

lovin
— لوفين —

MEDIA KIT
2022



the
RUN DOWN

- 01 WE ARE LOVIN
 - 02 LOVIN DEEP DIVE
 - 03 WHAT WE DO
 - 04 AMPLIFY YOUR MESSAGE
-

WE ARE *lovin*

— *لوڤين* —



A local news & entertainment brand, capturing the best of the world around us.

From community news to the latest trending videos, we're everything you need to keep you informed and entertained at the same time.

We're about community and presenting a positive view of this place we call home.

lovin your life

SPEAKING TO COMMUNITIES ACROSS MENA



10k



lovin **ACROSS THE REGION**

— *لوڤين* —

Gain maximum exposure for your brand through the Lovin Cities
Addressable Social Audience With Local Targeted Content



	FOLLOWING	POTENTIAL REACH
DUBAI	2.8M	4M
ABU DHABI	15K	3M
RAK	2.5K	400K
SHARJAH	2.5K	1.6M
RIYADH	10K	9M
JEDDAH	1.3K	6M
NEOM	15K	400K
SAUDI	675K	22M
SHARQIYAH	1K	4M

REACH +50 MILLION ACROSS LOVIN CITIES

lovin abu dhabi
— لوڤن أبوظبي —

lovin saudi
— لوڤن السعودية —

lovin isloo
— لوڤن اسلو —

lovin dubai
— لوڤن دبي —

lovin jeddah
— لوڤن جدة —

lovin riyadh
— لوڤن الرياض —

COMING TO 2022

lovin doha

lovin rak
— لوڤن راک —

lovin sharjah
— لوڤن الشارقة —

lovin neom
— لوڤن نيوم —

lovin lahore
— لوڤن لاهور —

lovin cairo

lovin sharqiyah
— لوڤن الشرقية —

lovin karachi
— لوڤن كراتشي —

A diver in a dark, ancient stone structure. The diver is wearing a full scuba suit and is positioned in the upper center of the frame. The structure is made of dark, textured stone with various architectural details like arches and rectangular openings. The lighting is dramatic, highlighting the textures of the stone and the diver's equipment.

