

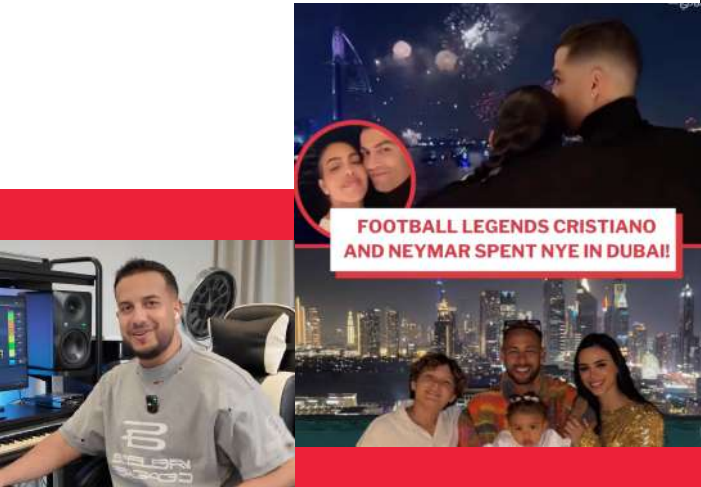
2025



MEDIA KIT

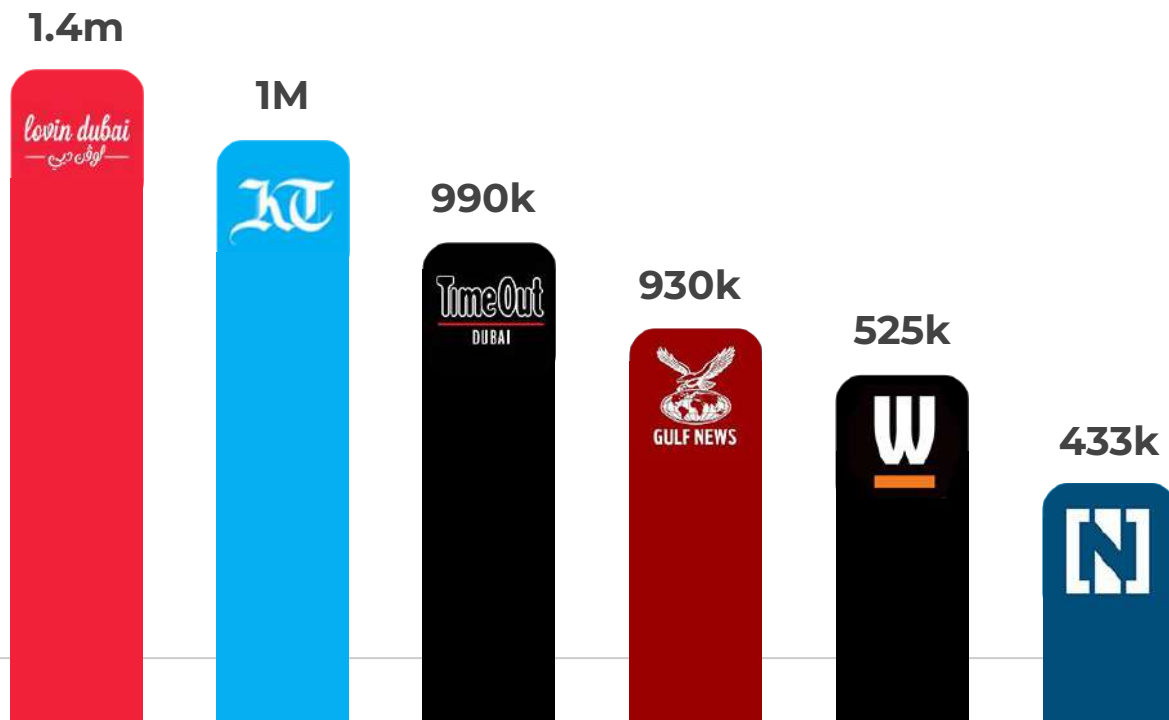
CAPTURING THE BEST OF THE WORLD AROUND US

THE FASTEST GROWING MEDIA BRAND IN THE REGION



#1 IN AUDIENCE IMPACT

THE LEADING MEDIA BRAND IN FOLLOWING,
REACH AND ENGAGEMENT



MESSAGE FROM THE CEO

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

Lovin Dubai began in 2015 with the vision to capture the *zeitgeist* (روح العصر) of Dubai. As we approach our 10th anniversary, we reflect on how far we've come, from a local news and entertainment platform to a vibrant digital network across 22 cities in the region. Our dedication to telling local stories through authentic, engaging digital content remains the heart of what we do.

As we look ahead to 2025, we are excited to introduce new initiatives that will continue to elevate the Lovin brand across the region:

- Expand on the existing 22 Lovin' Cities: We are focused on growing our footprint and bringing the Lovin experience to even more cities across the region, continuing to celebrate each city's unique stories.
- Grow Our Following Base Above 15 Million: Our aim is to expand our audience and continue building a strong community that engages with our content.
- Expand New Media Formats on Newsletters: We'll be embracing new formats for our newsletters, enhancing how we connect with and inform our audience.
- Embrace a Native Vertical Video Strategy: We're doubling down on vertical video across our 250+ social media channels to drive engagement and create immersive content.
- Enhance Features on the Lovin Website and App: We're adding more features to our platforms, ensuring a seamless experience for our growing audience.
- Lean into AI to Enhance Our Content: Leveraging AI technologies to create even more personalized and engaging content, improving both quality and relevance for our users.

2025 is a year of significant growth for us, and we are committed to delivering even more engaging and locally relevant content to our audiences across the region. We look forward to working with you to make it a year of continued success.

