



2026 **MEDIA KIT**

BRINGING YOU THE BEST OF THE CITY DAILY



THE LOVIN' PLATFORM HAS THE PULSE OF THE CITY

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

By [Sandra Emam](#)

lovinDubai and lovinDubaiHabi
@lovinDubai · 10 mins ago
Ever wondered what it feels like to feel the...
@goodvibes4all and 38 others commented

Keeping it cool for our delivery heroes this summer with an outdoor fridge. ❤️ Bless you @mumoftwebubs! #lovinDubai

WHO WE ARE

lovin
— لوف —

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.

LOVIN' LIFE



Lovin' captures the city in real time

On-ground, in the moment, across every city we operate in.

Fast to react

Quickly responding to breaking moments with live content that feels real and authentic.

Always local

Led by local teams who understand the culture, language, and community.

Built for today's audiences

Shareable, mobile-first content designed for everyday consumption.

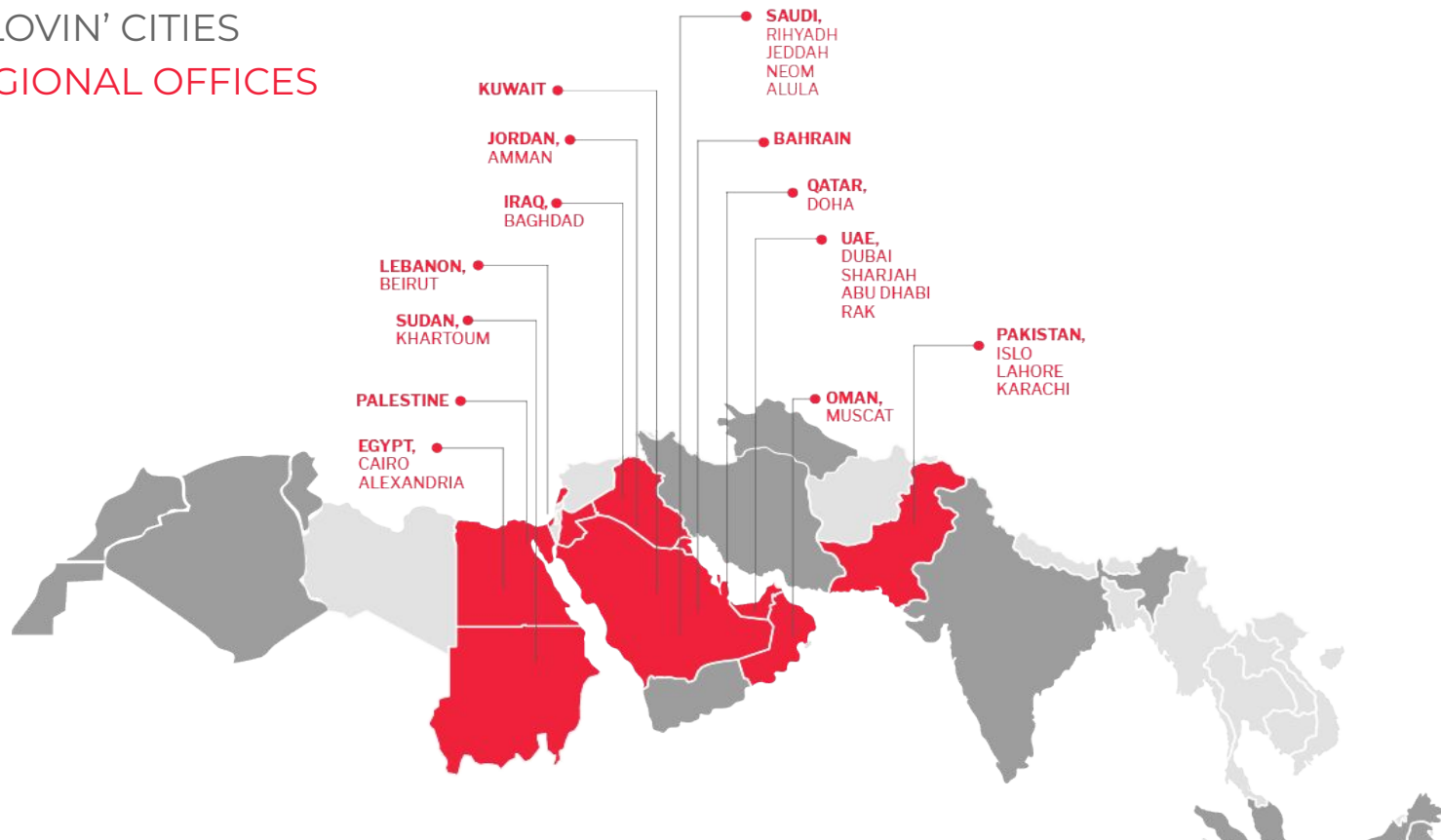
Community-driven storytelling

An active part of the city's daily conversation.

True to each city's pulse

Highlighting the stories that matter and showcasing the best of city life.