lowin DEEP DIVE

— لوڤڊ —

lovin dubai

لوڤن دبي

981m
VIDEO VIEWS

583m
IMPRESSIONS

14m
PAGE VIEWS

2.4m
FOLLOWERS



CHANNEL FOLLOWER
GROWTH



1.58m

38%



677k

77%



264k

4%



228k

784%



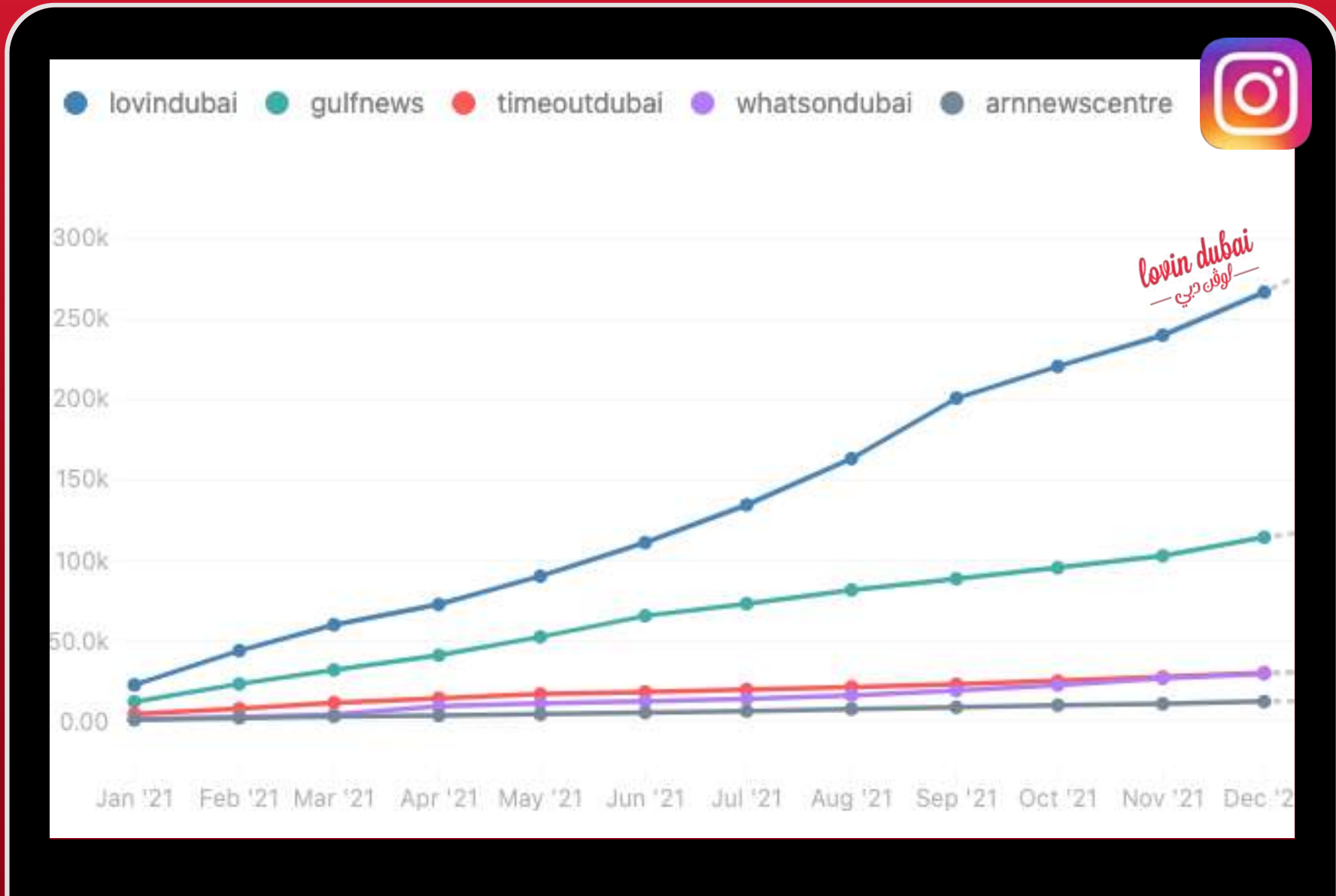
7.3k

200%

% growth from 2021



THE FASTEST GROWING MEDIA BRAND IN THE UAE



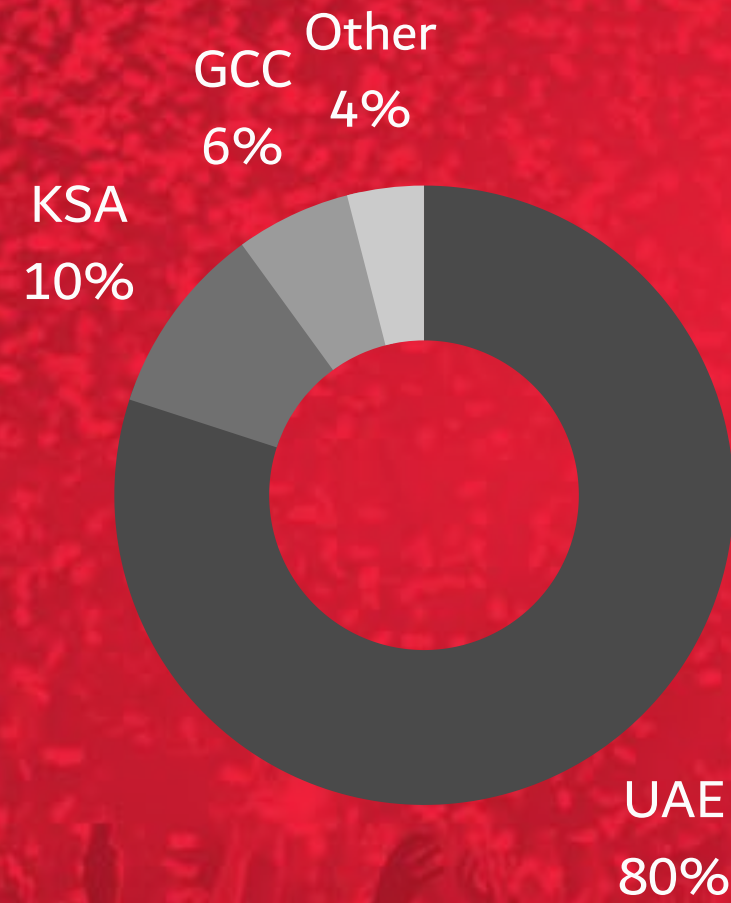
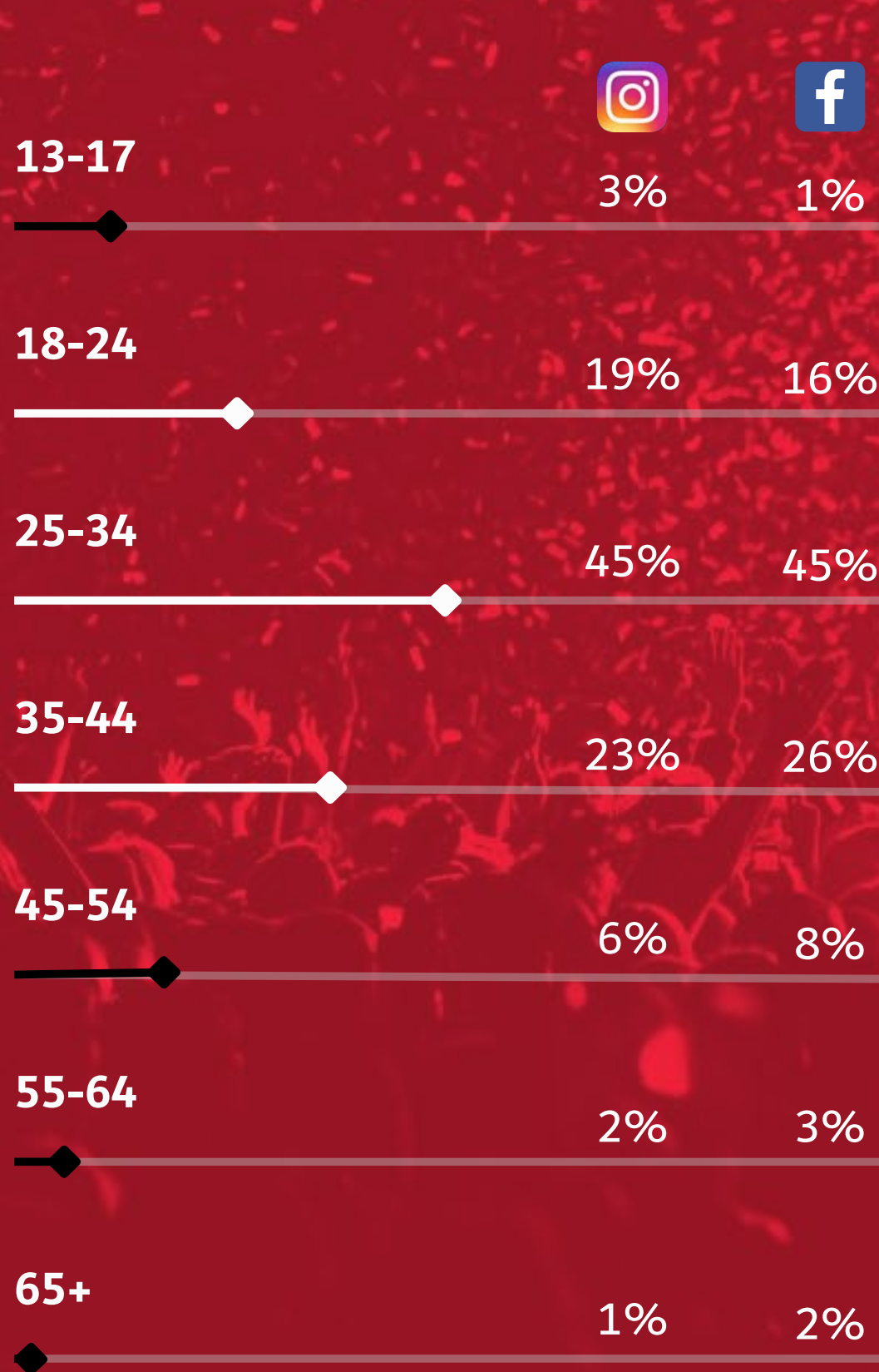
	TOTAL	GROWTH	% GROWTH
LOVIN DUBAI	677.7K	+275.1K	+68.33%
GULF NEWS	464.3K	+110.3K	+31.16%
TIME OUT DUBAI	231.6K	+27.4K	+13.42%
WHATS ON DUBAI	209.2K	+30.4K	+17.01%
ARN NEWS CENTRE	28.4K	+12.2K	+75.40%

An aerial photograph of a large stadium, likely the Allianz Arena in Munich, Germany, is shown with a semi-transparent red overlay. The stadium's distinctive curved architecture and surrounding urban landscape are visible through the red tint. The text is overlaid on the left side of the image.

**MADE FOR
SOCIAL,
DESIGNED TO
ENGAGE.**

AUDIENCE

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



- Fashion
- Technology
- NEWS
- Travel
- Photography
- Brunches
- Pop Music
- entertainment
- Film
- Football
- TV
- Shopping
- Online Shopping
- Discounts & Deals
- sport