Richard Fitzgerald,
CEO & Founder, Augustus Media



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. Lovin' Life.

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.





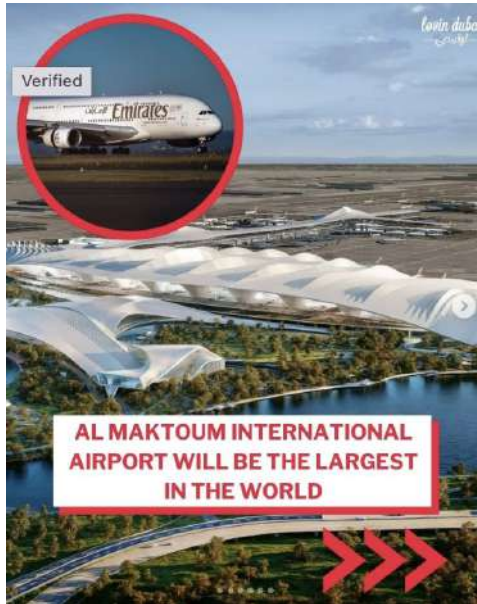
THE LOVIN' PLATFORM HAS THE PULSE OF THE CITY

“I get all my news from Lovin”



nesdavies 35w

Actually, the location is the best.
Very good news .. 🇦🇪 🏗️ 🛫 🌍



hanochhh.k 35w

God i love this country
Ever growing, ever expanding!!
Here's to our visionary leaders 🇦🇪



tarja_kat Dubai winter season is ❤️

4w 2 likes Reply



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

A Dubai Delivery Courier Returned AED 17,000 To A Customer!

By Sandra Emam



THE REGIONS LEADERS ENDORSE LOVIN'

"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

"Thank you and great stuff you are doing"

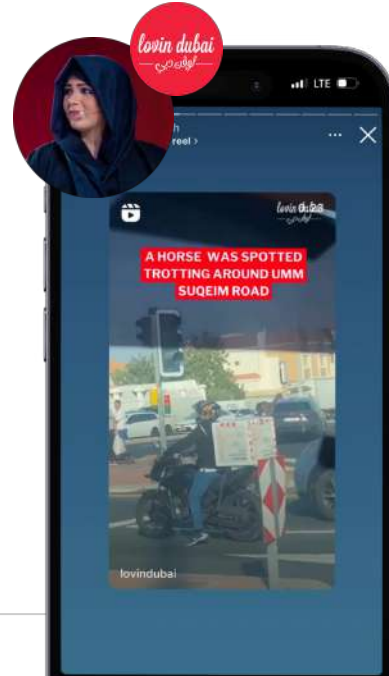
- Noura Alkaabi,
Public Diplomacy, MOFA UAE

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

- Sheikha Lateefa Bint Maktoum

Sheikha Mahra shows support by
commenting on a Lovin Dubai post

- Sheikha Mahra bint Mohammed bin
Rashid Al Maktoum



CELEBRITIES FOLLOW **LOVIN'**



LOVIN CAIRO

53 Mutual 92.3K Followers 64 Following For yo

	wegzofficial W E G Z ويجز	4.1M
	razanelmoghrabi Razan El Moghrabi	2.3M
	mohamedmekawy Mohamed Mekawy محمد	2M
	yosraellozyofficial Yosra El Lozy	3.3M
	arwagouda Arwa Gouda	2.2M

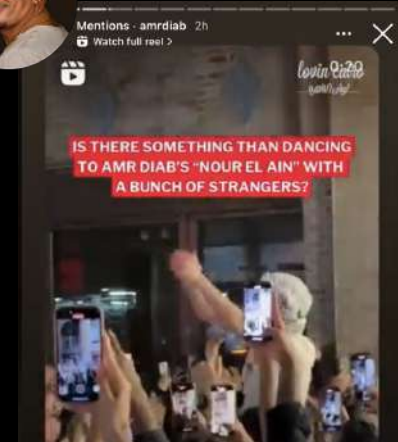
LOVIN DUBAI

1.4M Followers 65 Following Subscriptions Fla

	hudabeauty HUDA BEAUTY	54.6M
	theblooming... Ebraheem Alsama...	1M
	joellemardinian Joelle Mardinian	21.8M
	terrycrews Terry Crews	14.5M
	amirkingkhan Amir Khan	1.4M



32.3M



INFLUENCERS' FAVOURITE MEDIA BRAND IN THE REGION

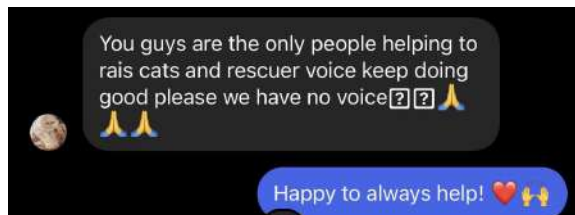




“OH LOVIN, YEAH THEY’RE EVERYWHERE”



THE MOST ENGAGED PLATFORM IN THE REGION WITH OUR LOYAL LOVIN' COMMUNITY



 **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 🌞



 **thesartorialshooter** 6d
Appreciate you @lovindubai let's keep spreading the word about the best city on the planet! 🥰💚

