

2026



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 stands as the leading modern media company in the Arab world, dedicated to delivering innovative content that enriches lives, inspires, and shares compelling stories for meaningful experiences. We have grown into a dynamic media group, operating a powerful network of platforms that are shaping culture and conversation across the MENA region.

Our commitment to connecting with communities is reflected in our 2026 scale. We operate from **8 regional offices**, powered by **140+ employees**, reaching a vast audience with **15.8 million social followers**, and generating over **4.1 billion impressions** annually. Our Lovin' brand celebrates cities across **30+ locations**, while Smash is the platform for the driven, dreamers, and doers, spanning **12 active verticals**, with ODEUM Studio continued to delivery impactful and original formats for our partners.

As we look to the future, we continue to double down on innovation to sustain our growth:

- **Leveraging AI for Content Innovation:** We are aggressively embracing AI technologies to enhance our production, deliver more personalized, relevant, and high-quality content, and ensure better performance for our partners.
- **Expanding Our Reach:** We are committed to increasing our footprint by bringing the Lovin' experience to even more cities and deepening Smash's Business and Sports verticals.
- **Focusing on Immersive Formats:** We will prioritize native vertical video across our 350+ social media channels and expand new media formats in our newsletters to drive higher engagement.
- **Enhancing Digital Platforms:** We continue to add features across all our digital platforms, including the Lovin' app and Smash's streaming services, to improve user experience.

2026 is a pivotal year for Augustus Media. Together with your partnership, we are shaping a future that continues to connect audiences across the region through stories that matter. We look forward to a year of shared success.

Richard Fitzgerald, CEO & Founder, Augustus Media





What started as one brand over a decade ago has grown into Augustus Media, a leading modern media company powering culture and conversation across the MENA region.

Today, we operate a dynamic network of platforms reaching millions every month.