lovin saudi

لوطن السعودية

80m
VIDEO VIEWS

103m
IMPRESSIONS

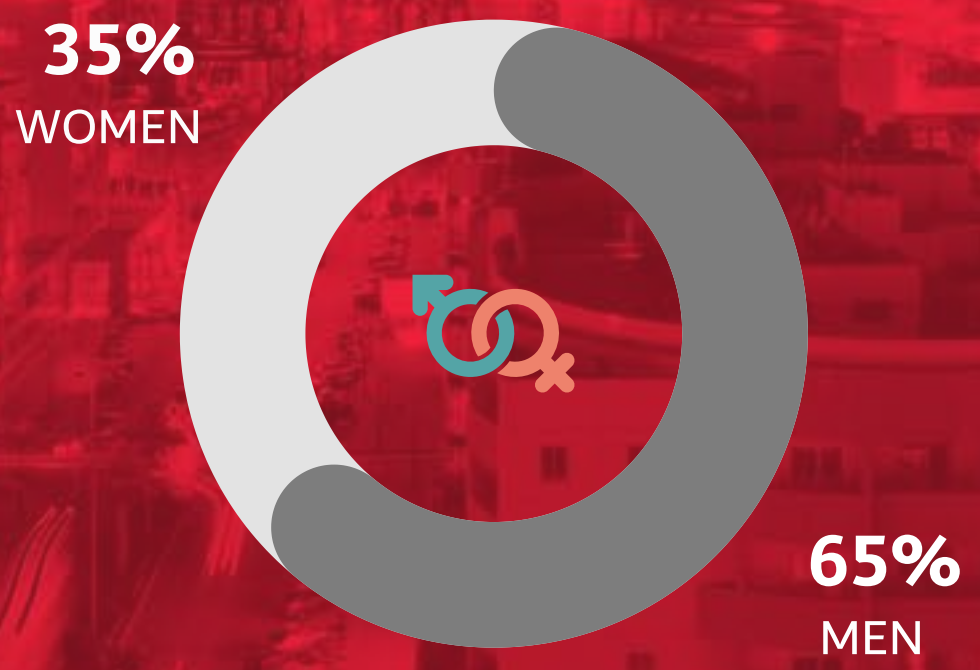
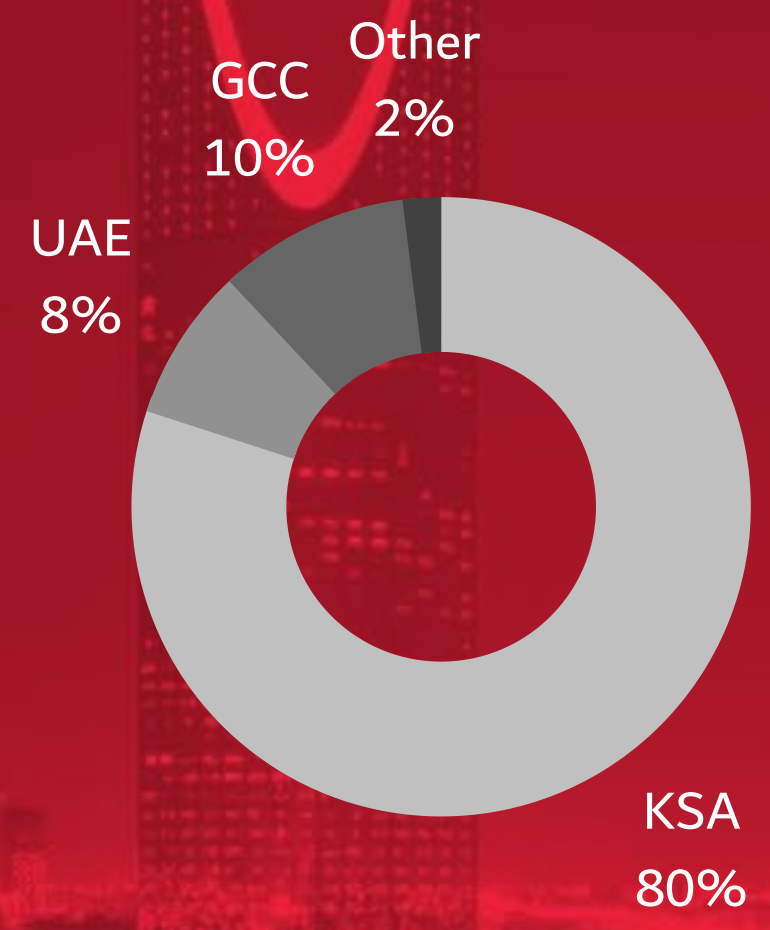
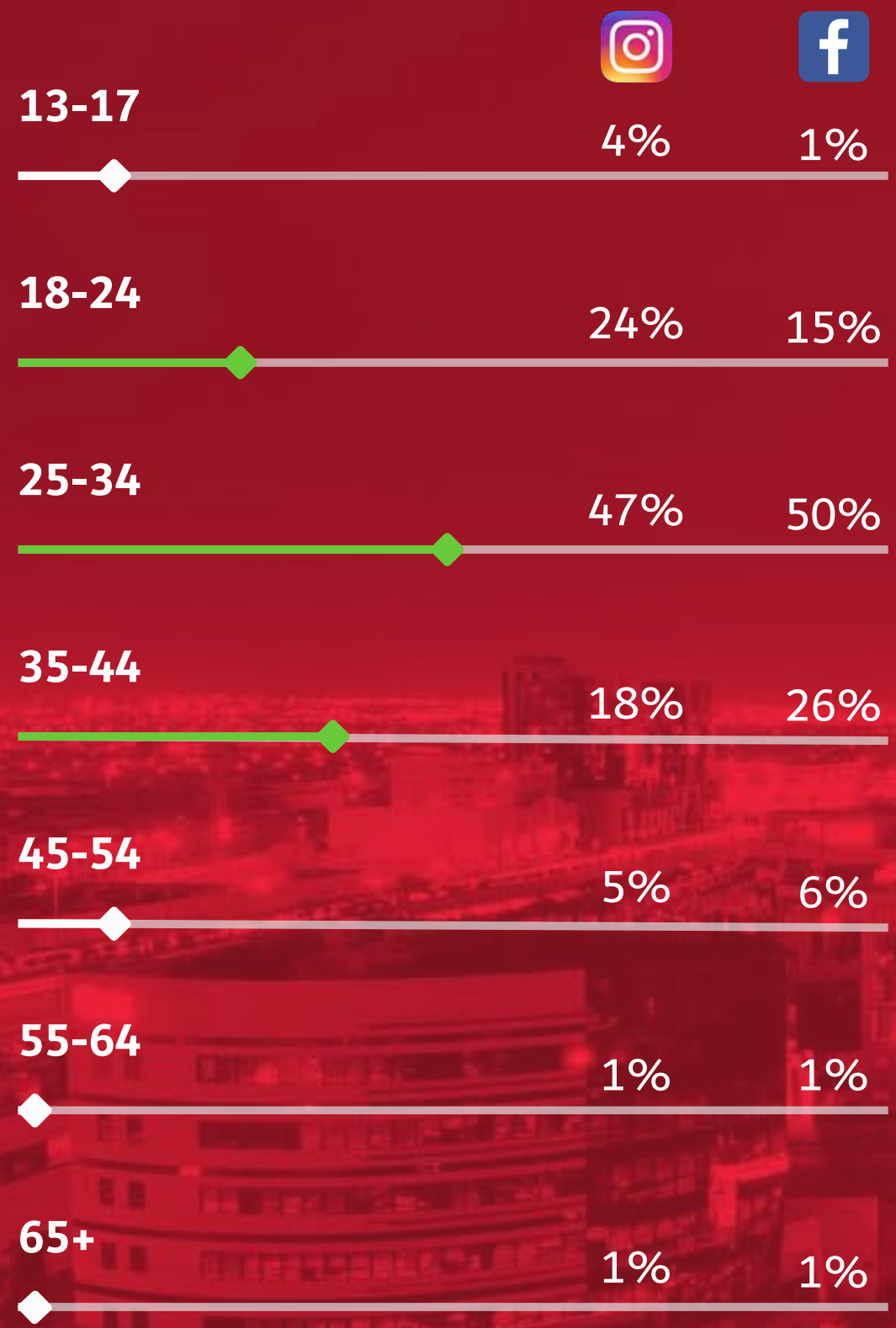
70K
NET GROWTH

1m
FOLLOWERS



AUDIENCE

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



- comedy
- Technology
- Football
- Travel
- Current Events
- music videos
- Food
- entertainment
- Film
- news
- TV
- electronics
- Shopping
- sport
- Discounts & Deals

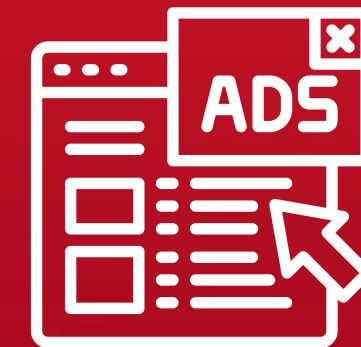
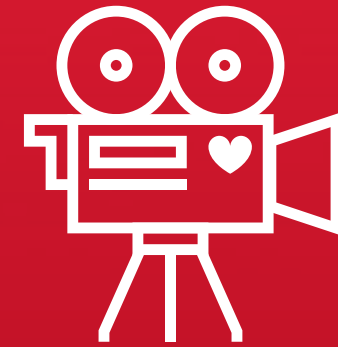
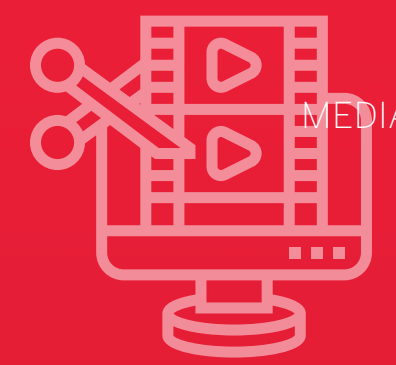
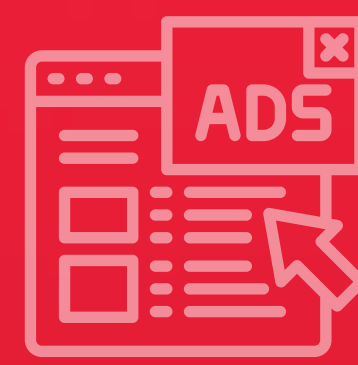


With over 500+ brand partners across multiple sectors from Food & Beverage, Automotive, Entertainment, Retail, Government, Sports brands and Hospitality industries.