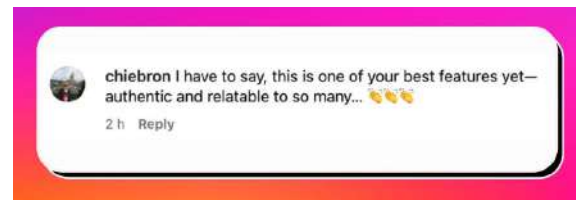
30


Reply

 **marco_babyface** 5d
@thesartorialshooter The reason why I'm moving to Dubai next month inshallah 🙏

2

Reply



 **haroonhr331** Why I am feeling proud to live in Dubai ❤️❤️ RN


2w Reply

 **surfingdubai** This is amazing 🥰

2h Reply

 **sameralsoury** Loveeeee in dubai 🥰

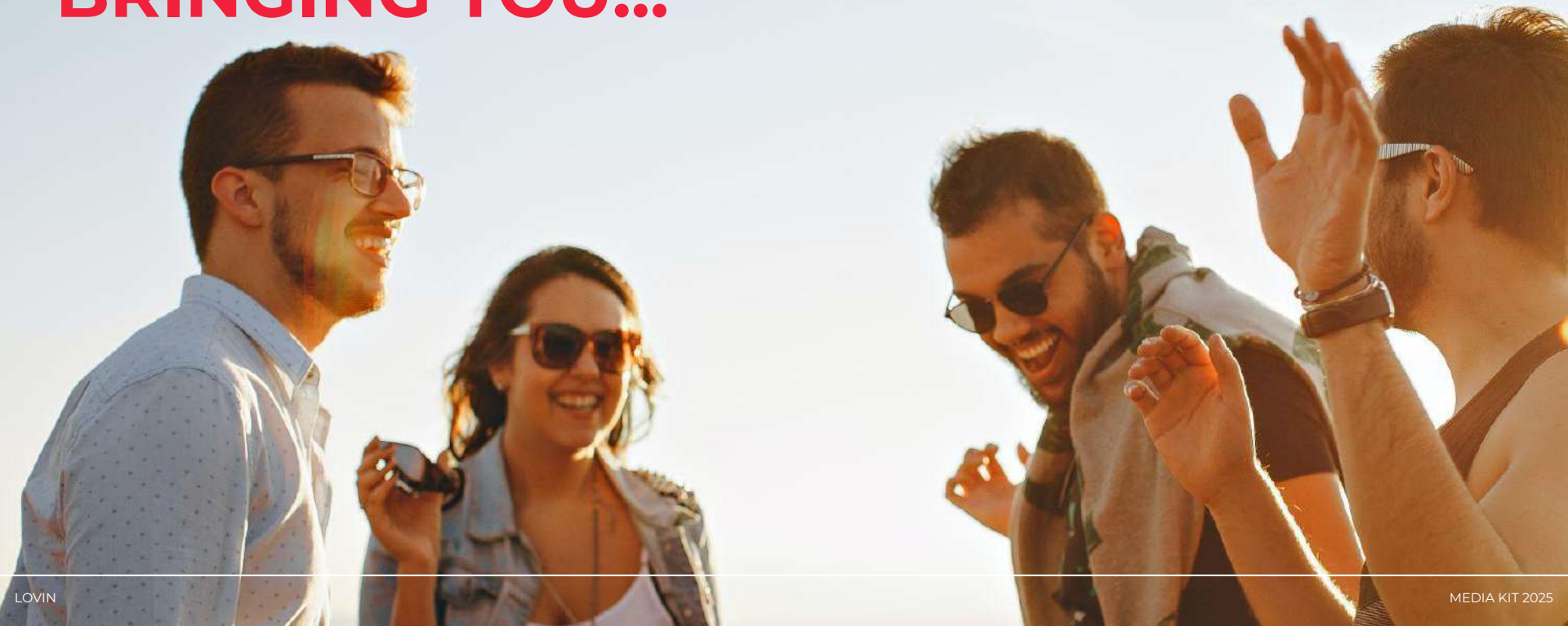
5h Reply

 **1odxb** Great story. Seen him in Dubai as a trainer.

1d 2 likes Reply

 **cioldxb** @xtina23love you can share your story with @lovindubai

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



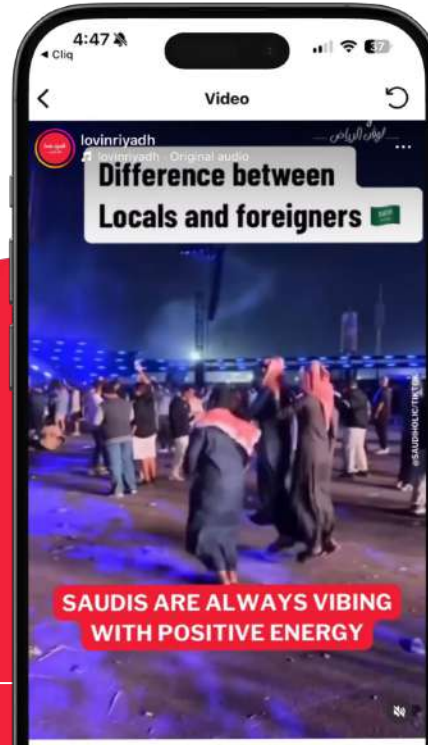