8 REGIONAL OFFICES



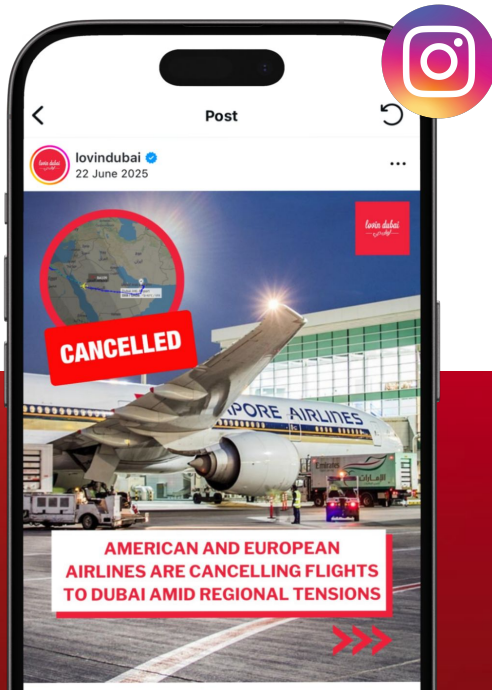


Search

SHARING STORIES THAT MATTER

BREAKING NEWS

2M Reach
62K Engagements



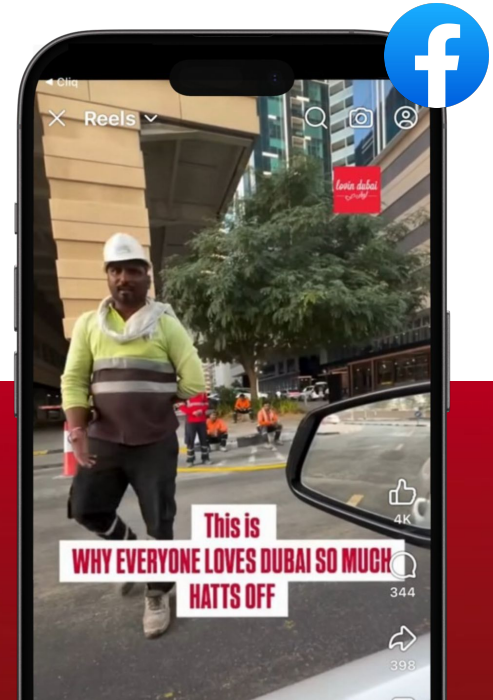
VIRAL VIDEOS

4M Views
32K Engagements



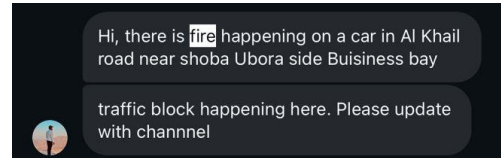
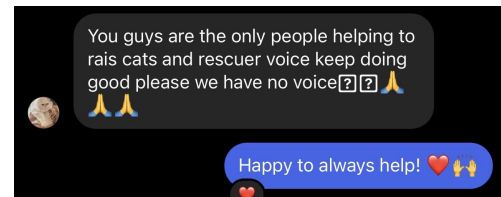
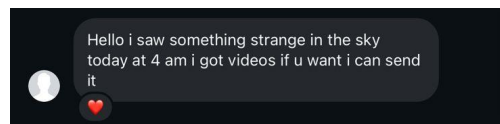
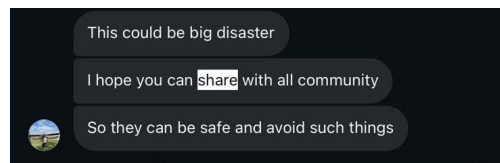