8 REGIONAL OFFICES

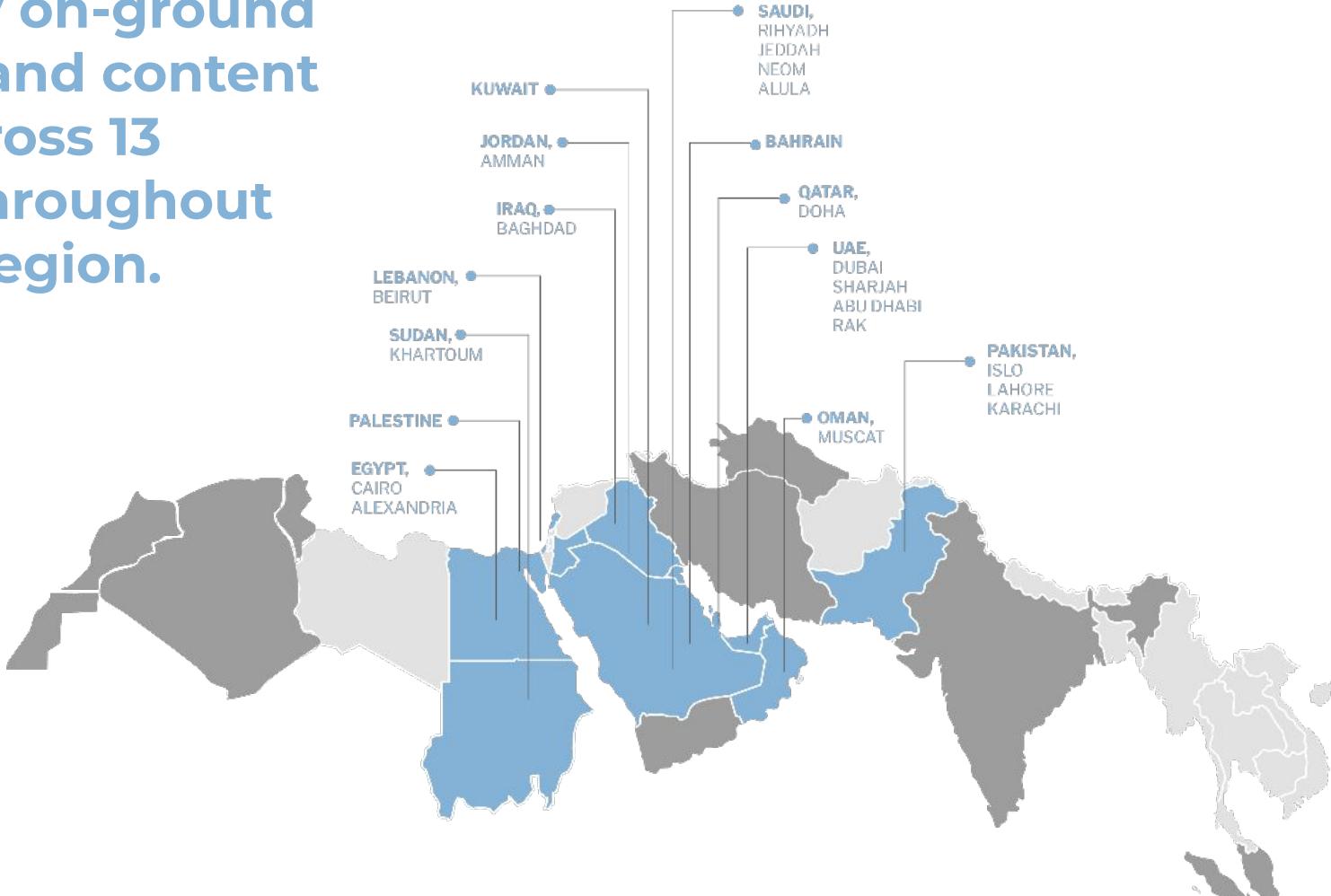
12 SMASHI VERTICALS LIVE

30+ LOVIN' LIVE CITIES

140+ EMPLOYEES



Powered by on-ground
journalists and content
creators across 13
countries throughout
the MENA region.



OUR OFFICES

Based in 8 Key locations in the MENA



📍 Dubai, UAE



📍 Abu Dhabi, UAE



📍 Riyadh, KSA



📍 Cairo, Egypt



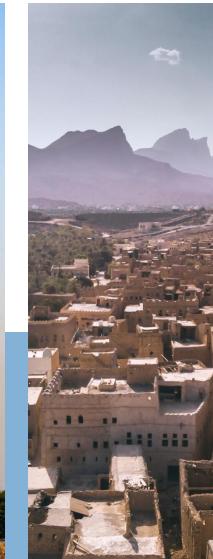
📍 Doha, Qatar



📍 Pakistan



📍 Muscat, Oman



📍 RAK, UAE



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



EGYPT



BAHRAIN



LEBANON



PAKISTAN



JORDAN



QATAR



AUGUSTUS HOUSE OF BRANDS



AUGUSTUS media



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' life"**.



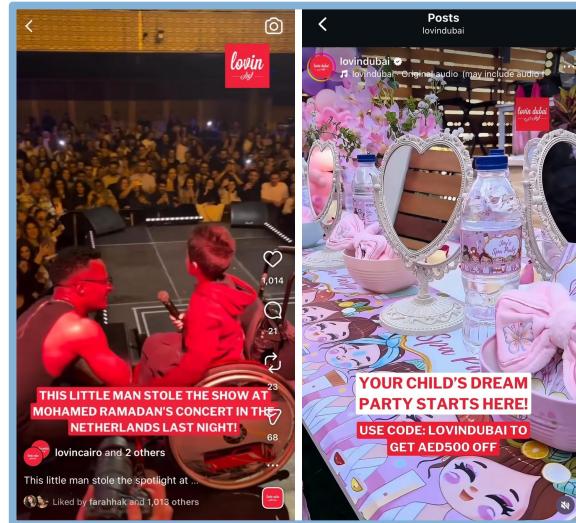
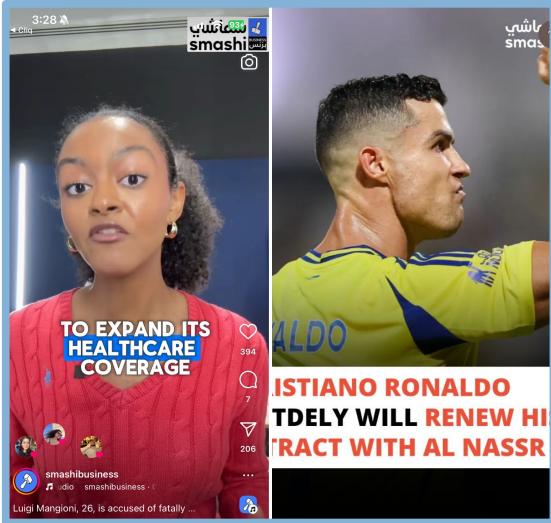
Smashi, a regional content platform at the heart of youth culture, dedicated to telling inspiring stories that shape the future. It embodies a mindset tailored for **"the driven, the dreamers, and the doers"**



ODEUM is the **social-first content studio** of Augustus Media - combining creator energy, publisher instinct, and premium production to deliver content built for attention, relevance, and performance.

EXPERTS IN CREATING CONTENT THAT CONNECTS WITH THE YOUTH

By powering the next era of media



2026 NETWORK NUMBERS

Billions of views. One Augustus network.



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!

Smashi Business wins an
award for championing
entrepreneurship with SEF
2025.

50 years of Ireland-UAE
relations Sponsor 2025

MMA Board Member
September 2025

The Lovin' Dubai
Community Awards
September 2025

Acquisition of UP10 Media
December 2025

Connecting youth across MENA through a 400+ profiles and formats, multi-platform social ecosystem.



HOW AUGUSTUS WORKS WITH BRANDS



CONCEPT IDEATION



AWARENESS
& AMPLIFICATION



BRANDED
CONTENT CREATION



WHITE LABEL
PRODUCTION

AUGUSTUS PODCAST NETWORK

The Augustus Podcast Network is a fast-growing audio platform reaching tens of millions across MENA, connecting brands with highly engaged, digital-first audiences through powerful storytelling.