WORKING WITH

lovin

— لوفين —



ARTICLES

on the pulse and socially friendly

- ✓ **Native**
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 audiences is a great way to engage!
- ✓ **Content Hubs**
A bespoke area on the Lovin site filled with client owned articles.



Expo 2020



Expo 2020
Parents Rejoice Because Your Kiddos Can Dine For FREE At These Expo 2020 Dubai Restos



Expo 2020
The Region's First Vegan Festival Happening At Expo And The Eat INCREDIBLE



Dubai
Fans Of Korean Group 'Stray Kids' Celebrate Their Arrival To Dubai Expo



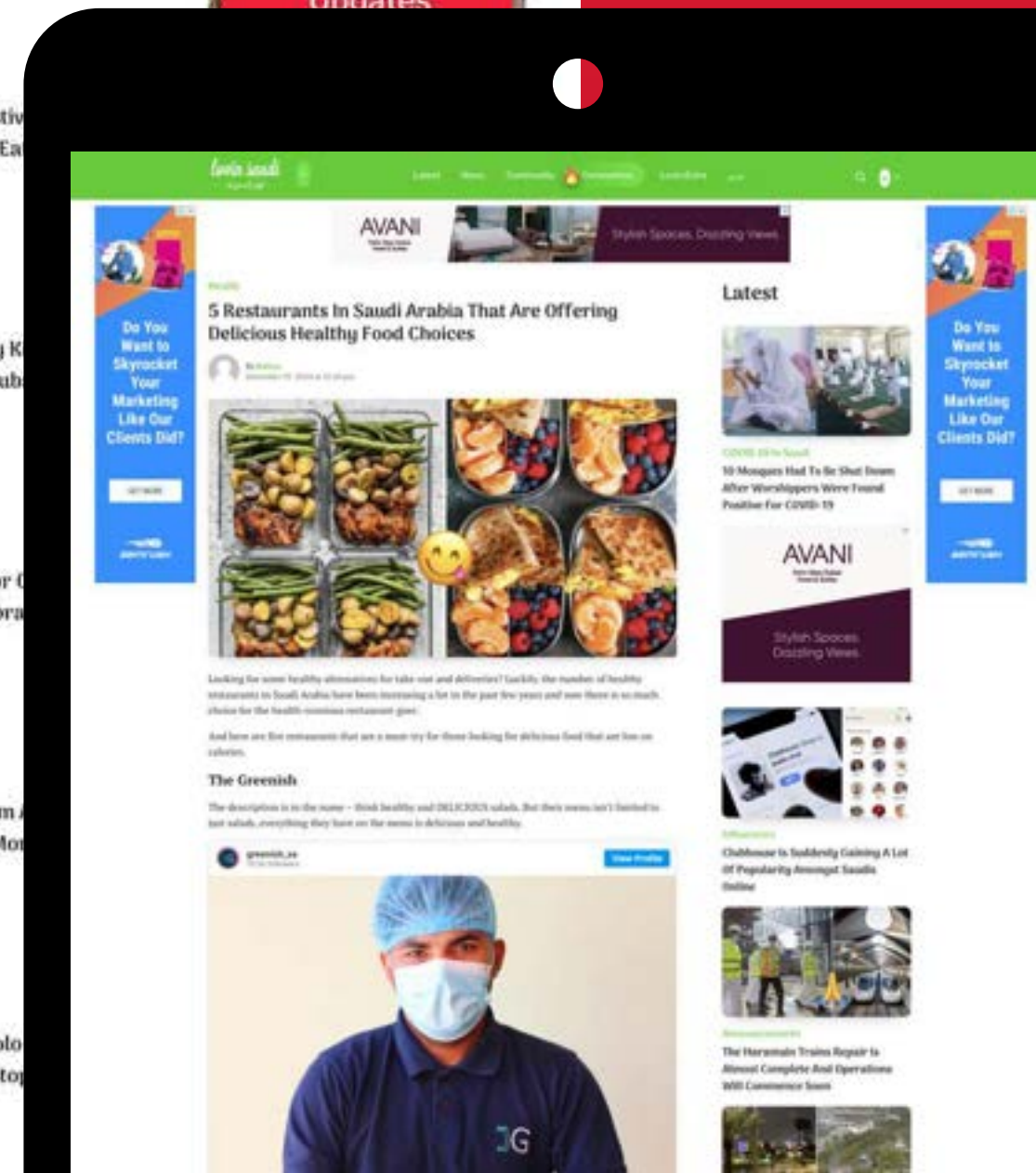
Latest
You Can Go To Expo 2020 For Only AED10 Tomorrow As It Celebrates A Million Visits



Latest
Black Eyed Peas Will Perform Classics At Expo 2020 This Month



Dubai
The Teen Pilot Who's On A Solo Flight Around The World Made A Stop At Expo This Week



SOCIAL MEDIA

to maximise your brands exposure



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



- Social Distribution
- Feed Posts
- Facebook Lives



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



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



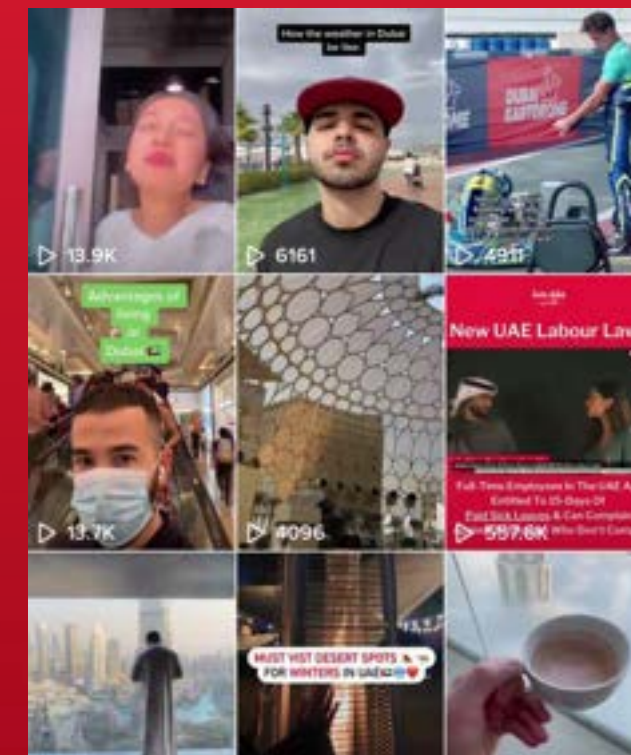
Have direct conversations with our audience, building a dialogue with our audience.