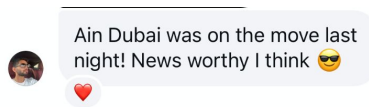
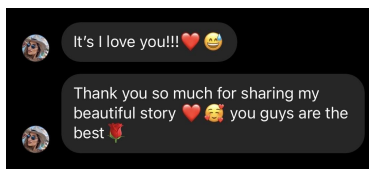
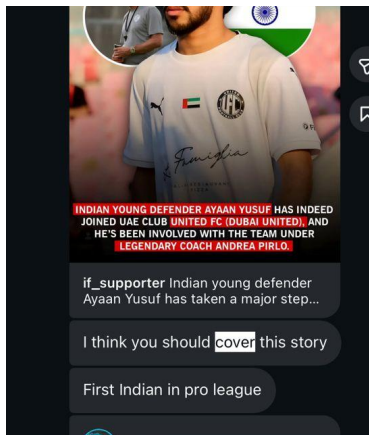
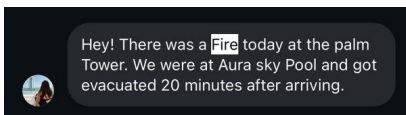
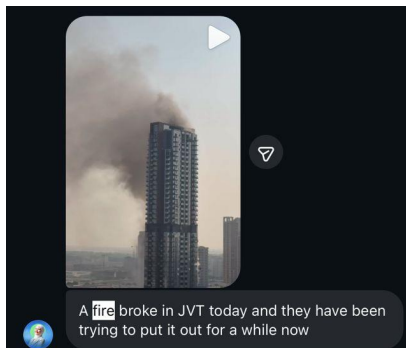
COMMUNITY STORIES

800K Views
10K Engagements



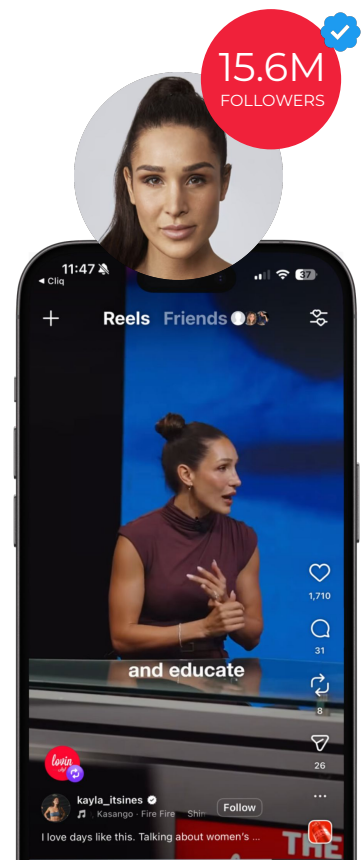
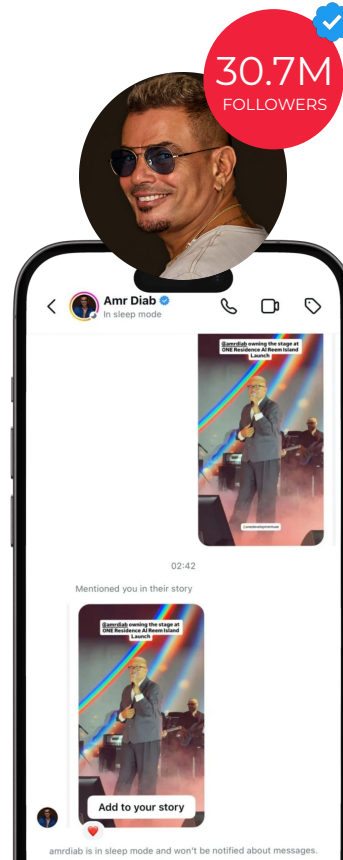
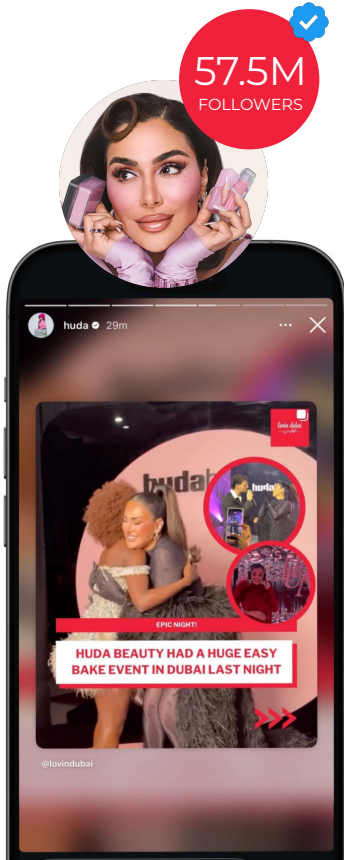
“SEND IT TO LOVIN”