- Tens of millions of listens across our growing show portfolio
- Original content spanning lifestyle, culture, business & tech
- Direct access to highly engaged, digital-first audiences
- One of the region's fastest-scaling podcast networks
- Brand solutions including dynamic ad inserts, sponsored episodes, branded series & product integrations
- Designed to drive impact, relevance, and meaningful brand connection



PODCAST IN NUMBERS

65+

PODCASTS

16M

REACH

1M

UNIQUE USERS

200K

PODCAST DOWNLOADS



FAST & CONNECTED TV

Lovin' on CTV & FAST TV

Real-time city storytelling for the biggest screens

Lovin' captures the city as it happens - on the ground, in the moment, and always local.

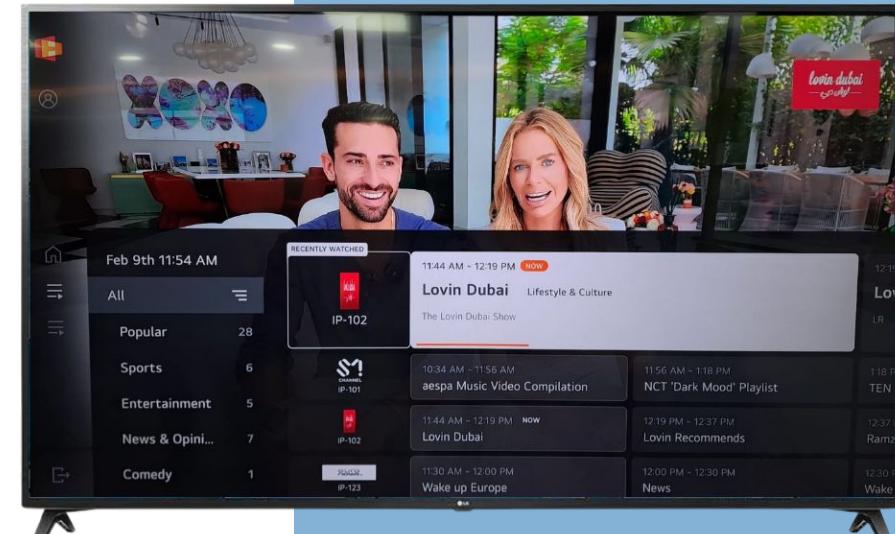
Powered by local teams, we translate breaking moments, cultural trends and everyday city life into authentic, high-impact video content.

Built for modern viewing habits, our short-form and episodic programming is optimised for CTV and FAST TV environments — delivering community-driven stories that feel real, relevant and brand-safe.

Lovin' stays true to each city's pulse, showcasing the stories that matter and the best of city life, now streaming where audiences watch most.

LG Channels 

 Samsung
TV Plus





THE LOVIN' PLATFORM HAS THE PULSE OF THE CITY

BRINGING YOU THE BEST OF THE CITY DAILY

WHO WE ARE

OUR MANTRA



Lovin' is a local news & entertainment platform sharing the best of its city, informing using bitesize news, viral content, and community stories. Lovin' Life.

