

2025



MEDIA KIT

EST 2015

**CONNECTING WITH
COMMUNITIES
ACROSS THE REGION**



MISSION



To be the leading modern media company in the Arab world, delivering innovative content that enriches lives, inspires, and shares compelling stories for meaningful experiences.



MESSAGE FROM THE CEO

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

Augustus Media began its journey in 2015 with the vision of capturing the zeitgeist (روح العصر) of the Middle East. From those early days, we've grown from a single platform into a dynamic media group that owns Lovin, Smashi, and a network of innovative brands. As we approach our 10th anniversary, we're proud of how far we've come and the communities we've built.

Lovin captures local stories and celebrates cities across 22 locations in the region. Smashi Business is the voice of the startup ecosystem, technology, and innovation. Smashi Sports champions local and regional sports culture, offering insights and storytelling for fans and athletes alike. Together, these platforms exemplify our commitment to delivering meaningful, engaging content tailored to our diverse audiences.

As we look ahead to 2025, we are excited to introduce new initiatives that will drive the growth of Augustus Media and its brands:

Expand on the Existing 22 Lovin' Cities: We are committed to increasing our reach, bringing the Lovin experience to more cities while celebrating their unique cultures and stories.

Grow Smashi's Business and Sports Verticals: We will deepen Smashi's offerings, covering the latest in entrepreneurship, technology, and sports across the Middle East.

Increase Our Audience Base Beyond 17 Million: Strengthening connections with our growing community remains a core focus as we build deeper engagement across platforms.

Embrace New Media Formats in Newsletters: Expanding newsletter offerings across all brands to better connect with our audiences in fresh and compelling ways.

Double Down on Vertical Video Strategy: With 250+ social media channels, we will prioritize native vertical video to drive higher engagement and create immersive content experiences.

Enhance Features Across Digital Platforms: From the Lovin app to Smashi's streaming services, we'll add features that improve user experiences and amplify content access.

Leverage AI for Content Innovation: Embracing AI technologies to deliver more personalized, relevant, and high-quality content across all our platforms.

2025 marks a significant milestone for Augustus Media. Together with our partners, we're shaping a future that continues to connect audiences across the region through stories that matter. We look forward to a year of growth, innovation, and shared success.

Richard Fitzgerald,
CEO & Founder, Augustus Media



AN AWARD WINNING MODERN MEDIA COMPANY



Effie Awards Mena 2018
Most Aspirational SME Award
Lovin Dubai



Augustus Media
IAB-GCC Board of Directors



Smashi Crypto wins The Middle
East Blockchain Awards 2022
Most Influential Global Crypto
News Service



Fast Company Middle East
Most Innovative Companies
Awards 2022



The Business Fair Business
Leadership Awards 2023
Best Media And Entertainment
Company Of The Year



Augustus Media Signs
UN Women's Empowerment
Principles Pledge 2023



The BIZZ Awards 2023
Business Excellence Certificate

AN AWARD WINNING MODERN MEDIA COMPANY



Future Innovation Summit Awards Lovin Dubai & Smashi Best Media Of The Year 2023



Augustus Media Accepted As Part of Saudi Ministry Of Investment Ignite Program



Westford Awards 2023 Augustus Media for Business Excellence in Digital Sector



Best Digital Media Brand' at the Filmfare Middle East Social Night 2024.



Board of TIE Dubai Fostering Entrepreneurship 2024 awards Richard Fitzgerald for Media Masterclass



1st Industry Event hosted Influence - Regional Impact Presented By Augustus Media | Lovin Dubai



Smashi Sports win "Best Sports Initiative of the Year" at Broadcast Pro Summit & Awards 2024!

What began 10 years ago with one brand and a small, passionate team has evolved into a leading, modern media company focused on the MENA Region. Today, Augustus Media has grown its operation to...