- Moments
- Tweet Packages



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



- Distribution
- Series Content



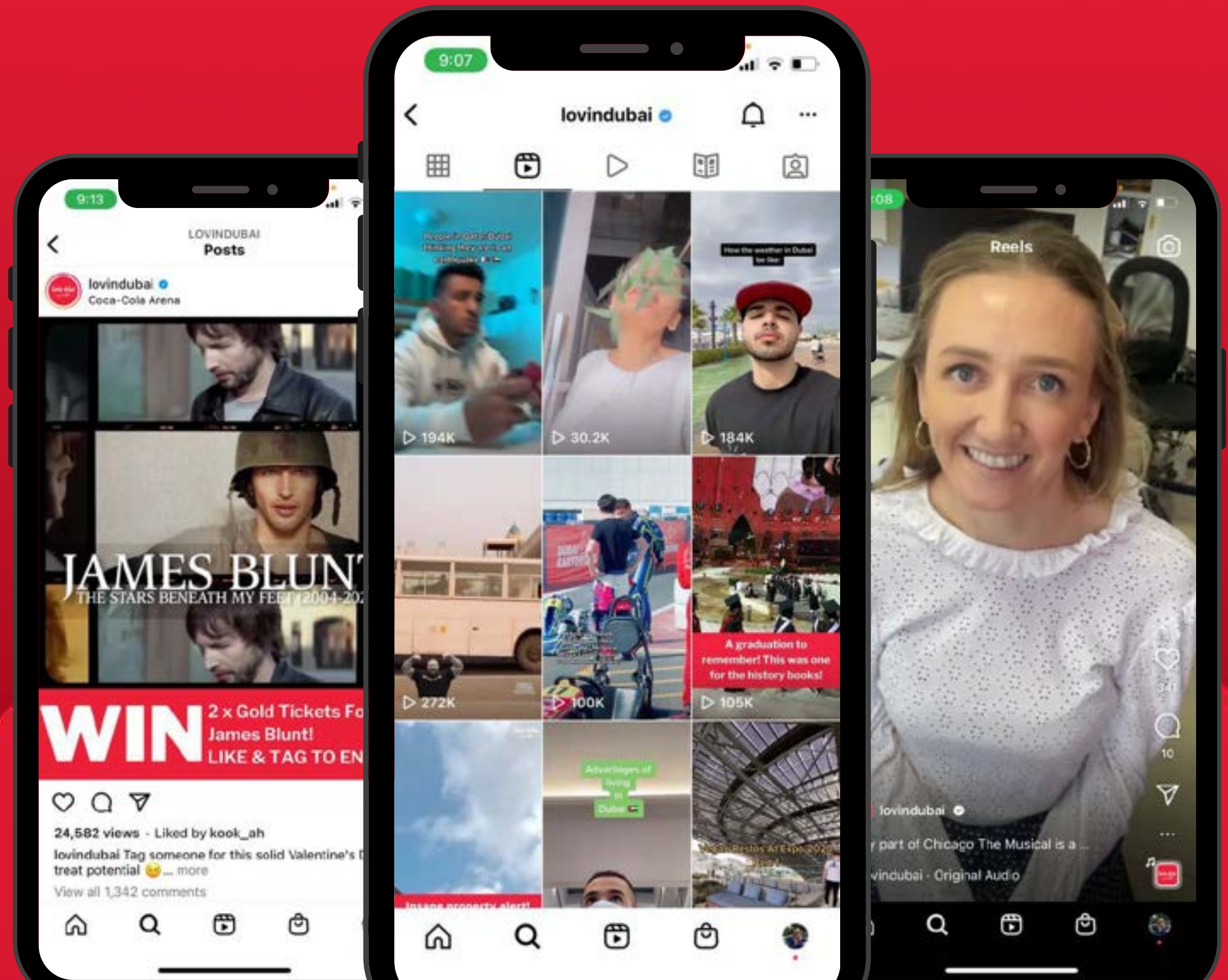
Taking the world (and Dubai) by storm, jump on the trends with native videos.



- Distribution
- Feed Videos

BRAND FAVOURITES

- ✓ **Instagram Takeovers**
 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!
- ✓ **Instagram Reel / Tik Tok Video**
 Taking over everyone's phones.. and time! Short, snappy videos with trending music gets your brand the recognition it deserves!
- ✓ **Instagram Competitions**
 Everyone loves a competition! Give back to audiences whilst showcasing what you have on offer, competitions are a great way to engage audience on an even more engaged platform like Lovin Dubai.



VIDEO

✓ 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.

✓ Distribution

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

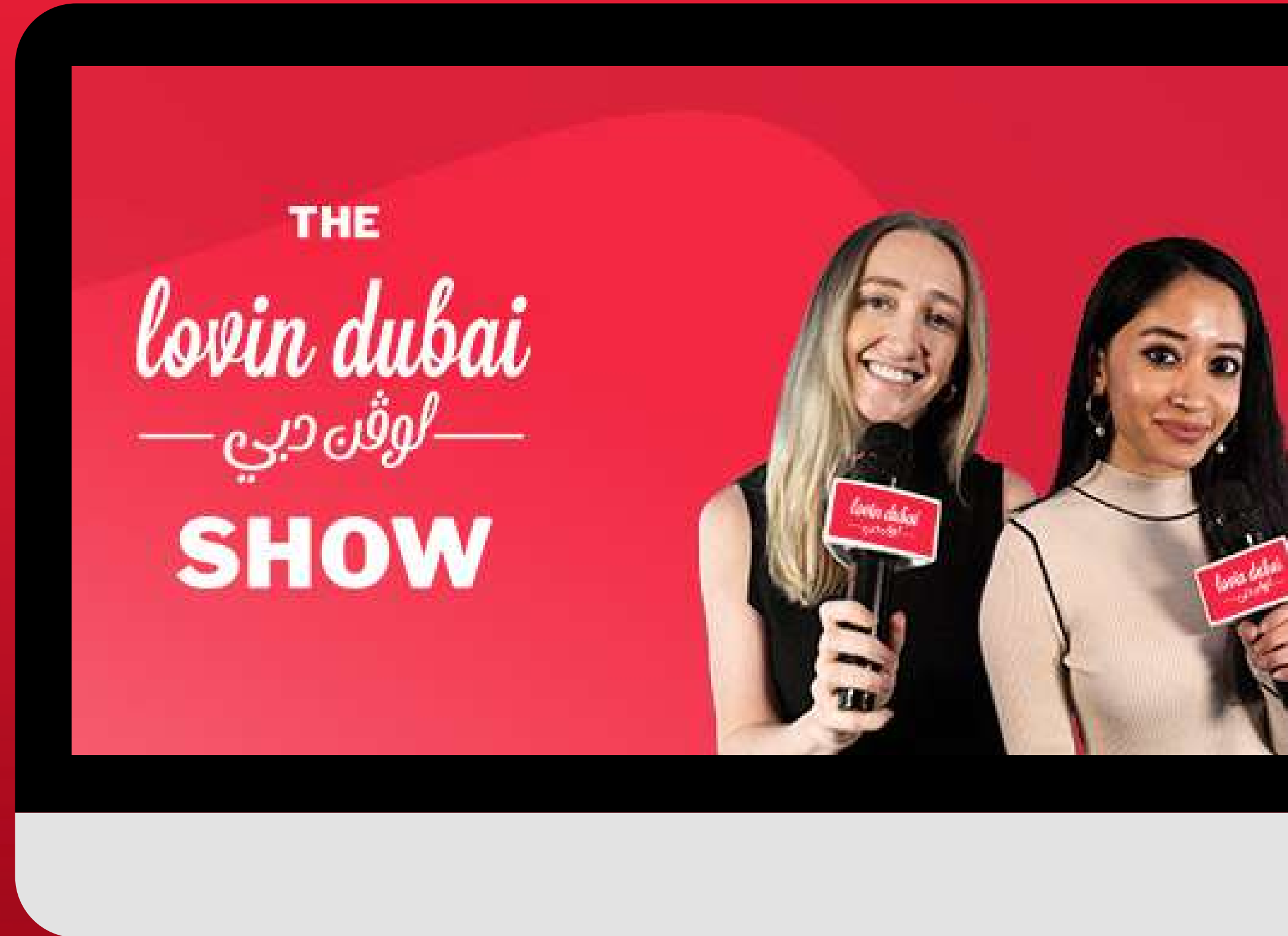


LOVIN [CITY] SHOW

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.