OUR LENS

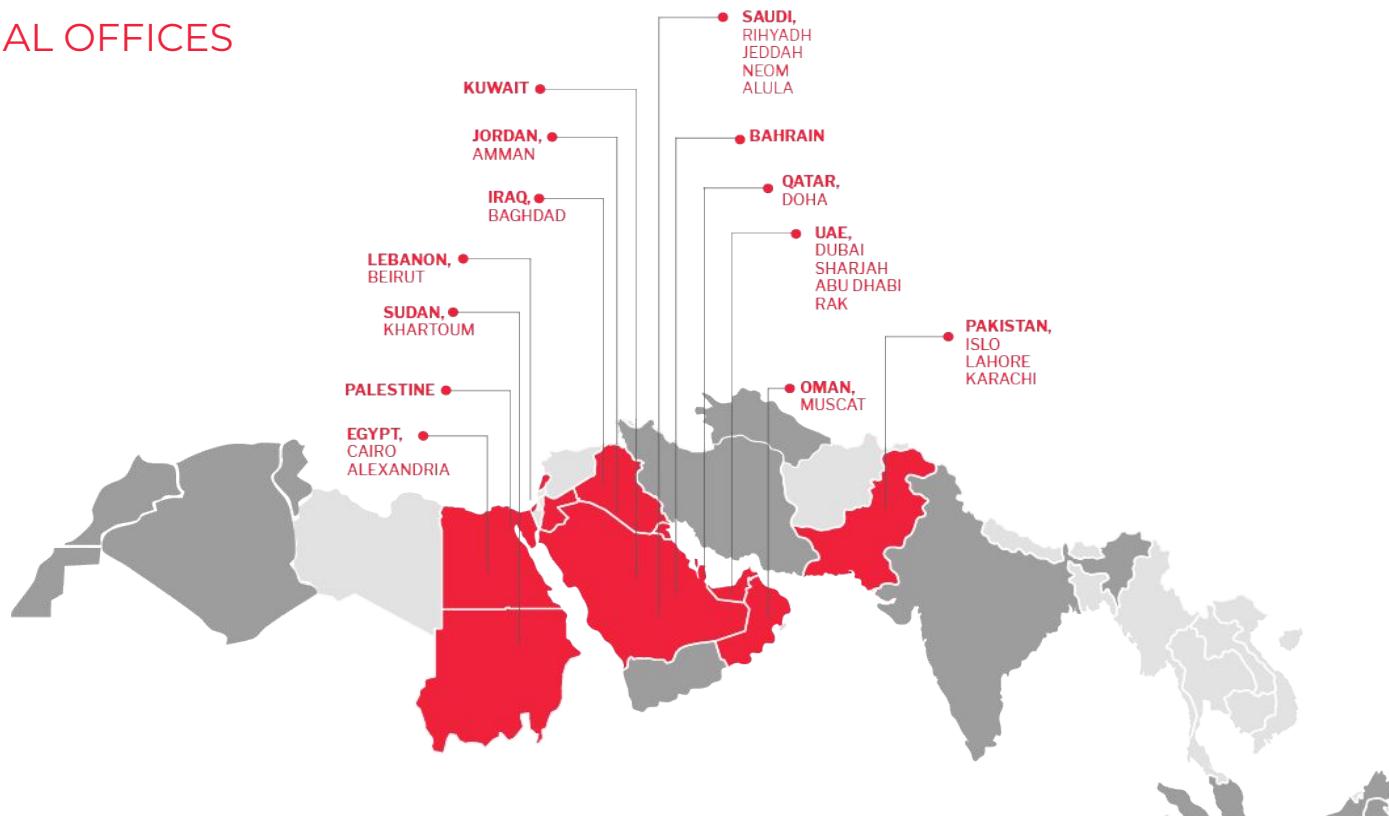


Lovin's content is influenced by the way our audience lives, explores, and connects with the city. We stay upbeat, factual, and locally tuned in, with our perspective evolving through the diversity of the community around us.

LEADING PRESENCE ACROSS THE REGION

30+ LOVIN' CITIES

8 REGIONAL OFFICES



“SEND IT TO LOVIN”

Bringing stories straight from the community through DMs, tips, and everyday moments



A fire broke in JVT today and they have been trying to put it out for a while now



INDIAN YOUNG DEFENDER AYAN YUSUF HAS INDEED JOINED UAE CLUB UNITED FC DUBAI UNITED, AND HE'S BEEN INVOLVED WITH THE TEAM UNDER LEGENDARY COACH ANDREA PIRLO.

if_supporter Indian young defender Ayaan Yusuf has taken a major step...

I think you should cover this story

First Indian in pro league



SEP 9 AT 6:56 PM

U know u should cover this story a famous crypto influencer took money and the UAE police helped recover the money .

You guys are the only people helping to raise cats and resuer voice keep doing good please we have no voice 🙏🙏🙏

Happy to always help! ❤️🙏

Hi, there is fire happening on a car in Al Khail road near shoba Ubora side Buisiness bay

traffic block happening here. Please update with channel



Hey! There was a fire today at the palm Tower. We were at Aura sky Pool and got evacuated 20 minutes after arriving.



Thank you for sharing 😊❤️

It's I love you!!! ❤️😊

Thank you so much for sharing my beautiful story ❤️😊 you guys are the best 🌹

This could be big disaster

I hope you can share with all community

So they can be safe and avoid such things

Hello! I just would like to share a story that made my day this morning 😊😊😊😊

I am so amazed this morning! Our car got stuck in the sand, and suddenly a man approached us and helped without us even asking. Truly, people in Dubai are very helpful!

A big shout-out to this kind gentleman from Al Aweer. May Allah/God bless you abundantly. Your kindness made our day! 😊🙏

I have a photo to share. Please let me know where I should send it. 😊

Ain Dubai was on the move last night! News worthy I think 😎



Hello i saw something strange in the sky today at 4 am i got videos if u want i can send it



“SPOTTED LOVIN’?”

Lovin' consistently generates co-branded native content pieces to create event awareness and anticipation, across multiple formats including - Text, Audio, Video & On-ground Live Coverage from the event location.