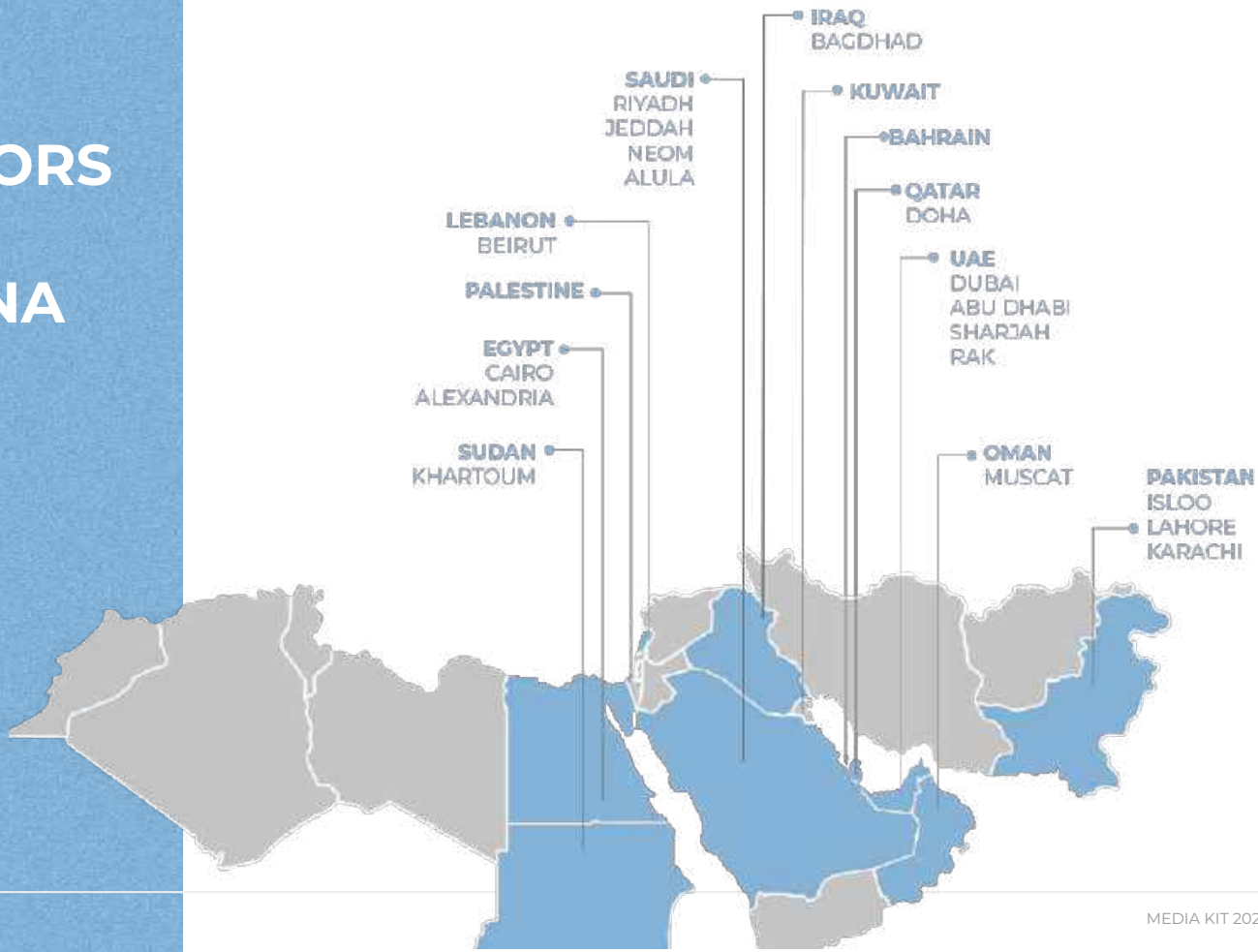
5 OFFICES

13 SMASHI VERTICALS LIVE

22+ LOVIN' LIVE CITIES

108+ EMPLOYEES

WITH AN ON GROUND PRESENCE WITH JOURNALISTS & CONTENT CREATORS IN 13 COUNTRIES ACROSS THE MENA REGION



OUR OFFICES

Based in 5 Key locations in the MENA



📍Dubai, UAE



📍Abu Dhabi, UAE



📍Riyadh, Saudi Arabia



📍Cairo, Egypt



📍Doha, Qatar



AUGUSTUS CONTENT CREATOR TALENT



Our passionate hosts on ground in each key city are constantly working to elevate our brands delivering high level content across the MENA Region.