BREAKING NEWS

1.2M Reach
34K Engagements



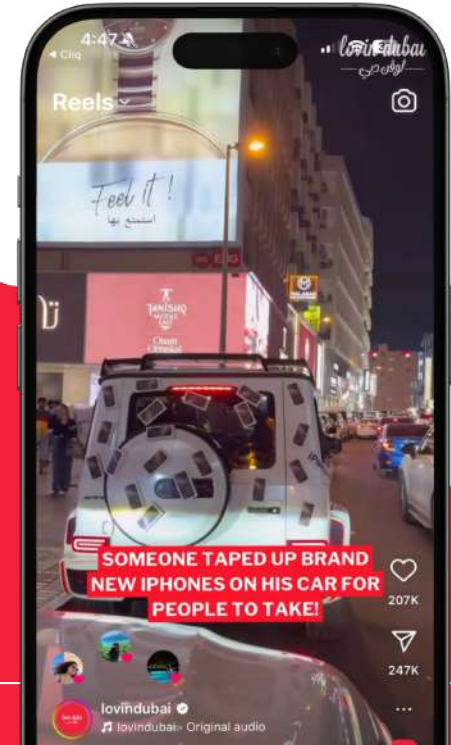
VIRAL VIDEOS

18M Views
1M+ Engagements



COMMUNITY STORIES

250K+ Shares
460K Engagements

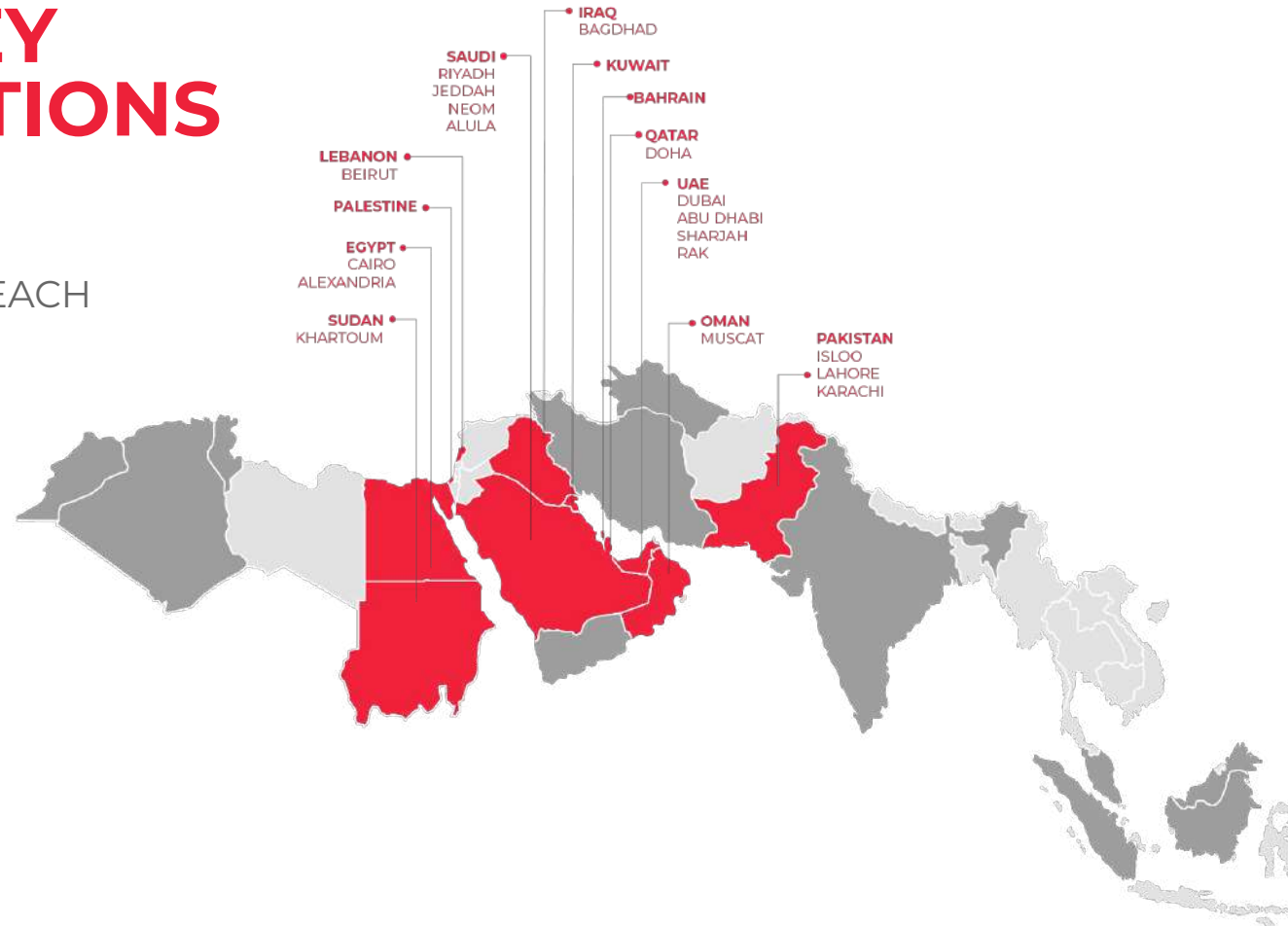


BASED IN KEY MENA LOCATIONS

22+ LOVIN' CITIES

10.2M FOLLOWERS

28M MONTHLY UNIQUE REACH



GULF

UAE, SAUDI, QATAR, KUWAIT, BAHRAIN,
YEMEN, & OMAN

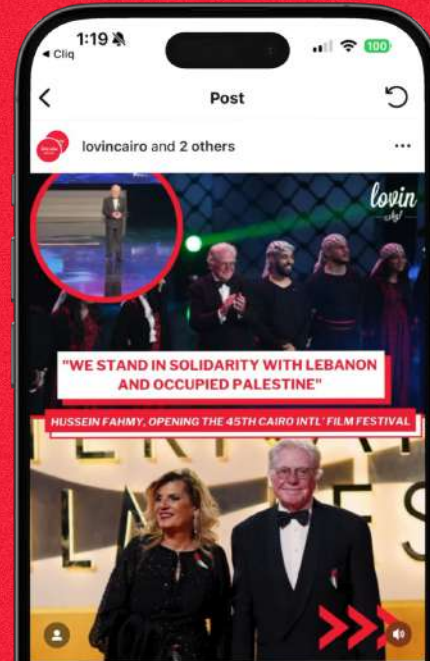
The Gulf region is our home base, and it's growing faster than ever! With so many exciting developments happening in every city, Lovin' is here to keep you in the loop.