LOVIN' IS EVERYWHERE

ACROSS 30+ CITIES IN THE REGION

lovin saudi
لَوْنِيْنِيْ سَعْدِيْ

lovin kuwait
لَوْنِيْنِيْ كُوَيْتِ

lovin dubai
لَوْنِيْنِيْ دُبَيْ

lovin riyadh
لَوْنِيْنِيْ رِيَادْه

lovin jeddah
لَوْنِيْنِيْ جَدَدْه

lovin cairo
لَوْنِيْنِيْ قَاهِرَه

lovin tehran
لَوْنِيْنِيْ طَهْرَانْ

lovin kuwait
لَوْنِيْنِيْ كُوَيْتِ

lovin dammam
لَوْنِيْنِيْ دَمَمْ

lovin abu dhabi
لَوْنِيْنِيْ أَبُو دَهْبَيْ

lovin ajman
لَوْنِيْنِيْ أَجْمَانْ

lovin palestine
لَوْنِيْنِيْ فَلَسْطِينْ

lovin tunis
لَوْنِيْنِيْ تُونِسْ

lovin fujairah
لَوْنِيْنِيْ فُجَيْرَه

lovin khartoum
لَوْنِيْنِيْ خَرْطُومْ

lovin muscat
لَوْنِيْنِيْ مُسْكَنْ

lovin rak
لَوْنِيْنِيْ رَكْ

lovin damascus
لَوْنِيْنِيْ دَمَشْقَنْ

lovin alula
لَوْنِيْنِيْ عَلَلَهْ

lovin doha
لَوْنِيْنِيْ دَهْهَهْ

lovin aleppo
لَوْنِيْنِيْ أَلَفَهْهَهْ

lovin bahrain
لَوْنِيْنِيْ بَهْرَيْنْ

lovin casablanca
لَوْنِيْنِيْ كَاسَبَلَنْسَهْ

lovin baghdad
لَوْنِيْنِيْ بَاهْدَهْ

lovin beirut
لَوْنِيْنِيْ بَيْرُهَهْ

lovin lahore
لَوْنِيْنِيْ لَاهُورْ

lovin isloo
لَوْنِيْنِيْ إِلْهَهْ

lovin sharjah
لَوْنِيْنِيْ شَرْجَهْ

lovin alexandria
لَوْنِيْنِيْ أَلِيَّاهْرِيَهْ

lovin neom
لَوْنِيْنِيْ نَهَمْ

lovin karachi
لَوْنِيْنِيْ كَارَاهِيْ

WHERE WE ARE

With prominent visibility across a wide digital ecosystem and strong partner-led activations, we create meaningful, high-frequency touchpoints that drive impact at every level.



DIGITAL



MOBILE & TV

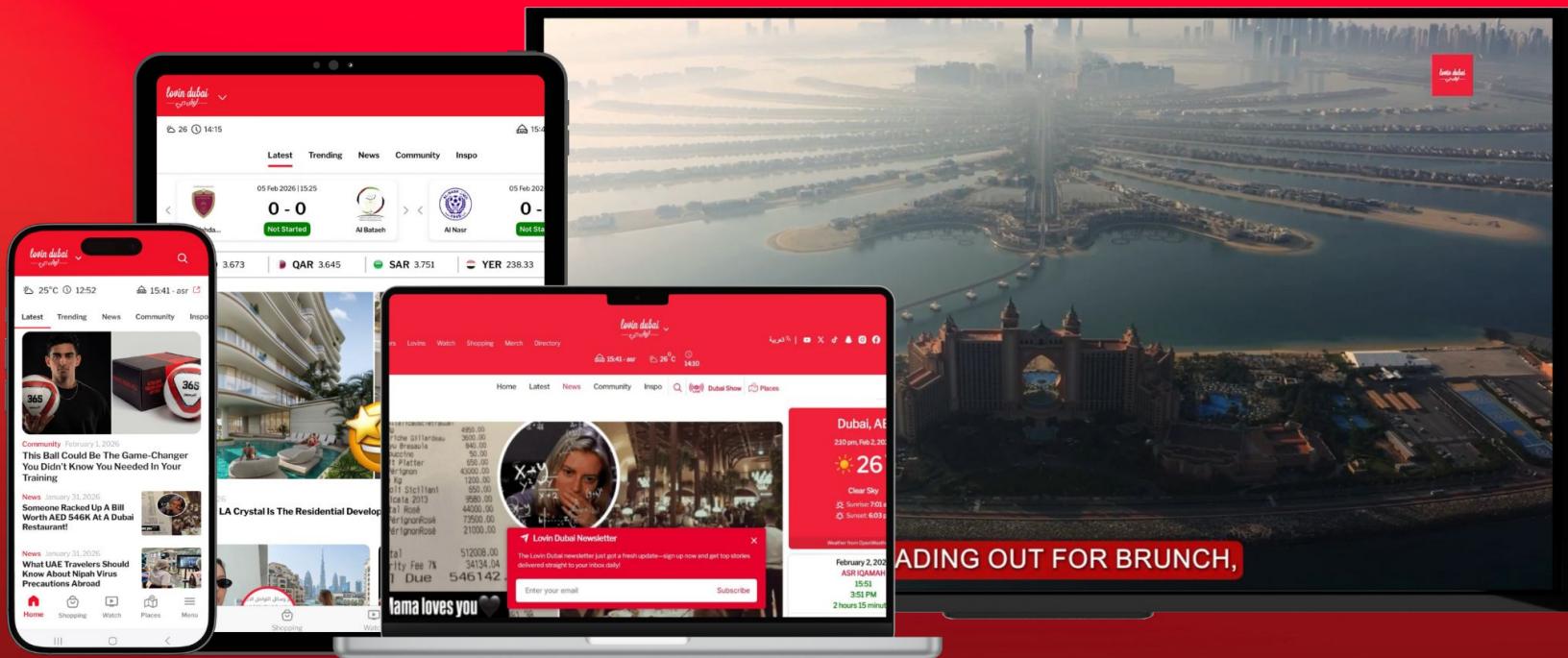


ON-GROUND

LOVIN' IS ALWAYS ON

Available wherever you are.