UAE



SAUDI



PALESTINE



LEBANON



EGYPT



PAKISTAN



JORDAN



BAHRAIN



QATAR





MASTERING MEDIA FOR THE NEXT GENERATION

EXPERTS IN CREATING CONTENT THAT CONNECTS WITH THE YOUTH



AUGUSTUS HOUSE OF BRANDS



Lovin', our local news and lifestyle brand, celebrates the unique essence of cities, fostering community dialogue and positivity. With Expansion in to 22+ Middle Eastern Cities, our mantra remains simple "**Lovin' your life**".



Smashi, our dynamic business news network, broadcasts live from the Arab World, covering the most innovative products, services and technologies changing our lives today. It embodies a mindset tailored for "**the driven, the dreamers, and the doers**".

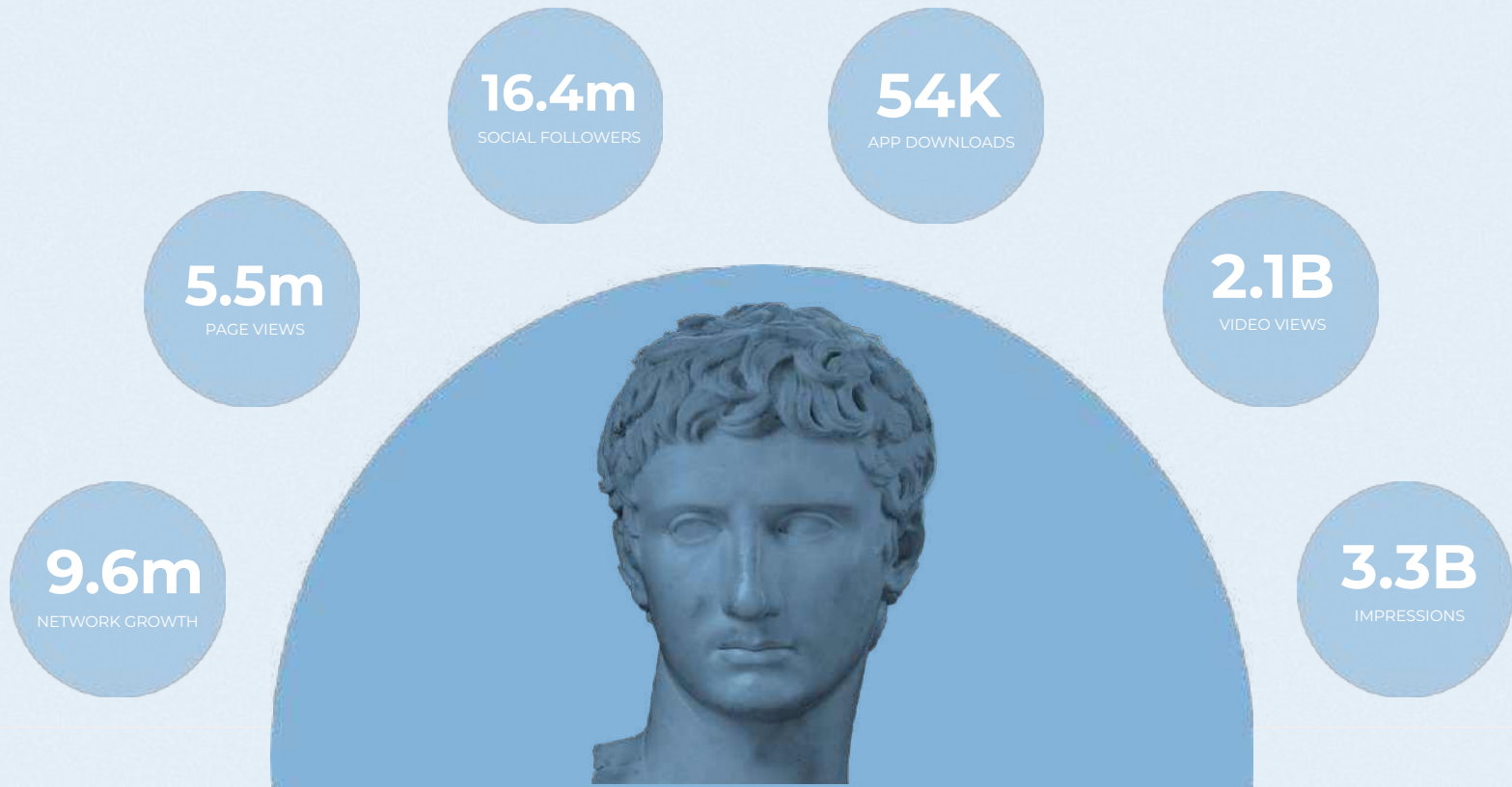


ODEUM is the content studio built for modern media consumption, partnering with brands to deliver tailored content services while also creating original productions under the Augustus Media network.

2025 NETWORK NUMBERS



Augustus content is loved and seen by billions every year.



EXPANSIVE REACH ACROSS SOCIAL PLATFORMS

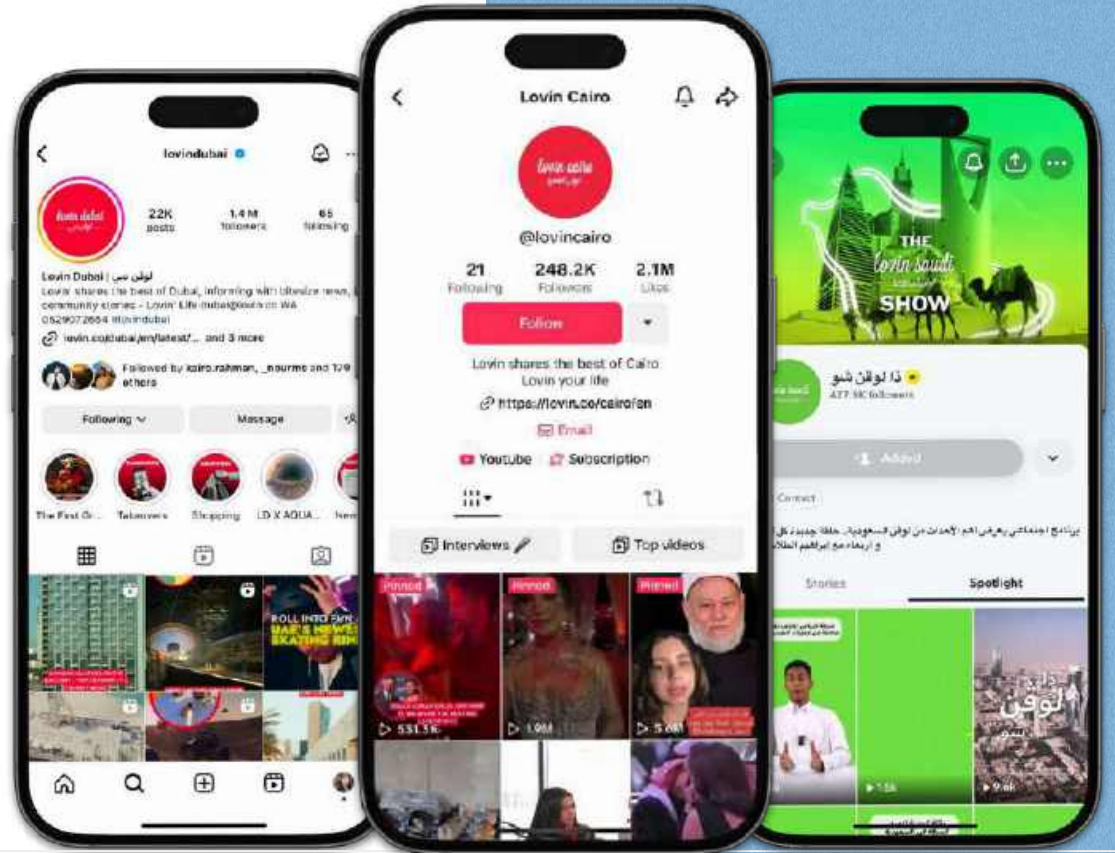


Augustus Media's substantial presence spans over **350 social profiles** across the business, highlighting our dedication to a digital-first strategy.