LOVIN [CITY] SHOW



Sponsorship

- Logo Placement
- Branded tickers
- Product Placement



Product Placements

Clothing sponsorship, product placements within the shows



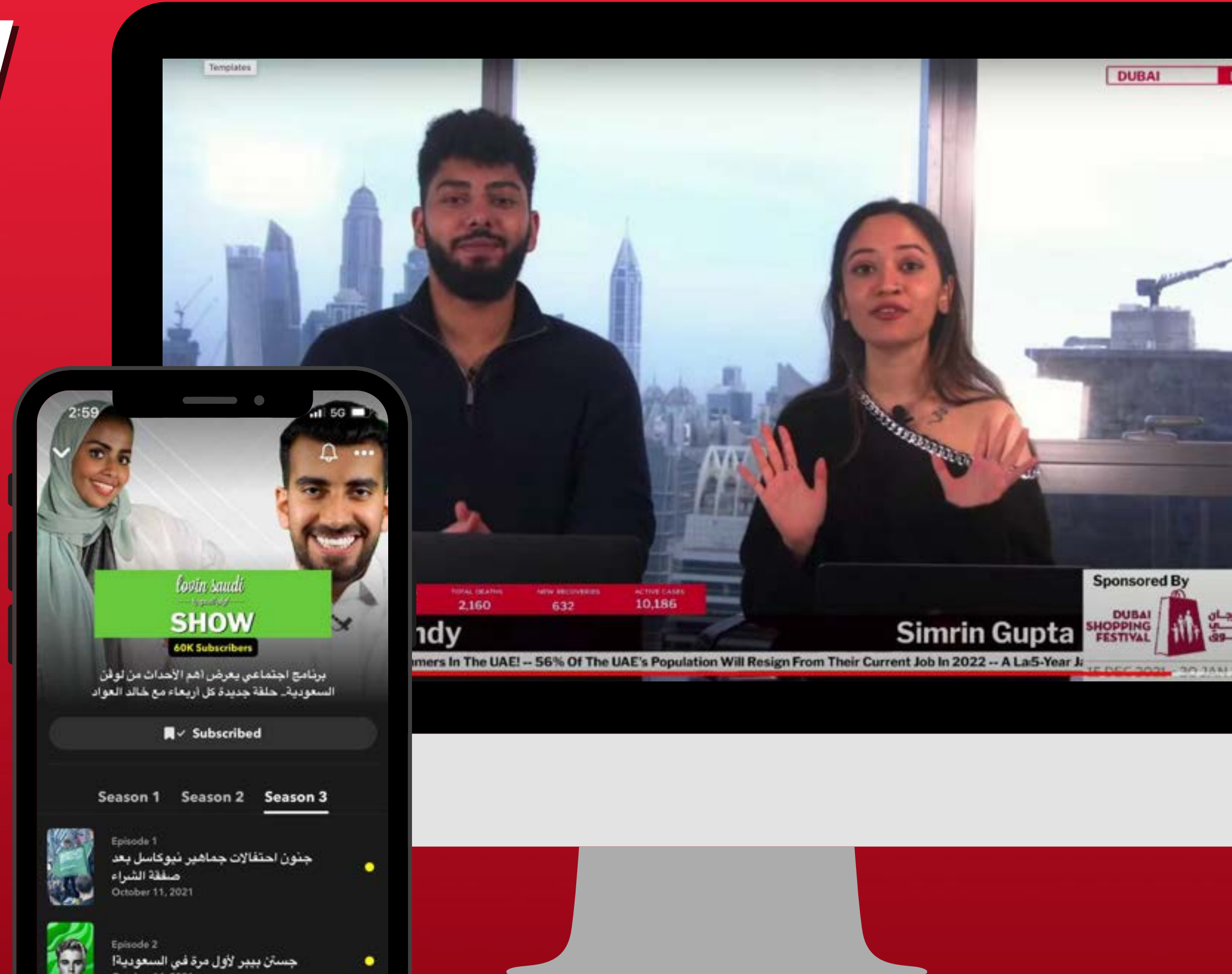
Ad Slots

Got a video you want to showcase in a prime spot on the Lovin Dubai show, then now's your chance!



Mentions & Custom Segments

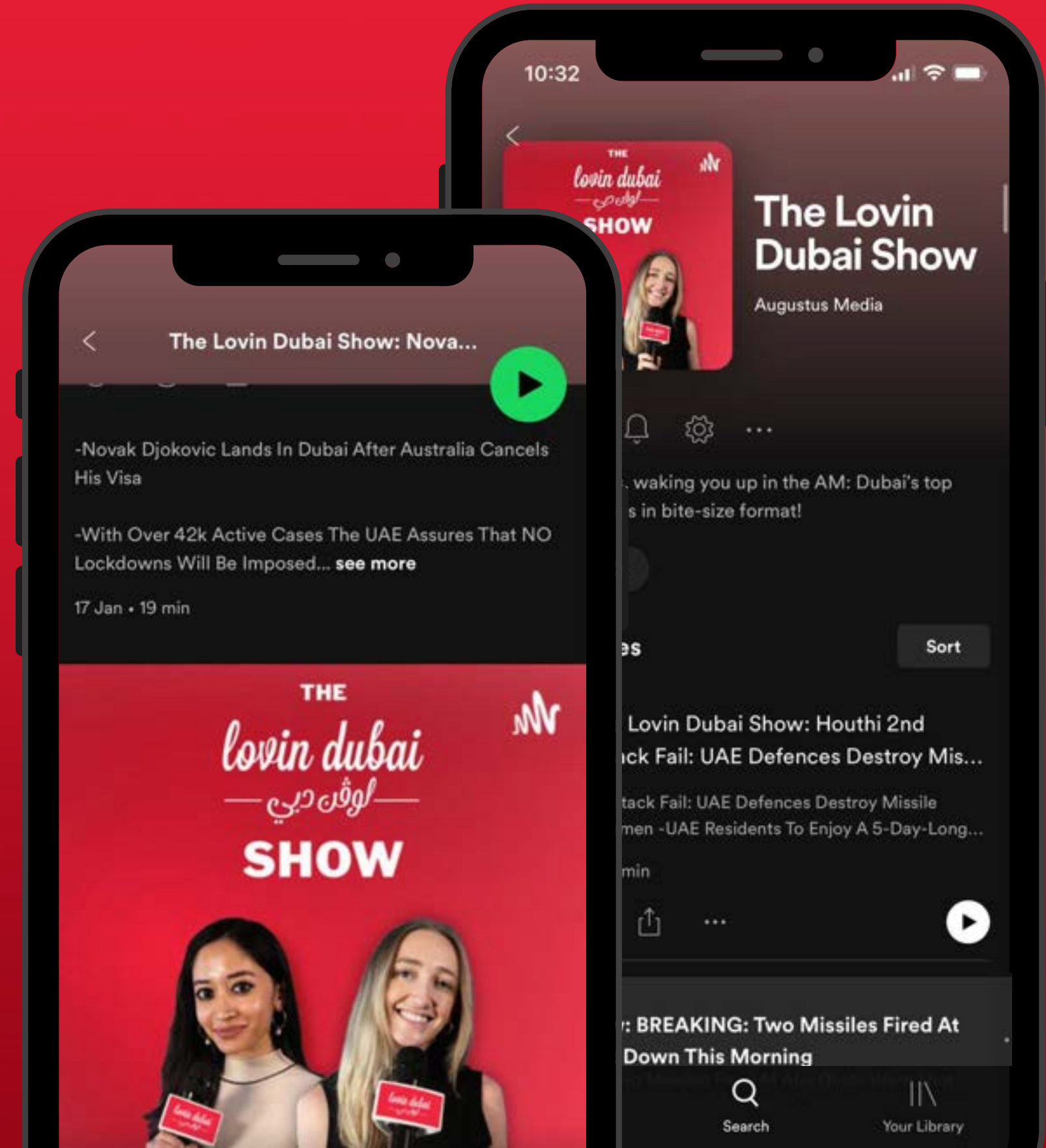
- Host reads & mention by Lovin host
- Add your trailer or brand asset to be shared within the show.