LEVANT

PALESTINE, JORDAN, SYRIA, LEBANON & IRAQ

Though a turbulent year for the Levant region, Lovin' made sure to stay on the ground, covering advancements firsthand and bringing our audience closer to the stories that matter most.

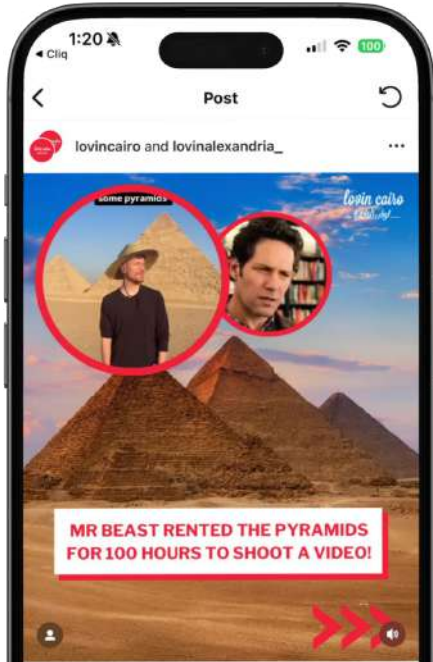


NORTH AFRICA

EGYPT

COMING SOON: MOROCCO, ALGERIA, LIBYA & TUNISIA

With our home base in Cairo growing rapidly, Lovin' is perfectly positioned to tap into the endless opportunities emerging across Egypt and the wider region.

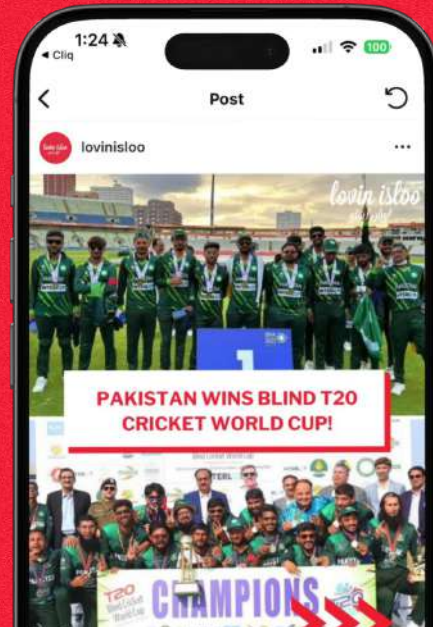


ASIA

PAKISTAN

COMING SOON: IRAN, SINGAPORE, INDONESIA, MALAYSIA, TURKMENISTAN, AFGHANISTAN & INDIA

Kicking off in Pakistan, we're excited to dive deeper into Asia's enormous market, setting our sights on expanding into other key cities.



LOVIN' SOCIALS

10.2M

FOLLOWERS

28M

MONTHLY
UNIQUE REACH

3.3B

IMPRESSIONS

1.8B

VIDEO VIEWS

220M

ENGAGEMENTS



LOVIN' WEBSITE

3.3M

SITE VISITS

5.5M

PAGE VIEWS

70%

MOBILE USERS



LOVIN' APP & NEWSLETTER

43K

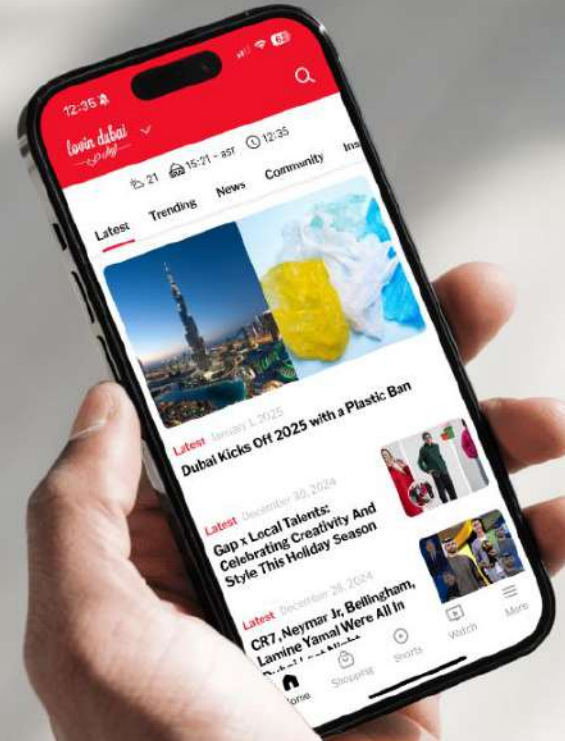
APP DOWNLOADS

61%

ENGAGEMENT RATE

60K

NEWSLETTER USERS
DATABASE



LOVIN' SHOWS & PODCASTS

11M

PODCAST LISTENS

18M

VIDEO VIEWS

15%

ENGAGEMENT RATE



WHO ARE WE SPEAKING TO?

AUDIENCE DEMOGRAPHICS

The Lovin' audience is engaged influential and diverse.