We have a footprint that covers all major social platforms and, we connect with the youth audience of the MENA region at every touchpoint, delivering localized and engaging content.

350+

Social Profiles



PODCASTS

With a portfolio of **diverse and engaging shows**, the Augustus Podcast Network achieved **11.3M+ listens in 2024**, solidifying our position as a key player in the rapidly growing podcast space. Our network caters to a wide array of interests, from lifestyle and culture to business and tech, making it an ideal platform for brands to connect with highly engaged audiences.

As podcasts continue to grow in popularity across the MENA region, Augustus Media remains **ahead of the curve**, offering innovative advertising opportunities tailored to this evolving medium. From **dynamic ad inserts** and **sponsored episodes** to **custom branded content** and **product integrations**, our solutions ensure impactful storytelling and meaningful brand alignment.



AUGUSTUS MEDIA NETWORK

11.3

LISTENS

M

1M

UNIQUE USERS

1.2

PODCAST DOWNLOADS

M



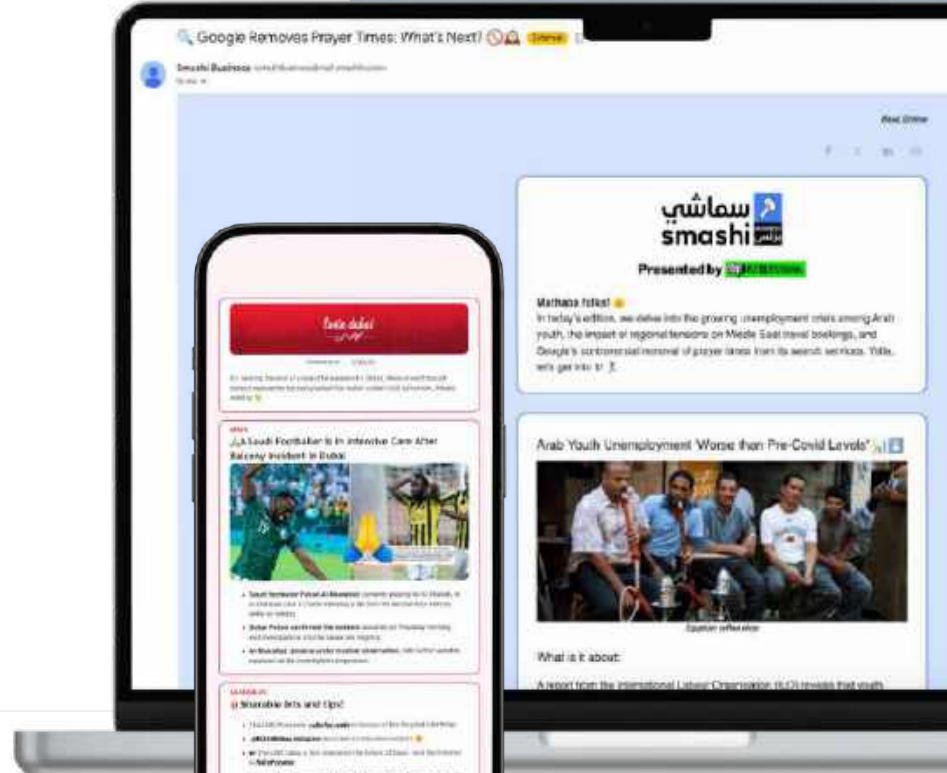
NEWSLETTERS

Newsletter sponsorship is one of the best value forms of marketing, seamlessly placing your brand within content that resonates with a highly interested audience. Augustus Media's newsletters are trusted by **thousands of subscribers daily**, delivering curated updates across **news, lifestyle, business, and entertainment**.

With exceptional **open rates** and **audience engagement**, our newsletters provide unparalleled opportunities for brands to connect directly with their target market.