PODCASTS

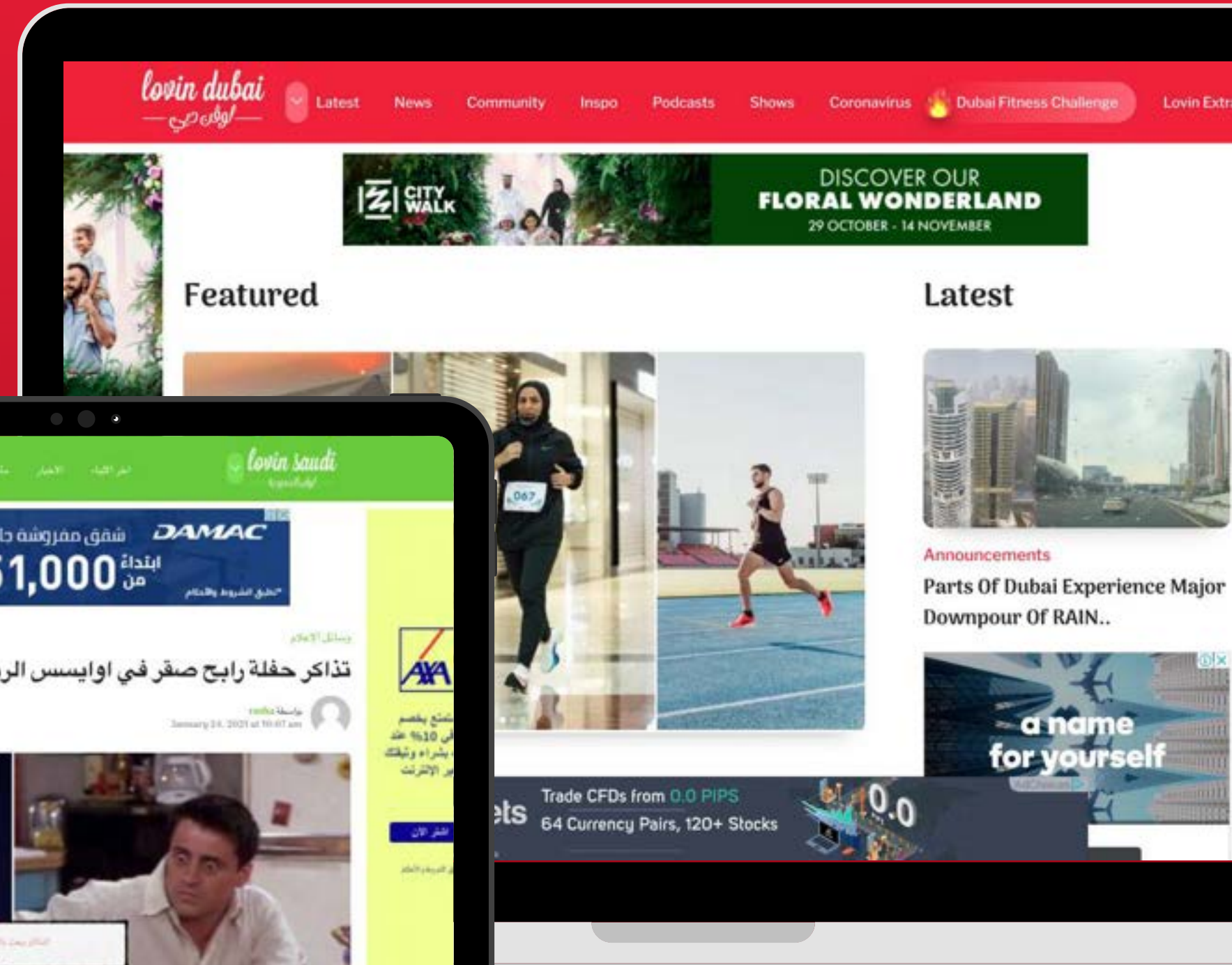
- ✓
Custom Podcasts
 Create a dedicated podcast about your brand, using the Lovin hosts and platform to reach the right audience.

- ✓
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 a roadblock of all your banners on the Lovin homepage.
- ✓ **Homepage Takeovers**
Go for the maximum impact across the Lovin site with a roadblock of all your banners on the Lovin homepage.



NEWSLETTERS

Reach over 38,000 people from the Lovin database.

The EDMs are designed with you in mind, highlighting your key messaging.

✓ 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.

lovin dubai
أوفن دبي

Powered by **DUBI CARS**

Dubai Residents Report Homes Are Flooding And Some Have Had No Power For 3 Days

HNY everyone, water leakage at home abad thing unfortunately no power as well... 🍌

The Lovin Dubai People of the Year Awards 2021 Celebrates Impactful Individuals Of The Dubai Community!

lovin saudi
أوفن السعودية

الأخبار المتداولة اليومية

حديث الفترة .. هجرة الشباب السعودي لهذا التطبيق!

لوفن صارت أقرب
حمل تطبيقنا الجديد الآن!

Download on the App Store
GET IT ON Google Play

سلسلة الإغلاقات تستمر بسبب ارتفاع اصابات فايروس كورونا!

محافظة جدة تغلق الواجهه البحرية بسبب ازدحام الزوار

لوقين اكسترا
اشترك

الضموا إلى لوفن اكسترا للحصول على العديد من العزايا الحصرية

LOVIN EXTRA

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.

Latest News Community Inspo Podcasts Shows Coronavirus Lovin Extra

EXTRA lovin — لوف —

Lovin Extra

The World's Most Popular City
Dubai Is Booming
Here's How to Get Off
It

Lovin Extra

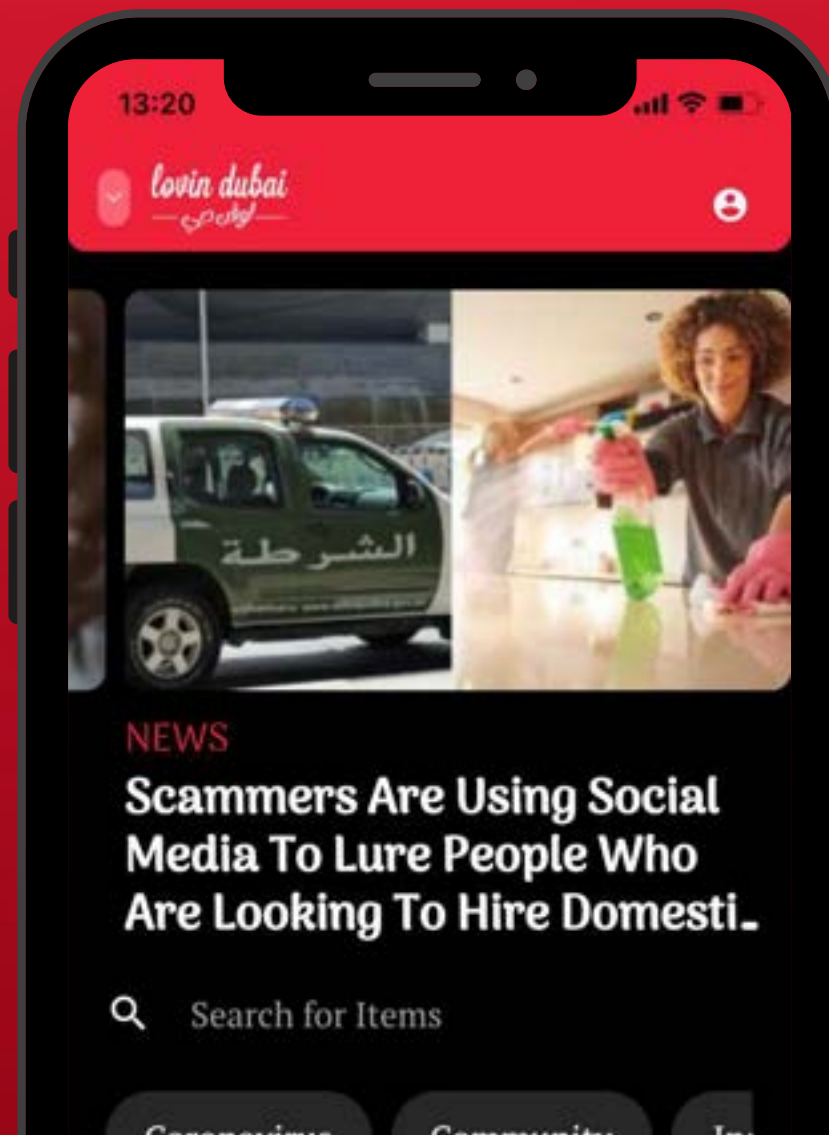
WIN: An Amazing Christmas Hamper
From Depachika Food Hall