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



EVERYONE'S #1 SOURCE

From local legends to global icons, everyone's hooked on Lovin'



COMMUNITY COMES FIRST



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 🌞



We are truly grateful for your support Loveindubai. My kid has absolutely enjoyed the experience 🙏



I get all the big and small news from your channel big boss thank you 🙏



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

Reply



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

Reply



30



haroonhr331 Why I am feeling proud to live in Dubai 🇦🇪🇦🇪
RN
2w Reply



10dxb A post worth 10 million likes. ❤️
18 h Reply



2



Hello... thank you for your response!! We get know better about dubai from lovin dubai.. you are are doing great job.. by the this is Thares (Poshitha's Father) she is doing really well, you can check her profile and videos..



Adore you guys always!!!
Big love for sharing and keep being awesome 🙌❤️



Thanks so much, i really appreciate it, keep sharing content your page is actually doing something good :D



chiebron I have to say, this is one of your best features yet— authentic and relatable to so many... 🙌🙌🙌
2 h Reply

“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

<i>lovin saudi</i> — لوفن السعودية —	<i>lovin kuwait</i> — لوفن الكويت —	<i>lovin dubai</i> — لوفن دبي —	<i>lovin riyyadh</i> — لوفن الرياض —	<i>lovin jeddah</i> — لوفن جدة —	<i>lovin cairo</i> — لوفن القاهرة —	<i>lovin tehran</i> — لوفن طهران —
<i>lovin kuwait</i> — لوفن الكويت —	<i>lovin dammam</i> — لوفن الدمام —	<i>lovin abu dhabi</i> — لوفن أبو ظبي —	<i>lovin ajman</i> — لوفن عجمان —	<i>lovin palestine</i> — لوفن فلسطين —	<i>lovin tunis</i> — لوفن تونس —	<i>lovin fujairah</i> — لوفن فجيرة —
<i>lovin khartoum</i> — لوفن الخرطوم —	<i>lovin muscat</i> — لوفن مسقط —	<i>lovin rak</i> — لوفن راک —	<i>lovin damascus</i> — لوفن دمشق —	<i>lovin alula</i> — لوفن الحلا —	<i>lovin doha</i> — لوفن الدوحة —	
<i>lovin aleppo</i> — لوفن حلب —	<i>lovin bahrain</i> — لوفن البحرين —	<i>lovin casablanca</i> — لوفن كازابلانكا —	<i>lovin baghdad</i> — لوفن بغداد —	<i>lovin beirut</i> — لوفن بيروت —	<i>lovin lahore</i> — لوفن لاہور —	
	<i>lovin isloo</i> — لوفن إسلاو —	<i>lovin sharjah</i> — لوفن الشارقة —	<i>lovin alexandria</i> — لوفن الإسكندرية —	<i>lovin neom</i> — لوفن نيوم —	<i>lovin karachi</i> — لوفن كراتشي —	