Accessible across TV, mobile apps, and the web.



LOVIN' IS POWERING BRANDS 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



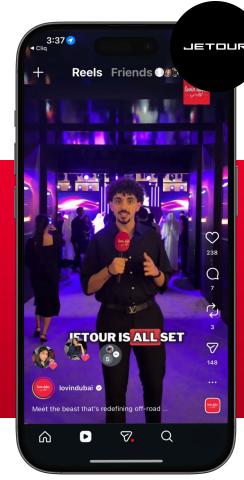
Fitness



Retail



Automotive



Real Estate



Tech





smashi

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

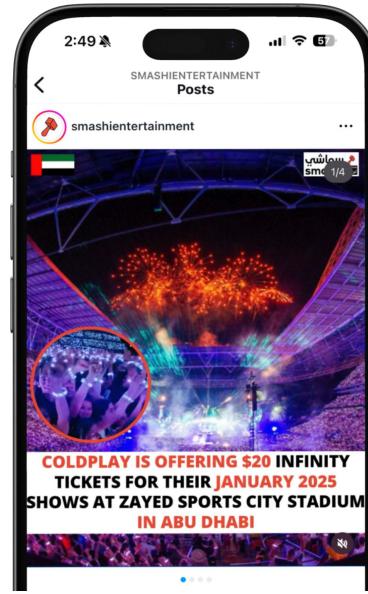
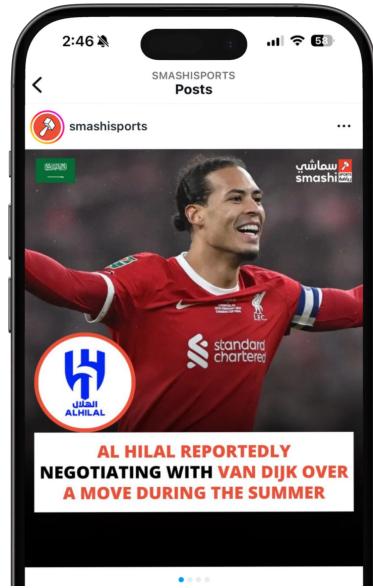


WHO WE ARE



Smashi is a regional content platform at the heart of youth culture, dedicated to telling inspiring stories that shape the future. We focus on spotlighting innovation, entrepreneurship, technology & sports, offering content that resonates with a driven, ambitious, and forward-thinking audience.

As the go-to platform for the youth of the MENA region, Smashi connects with audiences who are passionate about growth, creativity, and progress. Whether it's through our 12 channels, entertaining original shows, or engaging storytelling formats, we're owning the space for young minds who aspire to lead and inspire in their fields.



EMPOWERING THE AMBITIOUS

THE VOICE OF THE ARAB WORLD'S NEXT GENERATION



QATAR INTENDS TO FINANCE SALARIES OF SYRIAN GOVERNMENT EMPLOYEES: REPORT



SMASHI PRODUCTS & SERVICES



SOCIAL PROFILES

STREAMING SERVICE

PODCASTS

SHOWS

NEWSLETTERS



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.