141K
Database Size

23%
Open Rate



lovin
لوڤين

CAPTURING THE BEST OF THE WORLD AROUND US

THE FASTEST GROWING MEDIA BRAND IN THE REGION



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.



10

years of Lovin'

From a small team with a vision in 2015, the Lovin' Brand has now blossomed into the fastest growing media brand in the region a decade later, with a presence in 22+ Cities and a growing team of 110+.

Lovin' is committed to telling the very best stories of each of its cities, providing an authentic local perspective through bitesize news and viral content passionately representing communities.

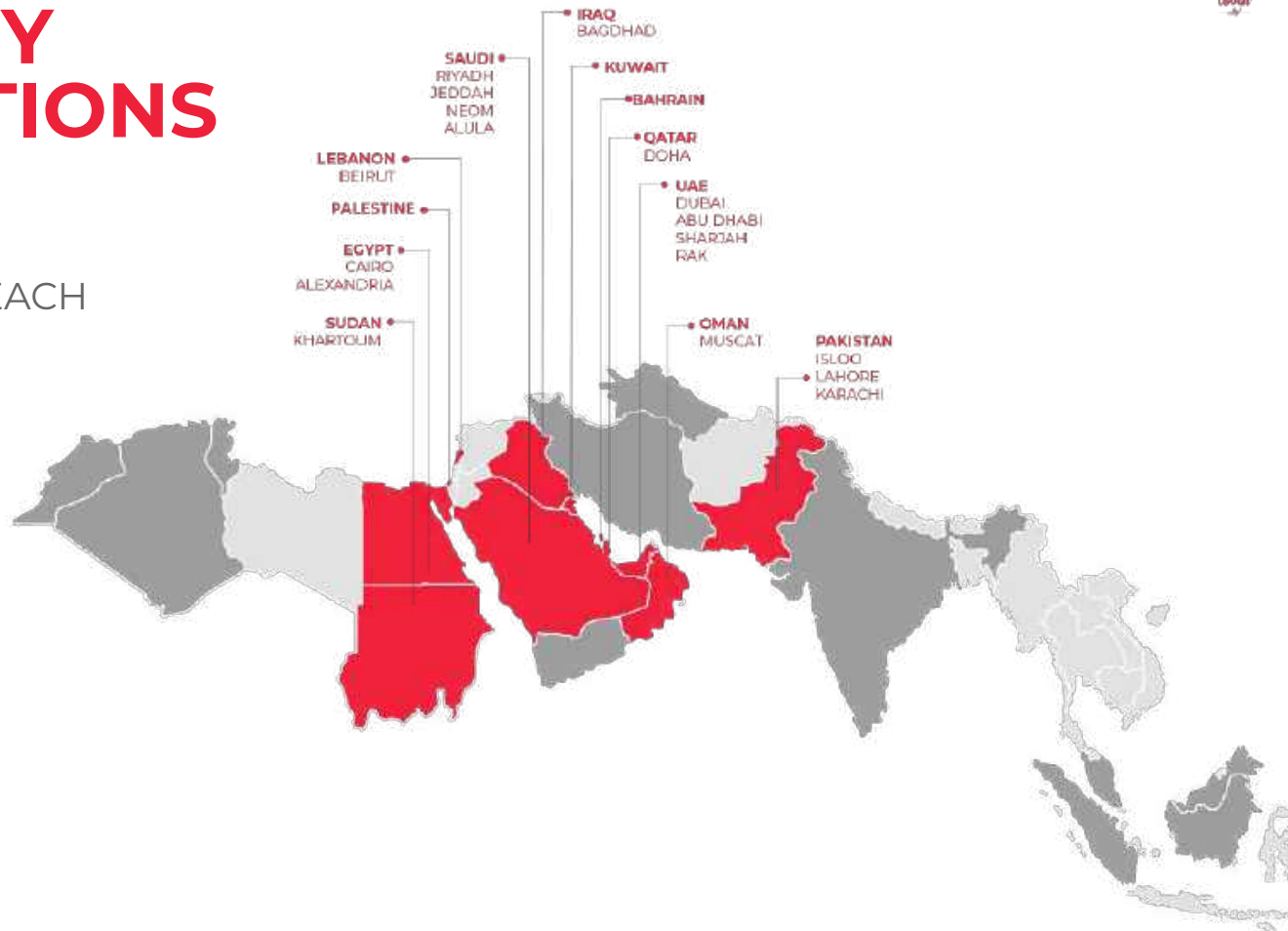


BASED IN KEY MENA LOCATIONS

22+ LOVIN' CITIES

10.2M FOLLOWERS

28M MONTHLY UNIQUE REACH



LOVIN' REACH

10.2M

FOLLOWERS

28M

MONTHLY
UNIQUE REACH

3.3B

IMPRESSIONS

1.8B

VIDEO VIEWS

220M

ENGAGEMENTS

5.5M

PAGE VIEWS



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.



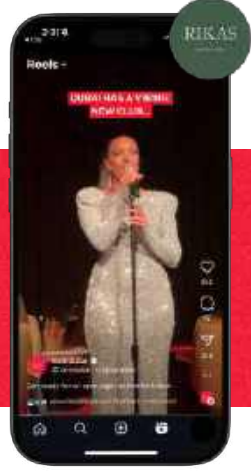
LOVIN' IS A TRUSTED PARTNER ACROSS INDUSTRIES

With Lovin's localized marketing expertise and diverse audience with wide range of interests we have been in the unique position to deliver impactful campaigns across many different industry sectors.

Tourism



F&B



FMCG



Automotive



Real Estate



Tech



OUR DIGITAL MARKETING FORMATS

ARTICLE & DISPLAY



SOCIAL



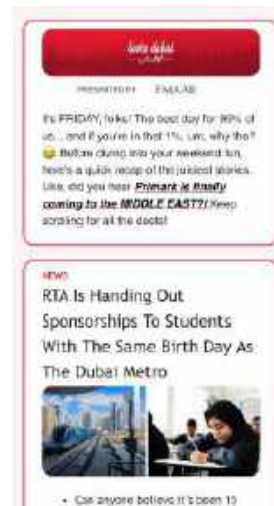
VIDEO



SHOWS & PODCASTS



EMAIL NEWSLETTER