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

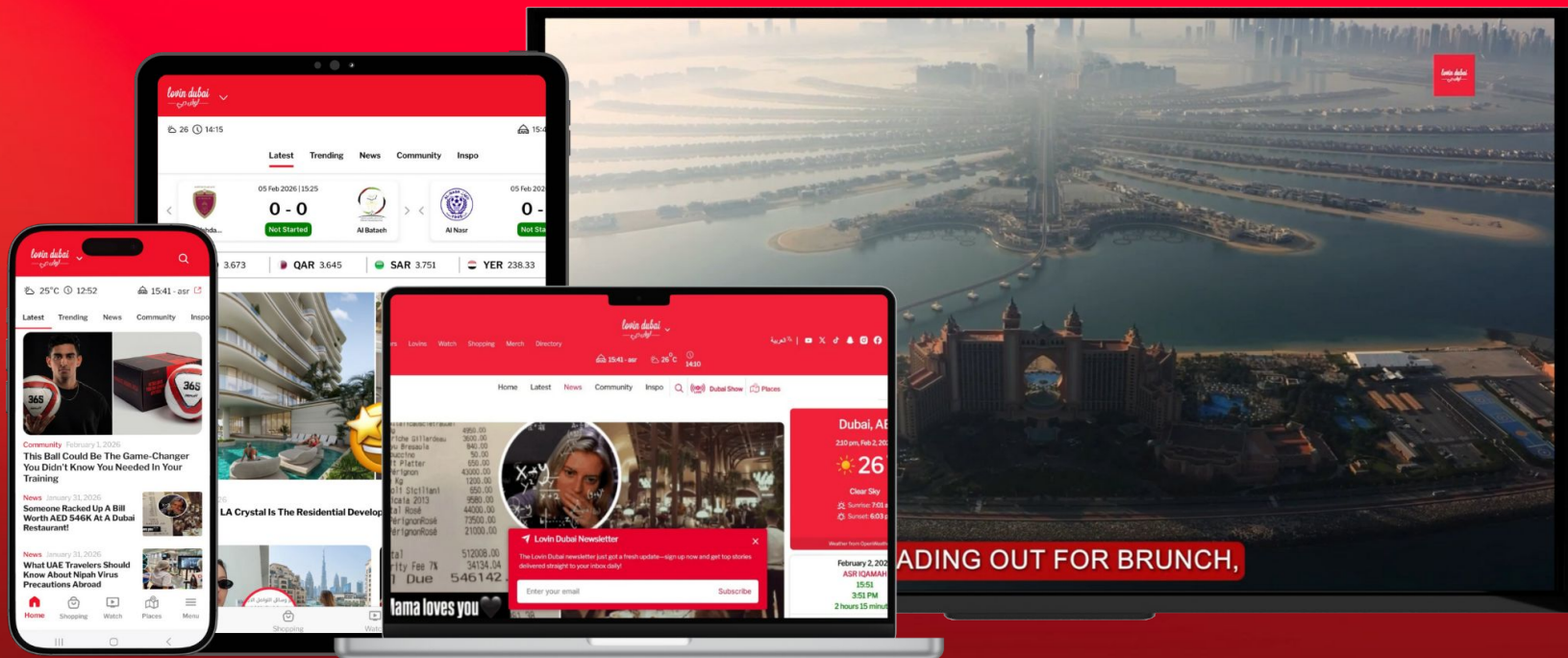


ON-GROUND

LOVIN' IS ALWAYS ON

Available wherever you are.

Accessible across TV, mobile apps, and the web.



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	SAUDI	RIYADH	CAIRO	ABU DHABI	BEIRUT	MUSCAT	DOHA	KHARTOUM	AMMAN	PALESTINE
190M	32.4M	30M	19.2M	14.4M	4M	2.6M	2.4M	2M	1.9M	2M
12.2M	6M	5.7M	2.4M	2M	700K	350K	550K	320K	150K	500K

BAHRAIN	BAGHDAD	KUWAIT	SHARJAH	JEDDAH	RAK	KARACHI	ISLOO	LAHORE	DAMMAM	NEOM
1.3M	1.3M	870K	850K	650K	260K	260K	300K	180K	200K	100K
450K	180K	300K	200K	360K	100K	100K	180K	100K	80K	80K