GENDER



Female

44%

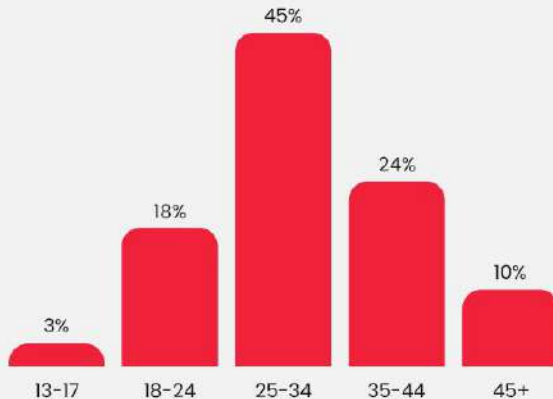


Male



56%

AGE



NATIONALITY



22% - INDIA



21% - UNITED KINGDOM



16% - OTHER EU



9% - UAE



8% - PAKISTAN



7% - PHILIPPINES



5% - OTHER GCC



3% - RUSSIA



9% - OTHER

WHO ARE WE SPEAKING TO?

AUDIENCE INTERESTS

The Lovin' audience interests comprise prominently with affinity categories that center around spending disposable income.

88% F&B

83% News Updates

78% Shopping & Fashion

73% Travel & Tourism

68% Events & Entertainment

60% Real Estate

54% Wellness & Fitness

TOP AUDIENCE INTERESTS



SHOPPING



ENTERTAINMENT



NEWS



WELLNESS & FITNESS



F&B/DINING



TRAVEL



LEISURE



REAL ESTATE

WHO ARE WE SPEAKING TO?

AUDIENCE AFFLUENCY

The Lovin' audience is highly engaged comprising with over **80%** of users falling in the demographic with the highest spending power.

37% of the Lovin' Audience earn \$70k+ Per Year - Falling in the mid - high income brackets.

44% of the Lovin' Audience earn between \$40K - \$70K Per Year still indicating strong purchasing power

67% of the Lovin' Audience state that they have purchased a product after seeing it on Lovin's Platform

78% of the Lovin' Audience state that they have visited a venue or gone to an event after discovering it on Lovin.

73% of the Lovin' Audience state that Lovin' Content helps them stay informed on the latest must visit locations and activities in their city.



THE LEADING PLATFORM FOR LOCAL REACH

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	DAMMAM	NEOM	ISLOO	BAHRAIN	MUSCAT	ABU DHABI
158M	16M	27M	25M	650K	180K	100K	300K	1.3M	2.3M	12M
10.2M	2M	5M	4.8M	360K	100K	80K	180K	450K	300K	1.1M

SHARJAH	DOHA	AMMAN	RAK	BEIRUT	KUWAIT	LAHORE	KARACHI	KHARTOUM	PALESTINE	BAGHDAD
850K	2M	1.9M	260K	3.5M	870K	200K	260K	2M	1.7M	1.3M
200K	450K	150K	100K	600K	300K	80K	100K	320K	450K	180K

 MONTHLY IMPRESSIONS

 MONTHLY UNIQUE REACH

UAE

Abu Dhabi, Dubai, RAK, Sharjah

12M
MONTHLY
UNIQUE REACH

1.4B
VIDEO VIEWS

2B+
IMPRESSIONS



KSA

Riyadh, Jeddah, Neom & AIUla

10M
MONTHLY
UNIQUE REACH

218M
VIDEO VIEWS

636M
IMPRESSIONS



QATAR

Doha

450K
MONTHLY
UNIQUE REACH

8.5M
VIDEO VIEWS

24M
IMPRESSIONS



EGYPT

Cairo, Alexandria

2M
MONTHLY
UNIQUE REACH

86M
VIDEO VIEWS

192M
IMPRESSIONS



OMAN

Muscat

300K

MONTHLY
UNIQUE REACH

9M

VIDEO VIEWS

28M

IMPRESSIONS



JORDAN

Amman

150K

MONTHLY
UNIQUE REACH

7M

VIDEO VIEWS

21M

IMPRESSIONS



LEBANON

Beirut

600K

MONTHLY
UNIQUE REACH

16M

VIDEO VIEWS

42M

IMPRESSIONS



PALESTINE

Riyadh, Jeddah, Neom & AIUIa

450K

MONTHLY
UNIQUE REACH

7M

VIDEO VIEWS

20M

IMPRESSIONS



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 on ground in each key city are constantly working to elevate Lovin' as the ultimate local news and entertainment channel in the MENA Region. With a commitment to our local communities, we aim to always be their trusted source of information.

UAE



SAUDI



EGYPT



BAHRAIN



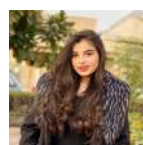
PALESTINE



LEBANON



PAKISTAN



JORDAN



QATAR



LOVIN' HAS WORKED WITH 1200+ BRANDS INCLUDING MANY OF THE GLOBAL MARKET LEADERS



Talabat



SAMSUNG



EMAAR



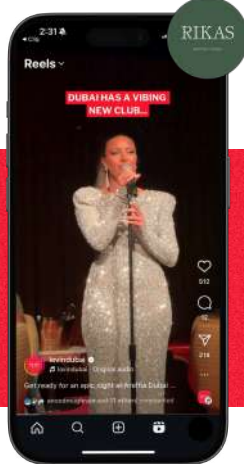
LOVIN' IS A TRUSTED PARTNER ACROSS INDUSTRIES