50K
EMAIL SUBSCRIBERS

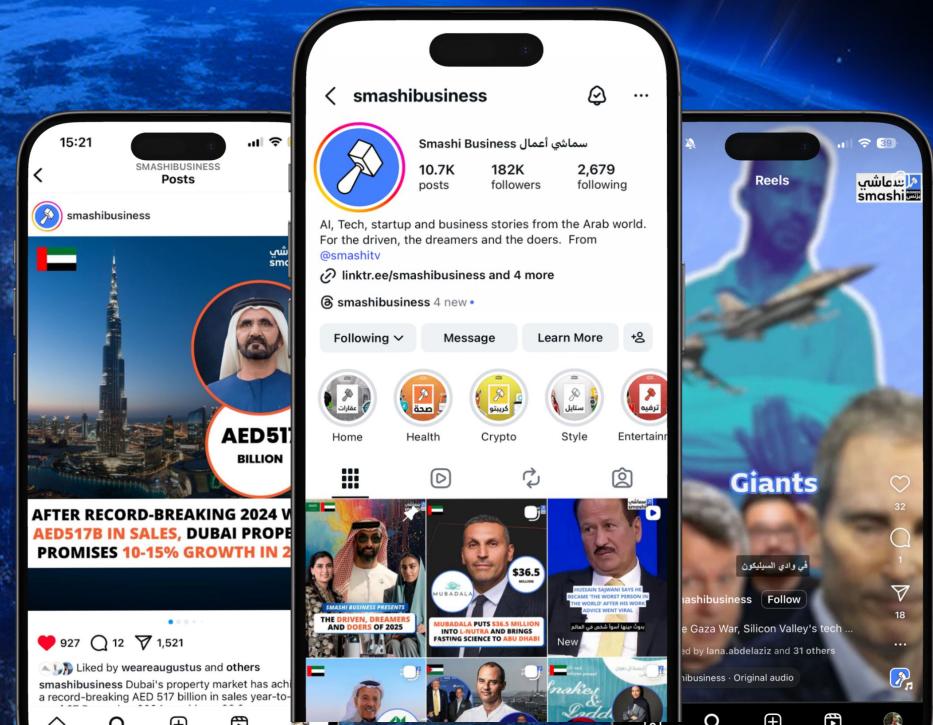
30K
LINKEDIN FOLLOWERS

182K
IG FOLLOWERS

13K
TIKTOK FOLLOWERS

20M+
INSTAGRAM REACH

2.9K
X FOLLOWERS



SMASHI SPORTS



Regional Sports Coverage:

Official Broadcaster for Local Leagues

Smashi Sports broadcasts live matches from top local leagues in basketball, volleyball, and handball, along with the UAE FA CUP and the Zain Bahrain Basketball League. 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



900+

MATCHES STREAMED



EXPLORE SMASHI: OUR VERTICALS



BUSINESS



CRYPTO



STYLE



HOME



GREEN



GAMING



SPORTS



ENTERTAINMENT



WELLNESS



FOOD



DRIVES



TRAVEL



ODEUM

THE MODERN CONTENT STUDIO

THE MODERN CONTENT STUDIO

ODEUM

is the social-first content studio of Augustus Media - combining creator energy, publisher instinct, and premium production to deliver content built for attention, relevance, and performance.





WHY ODEUM

Everyone's Consuming - Few Are Creating.

WE KNOW SOCIAL

Because we literally live on social.

We come from the teams behind **Lovin' & Smashi**, so we know what **grabs attention**, what **gets skipped**, and what makes people think "**share that**."

WE DRIVE REVENUE

Our videos consistently get **7* more views** than in-house teams; **boost engagement**; **lower your ad costs**; and **turn scrolls into sales**.

WE KNOW CREATORS

We're built on true **creator DNA**. Our team has produced millions of views from scratch, **using the best faces for your audience**.

WE KNOW CULTURE

We're on the ground in **22+ cities**, seeing what people talk about, laugh at, love and care about. **We make authentic content for you that feels like it belongs**.

SOCIAL-FIRST



89% of consumers want to see more video content from brands they support



Viewers retain **95%** of a message when it's delivered through video



Social ads with creators deliver an average **7x ROI** on spend



161% conversions for brands using creator-led content.



Pages with video are **50x** more likely to rank on **1st** page of Google Search Results