MONTHLY VIEWS

MONTHLY UNIQUE REACH

LOVIN' SOCIAL CHANNELS

13.8M

FOLLOWERS

28M

MONTHLY
UNIQUE REACH

3.53B

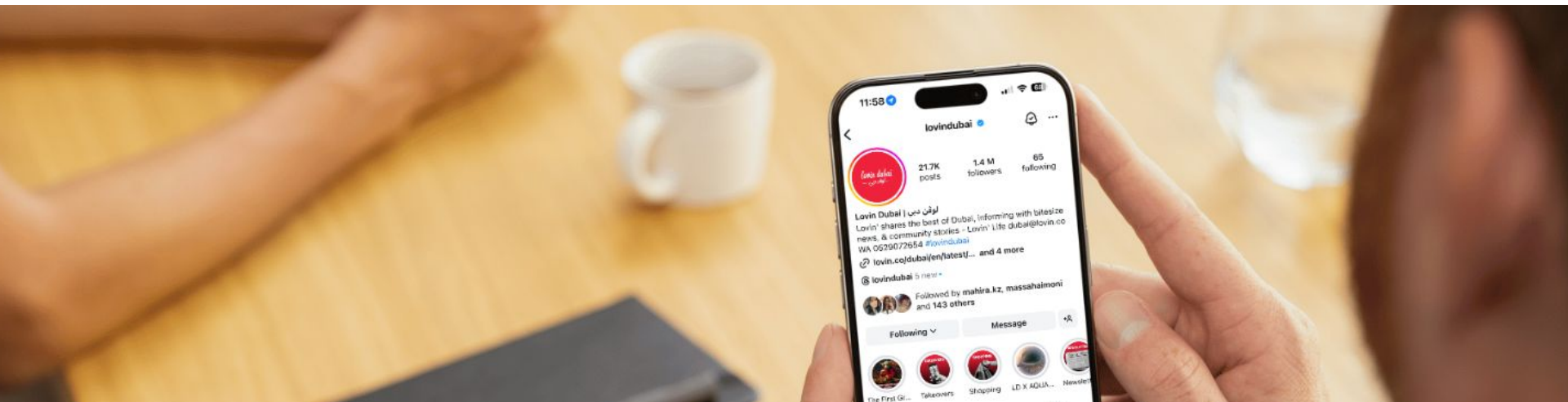
VIEWS

4B+

VIDEO VIEWS

300M

ENGAGEMENTS



LOVIN' WEBSITE

4.8M **83%**

SITE VISITS

MOBILE USERS

5.3M

PAGE VIEWS



LOVIN' APP & NEWSLETTER

112K

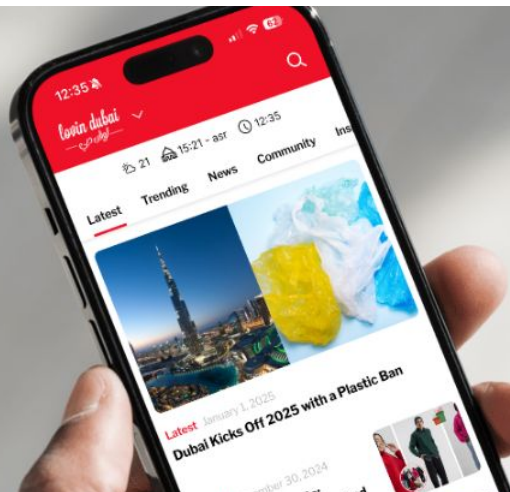
APP DOWNLOADS

94%

ENGAGEMENT RATE

84K

NEWSLETTER USERS
DATABASE



LOVIN' SHOWS & PODCASTS

45K

PODCAST
DOWNLOADS

5.2M

VIDEO VIEWS

43.2M

CUMULATIVE REACH



UAE

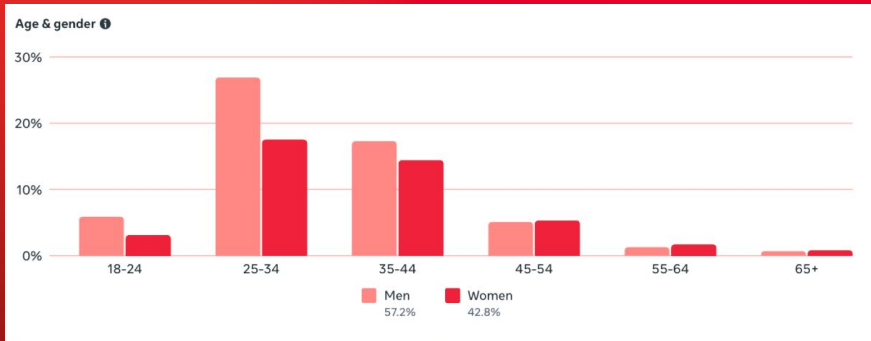
Abu Dhabi, Dubai, RAK, Sharjah



12M
MONTHLY
UNIQUE REACH

1.4B
VIDEO VIEWS

2B+
IMPRESSIONS



KSA

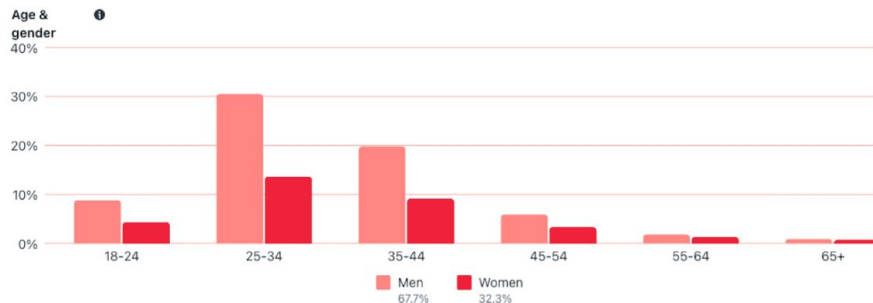
Riyadh, Jeddah, Neom & AIUla



10M
MONTHLY
UNIQUE REACH

218M
VIDEO VIEWS

636M
IMPRESSIONS



QATAR

Doha