lovin
your
life

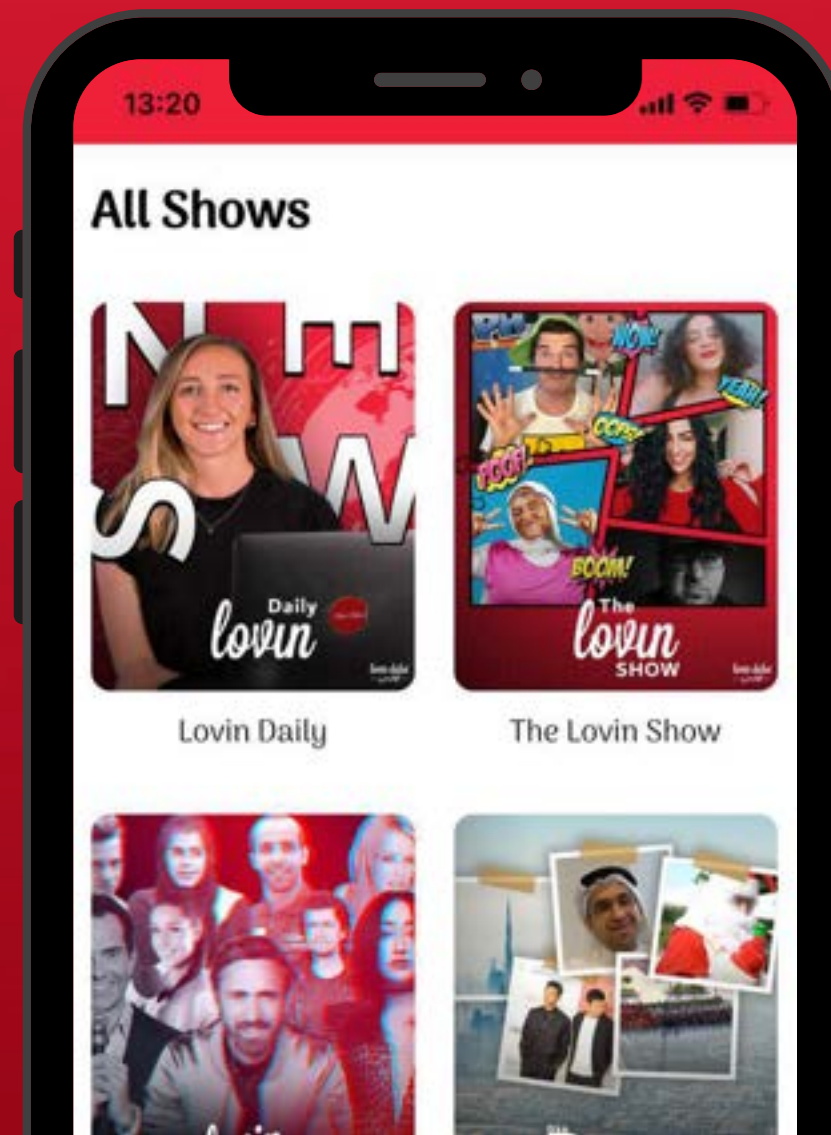
ACCESS LOVIN APP

Available on Android & iOS, the Lovin Dubai app hosts a world of entertainment, local news and podcasts - all the things you love, direct to your phone.

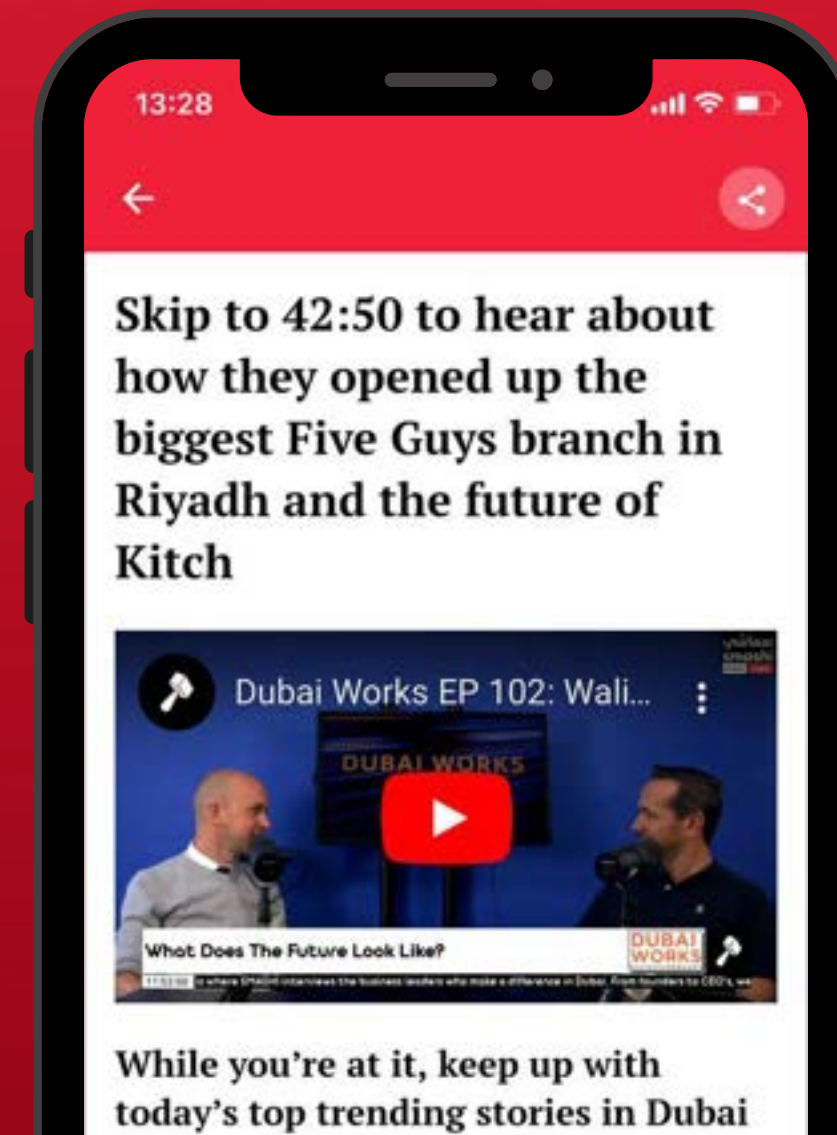
READ



WATCH



LISTEN



Available on:



let your campaign take flight





سماشي smashi

Smashi is a live streaming service from the heart of the Arab world, covering the most innovative products, services and technologies changing our lives

For The Driven, The Dreamers, The Doers.

Speak to a member of the team at hello@smashi.tv





AUGUSTUS

ODEUM

Odeum, is here to bring to life any idea, whether big or small, from a show concept, a podcast or general content production through a studio that is designed with content creators in mind

All the magic of Lovin & Smashi, but for your brand.
All at your fingertips.

For more information, contact hello@weareaugustus.com

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— *لوف* —

GET IN TOUCH

contact us at

hello@lovindubai.com

hello@lovinsaudi.com