, by broadcasting the live matches of Volleyball, Handball and Futsal across the region, supported with on-demand recordings.

Hours of match play from 1,000s of matches from the 2022 / 2023 season coming soon to the Smashi audience.



الاتحاد الإمارات العربية المتحدة لكرة الطائرة  
UNITED ARAB EMIRATES VOLLEYBALL ASSOCIATION



اتحاد فئات كرة طائرة الإمارات العربية المتحدة  
UAE Handball Federation



اللجنة التنفيذية لكرة قدم الفutsal  
FUTSAL ExCo



# SMASHI VERTICALS



## A collage of various Smashi brand covers and logos. The items include: a yellow 'smashi CRYPTO' cover with a cartoon character; a blue 'smashi BUSINESS' cover with a man in a white thobe; a red 'smashi ENTERTAIN' cover with a group of people; a black 'BUSINESS IS PERSONAL' cover; a black 'DUBAI WORKS BUSINESSPODCAST' cover by Richard Fitzgerald; a green 'smashi GREEN' cover with a wind turbine; a dark blue 'smashi' cover with a logo; a yellow 'الكورة' (The Ball) cover with a soccer ball; a blue 'مين مكسر' (Who's the Winner?) cover; a yellow 'مش منقكي' (Who's the Winner?) cover with a man and woman; a dark blue 'TECH بالعربي' (Tech in Arabic) cover; and a black 'كريبتو' (Crypto) cover with a Bitcoin logo.



# AUGUSTUS

## odeum

Odeum, the in-house content studio of Augustus Media, is powered by data and insights, designed to produce new media formats, in real time for clients that live across our brand channels. We connect brands with communities and culture.



# AUGUSTUS

## sensor

CENSOR is a proprietary dashboard collectively measuring the performance of all content on 'Lovin' and 'Smashi' media brand platforms to report and analyze data. It has been created in conjunction with Facebook, Instagram, Twitter, Google, and YouTube. It also measures podcast, Snapchat, Tiktok, Whatsapp and Email performance.