450K

MONTHLY
UNIQUE REACH

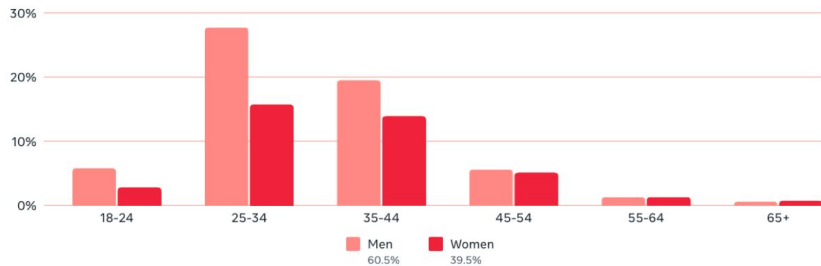
8.5M

VIDEO VIEWS

24M

IMPRESSIONS

Age & gender ⓘ



EGYPT

Cairo, Alexandria



2M

MONTHLY
UNIQUE REACH

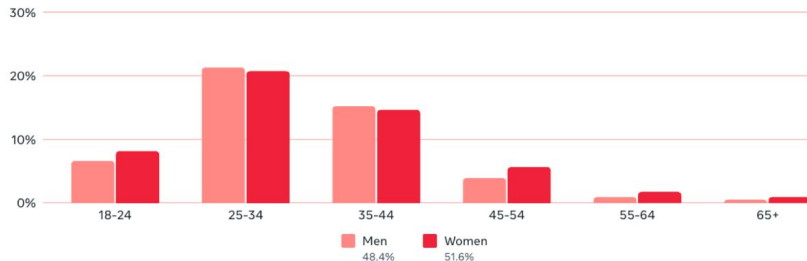
192M

IMPRESSIONS

86M

VIDEO VIEWS

Age & gender ⓘ



OMAN

Muscat

350K

MONTHLY
UNIQUE REACH

42M

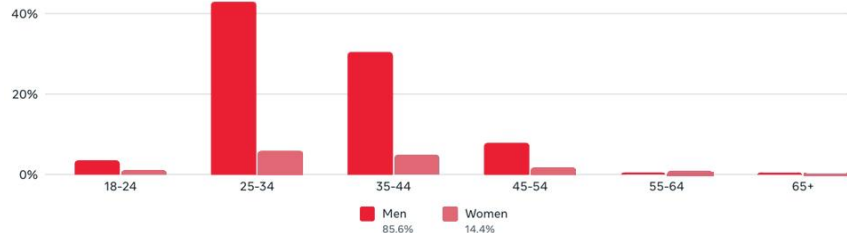
VIDEO VIEWS

440K

IMPRESSIONS



Age & gender ⓘ



PAKISTAN

Karachi, Lahore, Islamabad

380K

MONTHLY
UNIQUE REACH

393K

IMPRESSIONS

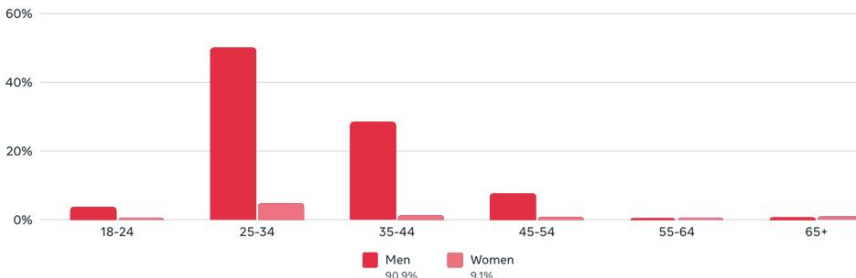
726K

VIDEO VIEWS



MEDIA KIT 2026

Age & gender ⓘ



WHO ARE WE SPEAKING TO?

AUDIENCE INTERESTS

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

- **News & Politics**
- **Travel**
- **Banking**
- **Technology**
- **Entertainment**
- **Shopping**

88% F&B