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



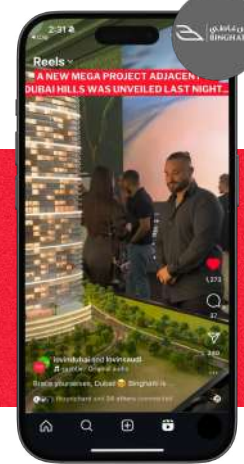
FMCG



Automotive



Real Estate



Tech



WHAT WE DO

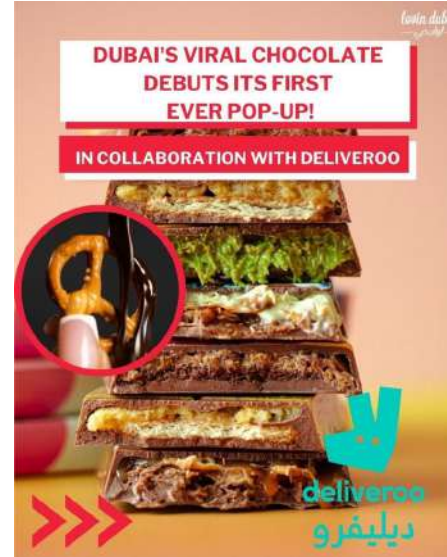


**CREATIVE
IDEATION**

**BRANDED
CONTENT**



AND LET US



**CAMPAIGN
AMPLIFICATION**

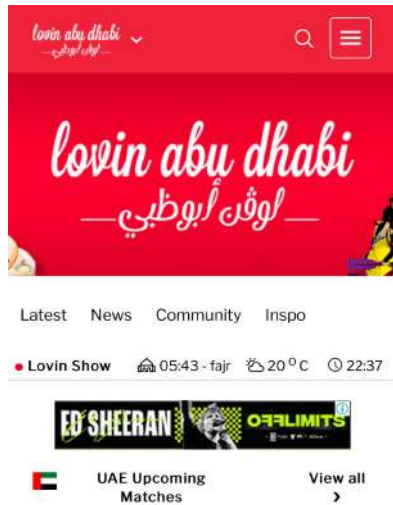
**PR & EVENT
COVERAGE**



**HUNDREDS GATHERED FOR
A NEW DROP BY AL ZAROONI
DEVELOPMENTS**

OUR DIGITAL MARKETING FORMATS

ARTICLE & DISPLAY



SOCIAL



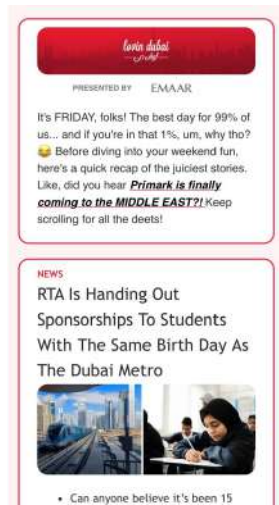
VIDEO



SHOWS & PODCASTS



EMAIL NEWSLETTER



NEW POPULAR MARKETING FORMATS

EMAIL NEWSLETTER SPONSORSHIP

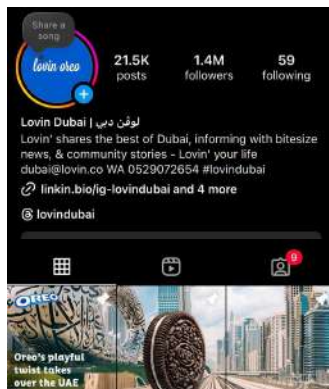


Position your brand at the heart of the conversation with Lovin's engaged database. As one of the most effective marketing channels, this offers a native integration that blends into content our loyal readers value.

60K+

Email Database

GRID / LOGO TAKEOVER

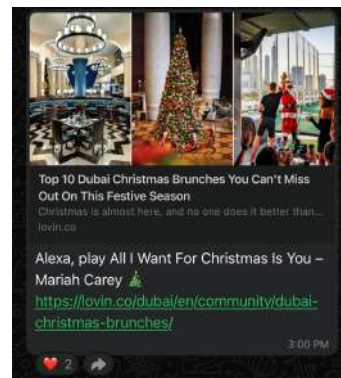


Make a bold statement with a Lovin' Instagram Grid Takeover, where your brand transforms our profile's grid and logo for a high-impact presence. This is the modern billboard—right where the eyeballs are, on social media.

2M+

IG Followers

WHATSAPP MARKETING



Reach audiences directly through WhatsApp, a rapidly growing format in digital marketing. Lovin's WhatsApp broadcasts offer a unique opportunity to connect with our highly engaged community. Share your brand's message seamlessly through engaging content updates.

200K+

Whatsapp Subs

LOVIN' LIFE IN DUBAI

PRODUCT OFFERING

Lovin Life takes you behind the scenes with your favorite influencers, revealing an exclusive side to them that only Lovin' can uncover. With a signature twist and fresh episodes every week, it's your VIP pass to their world!

RIZWAN SAJAN EPISODE

1M

TOTAL IMPRESSIONS

180K

TOTAL VIDEO VIEWS

770

TOTAL INTERACTIONS

S

@seemesiddiqui6427 3 months ago

I watched too many videos of Mr. Sajjan, but this video I like most, because that video relates health and wealth both. Good job . MashaAllah.



YOUR #1 PARTNER FOR SEASONAL PROMOTIONS

The Lovin' platform excels in creating impactful awareness around seasonal activities, driving audience engagement and inspiring action. This is what makes Lovin' the top choice for brands to amplify their campaigns and connect with a widespread audience during key moments of the year.

18M

TOTAL IMPRESSIONS

14M

TOTAL REACH

10K

TOTAL ENGAGEMENT



Sadaf Chaudhry
Fatima Vohra looks fun!