2025 CONTENT ROAD AHEAD



**LOVIN DUBAI
FAST CHANNEL
DEBUT**

**MORE AI
CONTENT
IN THE REGION**



**LOVIN LIFE IN
DUBAI-RAMADAN
EDITION**

**OUR FIRST EVER
COMMUNITY
AWARDS COMING
SOON**





سماشي
smashi

INSPIRING THE DRIVEN, THE DREAMERS
AND THE DOERS ACROSS THE MENA REGION



EMPOWERING THE AMBITIOUS

THE VOICE OF THE ARAB WORLD'S NEXT GENERATION



SMASHI PRODUCTS & SERVICES



SOCIAL PROFILES

SHOWS

PODCASTS

NEWSLETTERS

STREAMING SERVICE



SMASHI IN NUMBERS

49M

REACH

71M

IMPRESSIONS

30K

APP DOWNLOADS

39M

VIDEO VIEWS

700K

FOLLOWERS

40+

SOCIAL PROFILES



WHO WATCHES SMASHI?

AUDIENCE PROFILE

21-34 | Primary Age Group

72.8% | Male

27.2% | Female

Driven Entrepreneurs

Active Investors

Corporate Decision Makers

Tech enthusiasts

Sports enthusiasts

Knowledge Builders

Aspiring Achievers

Multicultural

Long Game Thinkers



SMASHI BUSINESS



A business, tech, and culture content platform that covers the latest from the leading global companies as well as the impact on Arab region, catering to the evolving interests of the next generation eager to learn about business.

Highlighting entrepreneurship and tech news in the Middle East, with on-ground regional-host coverage and partnerships that represent brands across business events.

Engaging interviews, top-line highlights, and short-format videos showcasing the region's appetite for business, innovation, and enterprising growth in Arabic.