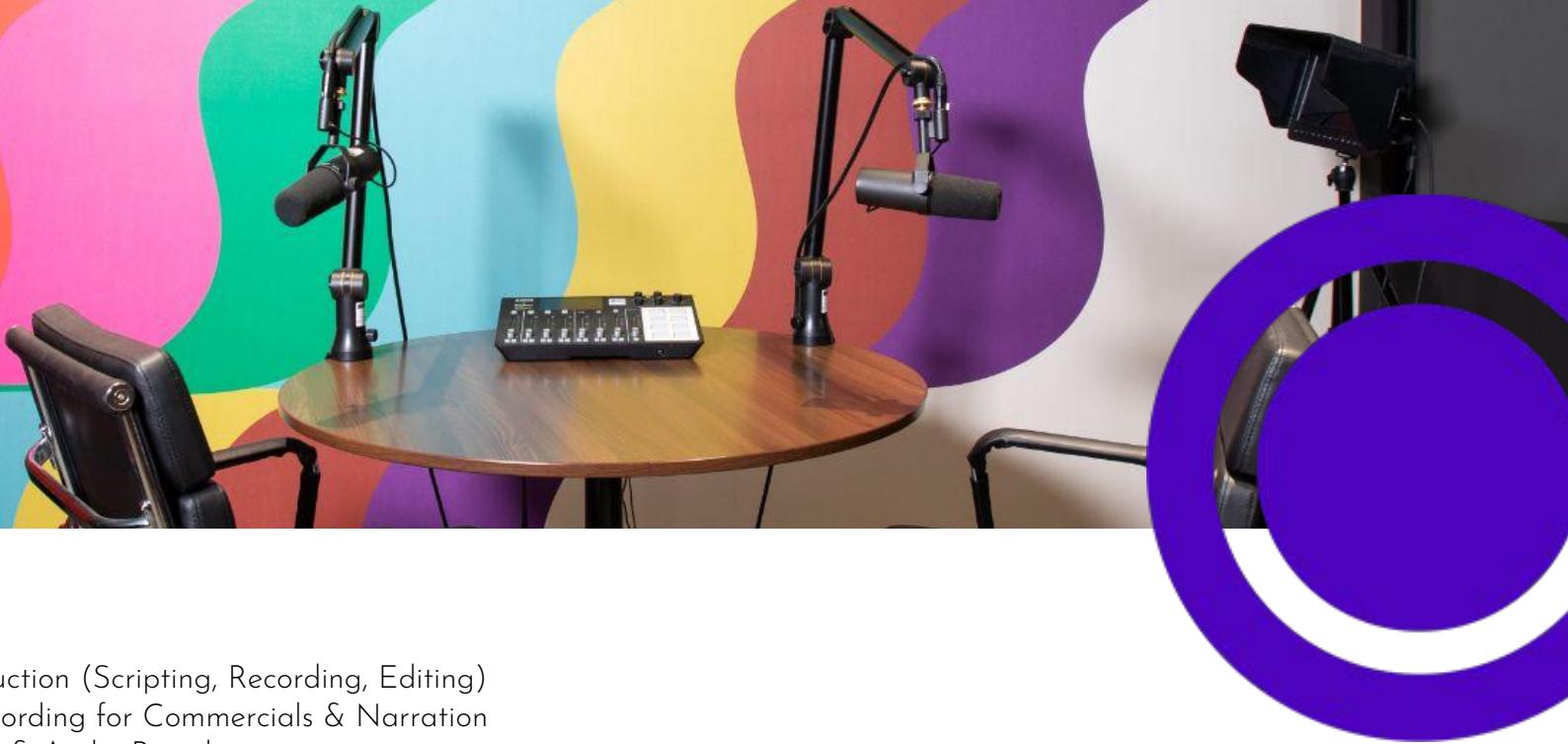
VIDEO

- Premium Social-first Content
- Branded Storytelling
- Creator-Led Videos
- AI-optimized Content Solutions
- Live & Social Event Coverage



ANIMATION

- Motion Graphics Built for Social
- Short-Form Animated Content,
- Animated Explainers & Product Demos
- 2D, 3D & CGI Visuals



AUDIO

- Podcast Production (Scripting, Recording, Editing)
- Voiceover Recording for Commercials & Narration
- Sound Design & Audio Branding
- Audio Post-Production for Video & Animation
- Live Audio Setup for Events & Broadcasts

THE CHEF SERIES



ORIGINALS

- Short-Form Originals
- Episodic Docuseries for Social
- Branded Entertainment Formats
- Creator-Led & Interview-Based Shows





SOCIAL CONTENT

- Platform-Specific Content Creation
- Copywriting for Social
- Static & Motion Social Assets
- Creative Templates & Brand Kits
- Campaign & Launch Content Support

WORKING WITH REGIONAL BRANDS & INDUSTRY LEADERS TO BRING IDEAS TO LIFE



Charlotte Tilbury



EMAAR

DAMAC

talabat

Emirates NBD

APPAREL GROUP
EXCEED EXPECTATIONS EVERYDAY

1B

visit QATAR

keeta

Coca-Cola
arena

د.الإمارات للثقافة
والتourism
DEPARTMENT OF CULTURE
AND TOURISM

DUBAI
للاقتصاد والسياحة
Economy and Tourism

Careem

DUBAI OPERA

MERAAS

میرال
MIRAL

ماجد الفطيم
MAJID AL FUTTAIM

SAMSUNG

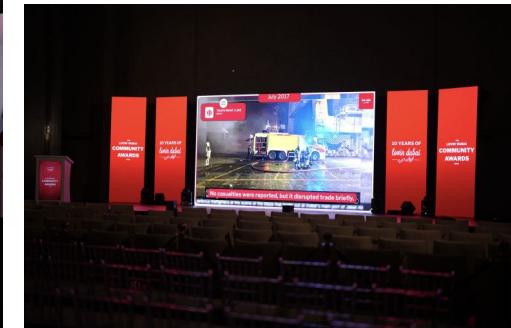
hudabeauty

THE LOVIN' DUBAI COMMUNITY AWARDS 2025

10 YEAR CELEBRATION

For 10 years, Lovin' Dubai has been the city's voice; telling its stories, celebrating its people, and building a community of millions. This milestone was marked with the Lovin' Dubai Community Awards 2025, a first-of-its-kind event that brought together more than 400 guests and garnered over 23,217 public votes to honour the 70 nominees, as well as the individuals, brands and initiatives shaping Dubai's future.

10 Years of Stories. One Night of Celebration.



AUGUSTUS ACADEMY

Augustus Academy is committed to developing the next generation of media talent through hands-on, industry-led education that bridges the gap between learning and real-world experience.

Through strategic partnerships with GEMS Education, Dar Al Ma'arefa, and leading local schools and universities, Augustus Academy delivers tailored programs, masterclasses, and workshops designed to spark creativity, build practical skills, and prepare students for the future of media.



AUGUSTUS EVENTS

Augustus Media's events are a cornerstone of engagement, now expanding regionally with our first industry event in Cairo, bringing together industry leaders, creators, influencers, and public figures in dynamic, thoughtfully curated experiences that connect and inspire across the MENA region.

AUGUSTUS | *lovin' cairo*

LOCAL INFLUENCE REGIONAL IMPACT



ELEVATE YOUR BRAND WITH US

HELLO@AUGUSTUSMEDIA.COM
GET IN TOUCH FOR MORE INFO