1w Like Reply Hide 2

View all 2 replies



Darshan Parab
Merry Christmas 🎄 🌲 happy new year 🎉

6d Like Reply Send message Hide



nadiamedia1 Happy new year Dubai 🇦🇪 🇮🇲 🇯🇴 🇸🇦 🇵🇰 🇮🇳 🇨🇦 #2025

1d 1 like Reply

Lovin Dubai Published by Later
December 17 at 5:30 PM

Ring in 2025 with double the fun at Expo City Dubai! 🎉
Winter City welcomes all families on 31st December from 14:00 to 02:00. New Year celebrations will Kick off the with a family-friendly countdown at 9 PM—complete with kids' tunes, confetti magic, and Al Wasl Plaza's breathtaking projections. Then, let the adults take over as DJ Brooklyn spins the beats starting at 10 PM, leading to a midnight fireworks extravaganza live on CNN! 🎆 Don't miss the ultimate New Year's Eve celebration in Dubai's most iconic venue! 🌟

Expo City Dubai
December 31st
@expocitydubai #sp

KICK OFF THE NIGHT AT 9 PM WITH KID-APPROVED PLAYLISTS AND JAW-DROPPING VISUALS ON THE AL WASL DOME—YES, THE WORLD'S BIGGEST INTERACTIVE PROJECTION SCREEN

EXPO CITY DUBAI IS THE PLACE TO VIBE WITH THE FAM THIS NEW YEAR'S EVE!

THE ULTIMATE COUNTDOWN KIDS CAN ENJOY

FROM A PLATE OF RICE TO A TALE OF 4000... DRAGON WILL LIGHT UP THE BEAMS IN A LICENSED PARTY ZONE. SETTING THE VIBE FOR THE BIG COUNTDOWN TO 2025!

DRAGON UPS, DON'T WORRY—YOU'RE GETTING YOUR DOSE OF EPIC FOR FIREWORKS AND JAW-DROPPING PROJECTIONS. GO UP JUST TO VIBE FOR THE COUNTDOWN!

THE TIX ARE A TOTAL STEAL! IT'S ONLY AED 99 AND JUST AED 40 MORE IDEAS ON THE WINTER CITY VIBES!

NEW YEAR'S EVE FAMILY CELEBRATION
AN EXPO CITY DUBAI WITH CNN BEST ANDERSON

NYE COUNTDOWN

DCT | experience abu dhabi

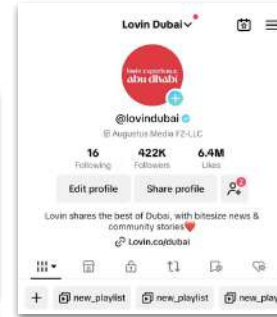
GRAND TAKEOVER CAMPAIGN | RAMADAN 2024

We executed a major digital transformation by rebranding Lovin Dubai to 'Lovin Experience Abu Dhabi' generating significant impact across all Lovin Dubai and Riyadh social platforms. The campaign showcased Abu Dhabi's unique Ramadan offerings, attracting visitors regionally. It positioned the city as a top destination for unforgettable Ramadan experiences, highlighting Ramadan tents, events, and shopping.

22M
TOTAL IMPRESSIONS

19M
TOTAL REACH

53K
TOTAL ENGAGEMENT





BRAND TAKEOVER CAMPAIGN

The Lovin' x Pepsi collaboration for Pepsi's rebranding campaign was a tremendous success, featuring a one-day logo and grid takeover across both the Lovin Dubai and Saudi platforms, significantly amplifying the brand's new logo change and messaging.

5M

TOTAL IMPRESSIONS

2M

TOTAL REACH

11K

TOTAL ENGAGEMENT



CGI VIDEO & LOGO TAKEOVER

Our task here was to highlight Oreos interactive OOH activation, and craveability factor. This included a full takeover of Lovin Dubai's Instagram, along with the production of an engaging CGI video, capturing the user journey through Oreos perspective.

2M

TOTAL IMPRESSIONS

1.7M

TOTAL REACH

4K

TOTAL ENGAGEMENT



BMW |

MODEL LAUNCH CAMPAIGN

This campaign combined curiosity and thrill, featuring a teaser phase and reveal strategy that would keep our audience guessing the whole way. The big reveal? The BMW M5 Touring, making for an unforgettable, high-energy launch!

809K
TOTAL IMPRESSIONS

783K
TOTAL REACH

75K
TOTAL ENGAGEMENT



RTA |

GITEX CAMPAIGN

Our social strategy for this campaign featured a blend of native content, seamlessly coming together to spotlight RTA's efforts in managing city traffic during GITEX. This approach allowed us to bring RTA's efforts directly to our users mobile screens.

1.4M
TOTAL IMPRESSIONS

1.3M
TOTAL REACH

14K
TOTAL ENGAGEMENT





PRODUCT LAUNCH CAMPAIGN

The Charlotte Tilbury x Lovin' collaboration highlighted product launches across Saudi Arabia, UAE, Doha, and Kuwait, with region-specific content. Each city's campaign maintained Lovin's signature tone while resonating with local audiences.

1.5M

TOTAL IMPRESSIONS

1M

TOTAL REACH

11K

TOTAL ENGAGEMENT



PRODUCT LAUNCH CAMPAIGN

Exceeding KPIs by 500% in less than 24 hours, this case study showcased the remarkable reach of a single Lovin Dubai post. By tapping into a trending user debate with Lovin's trademark conversational tone, the post achieved over 15K shares and 48K engagements.

589K

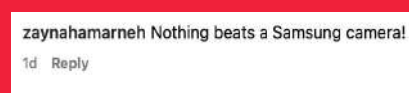
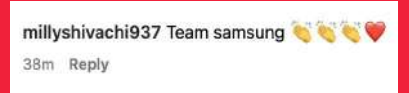
TOTAL IMPRESSIONS

512K

TOTAL REACH

48K

TOTAL ENGAGEMENT



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**



AMPLIFY YOUR BRAND WITH US

HELLO@LOVIN.CO

GET IN TOUCH FOR MORE INFO