9.5M
TOTAL
IMPRESSIONS

6.2M
TOTAL
REACH



Regional Sports Coverage:

Official Broadcaster for Local Leagues

Smashi Sports broadcasts live matches from top local leagues in basketball, futsal, volleyball, and handball, along with the Emirates Drift Championship and the MINA Cup. With on-demand recordings available across all social media platforms, Smashi makes regional sports more accessible to fans throughout the region.

2.5M+

REACH

650K+

VIEWS

5.5K+

TOTAL HOURS WATCHED

600+

MATCHES STREAMED



STORIES THAT STICK: SMASHI'S UNIQUE FORMATS

SMASHI ENTERTAINMENT



Trending Snapchat Content: 
WCSM #1 Snapchat Show in the Region

One of the biggest Snapchat shows to hit MENA, Who's Crushing Social Media discusses the top trending news from influencers, viral videos, trending hashtags, entertainment, movies, and music in the region in Arabic.

2.51M
SUBSCRIBERS

1.6B
TOP SNAP
VIEWS

354M
MINUTES
WATCHED

مبين مكسر السوشال ميديا؟



SOCIAL | VERTICAL | EVENTS



Branded Content

Showcase your services through customized, impactful social posts that engage professionals and strengthens your brand's authority and reach.



Vertical Video Content

Vertical video has become the most popular format of consumption. Tap into this highlighting your brand through dynamic, tailored short-form videos, designed to engage.



Live Coverage At Events

Capture attention through real-time, immersive coverage that amplifies your brand messaging and showcases your event experience to a wider audience



CTV ADVERTISING

The Smashi app is available across all major Smart TV Devices.

Dive into the the growing opportunities of CTV advertising with Smashi.

In-Stream ads:

- Pre- Roll
- Mid Roll
- Post Roll

Overlay Ads:

- Logo Placements
- Branded Tickers

Programmatic:

- Automated Ad buying directory on live video player.

Tech Partners:

- Augustus Media partners with Google ad products andTeads OTT products
- Smashi offering is fully cloud based, from production, payout, transcoding and hosting with partners like AWS suite of products and more





ODEUM

THE MODERN CONTENT STUDIO CONNECTING
BRANDS WITH THE AUDIENCE OF TODAY

ODEUM



Odeum is the content studio built for modern media consumption, partnering with brands to deliver tailored content services while also creating original productions under the Augustus Media network.



ODEUM SERVICES



VERTICAL VIDEO



CGI & MOTION GRAPHICS



ORIGINAL SHOWS



PODCAST



STUDIO RENTAL

7 INHOUSE STUDIOS



7 studios fully equipt to produce, videos, shows and podcasts in Dubai, Riyadh and Cairo.



LIVE STREAMING



AUDIO & VISUAL STUDIOS



PODCAST ROOM



GREEN ROOM



VR STUDIO



AMPHITHEATRE



PCR ROOM

HOW AUGUSTUS WORKS WITH BRANDS



CONCEPT IDEATION



AWARENESS & AMPLIFICATION



BRANDED CONTENT CREATION



WHITE LABEL PRODUCTION

WORKING WITH +1600 BRANDS ACROSS THE REGION



AUGUSTUS ACADEMY

Augustus Academy is dedicated to nurturing the next generation of media professionals by offering **educational opportunities** and **hands-on experiences** that bridge the gap between learning and industry expertise. Through strategic partnerships with leading institutions like **GEMS Education**, Augustus Academy provides tailored programs, masterclasses and workshops for students across all levels, inspiring creativity and practical skill development from a young age.



AUGUSTUS EVENTS



Augustus Media's events are a cornerstone of engagement, bringing together **industry professionals, business leaders, influencers,** and **public figures** in dynamic, thoughtfully curated settings. These gatherings provide a platform for **key insights, captivating entertainment,** and **unparalleled networking opportunities** that resonate across sectors.

AUGUSTUS 

LOCAL INFLUENCE REGIONAL IMPACT



ELEVATE YOUR BRAND WITH US

HELLO@WEAREAUGUSTUS.COM
GET IN TOUCH FOR MORE INFO