83% News Updates

78% Shopping & Fashion

73% Travel & Tourism

68% Events & Entertainment

60% Real Estate

54% Wellness & Fitness

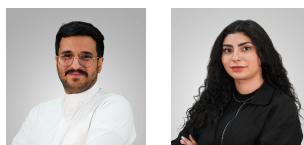
OUR LOVIN' HOSTS

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



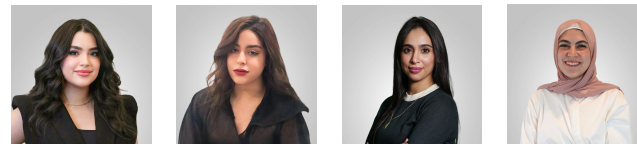
BAHRAIN



LEBANON



EGYPT



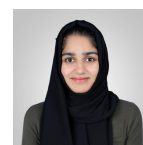
PAKISTAN



JORDAN



QATAR



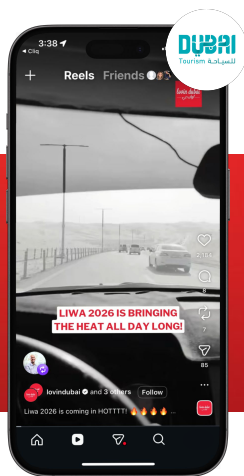
TRUSTED BY REGIONAL BRANDS AND INDUSTRY LEADERS TO BRING IDEAS TO LIFE



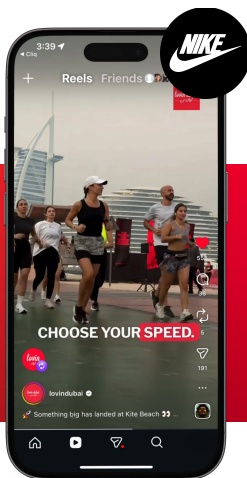
LOVIN' IS POWERING BRANDS ACROSS INDUSTRIES

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.

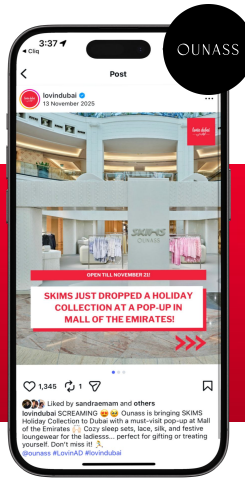
Tourism



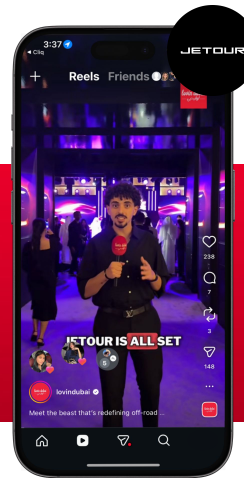
Fitness



Retail



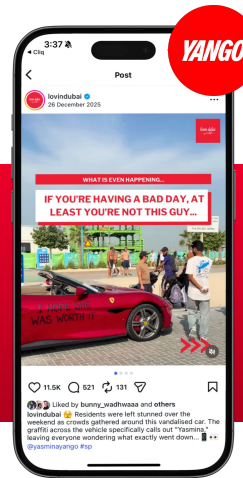
Automotive

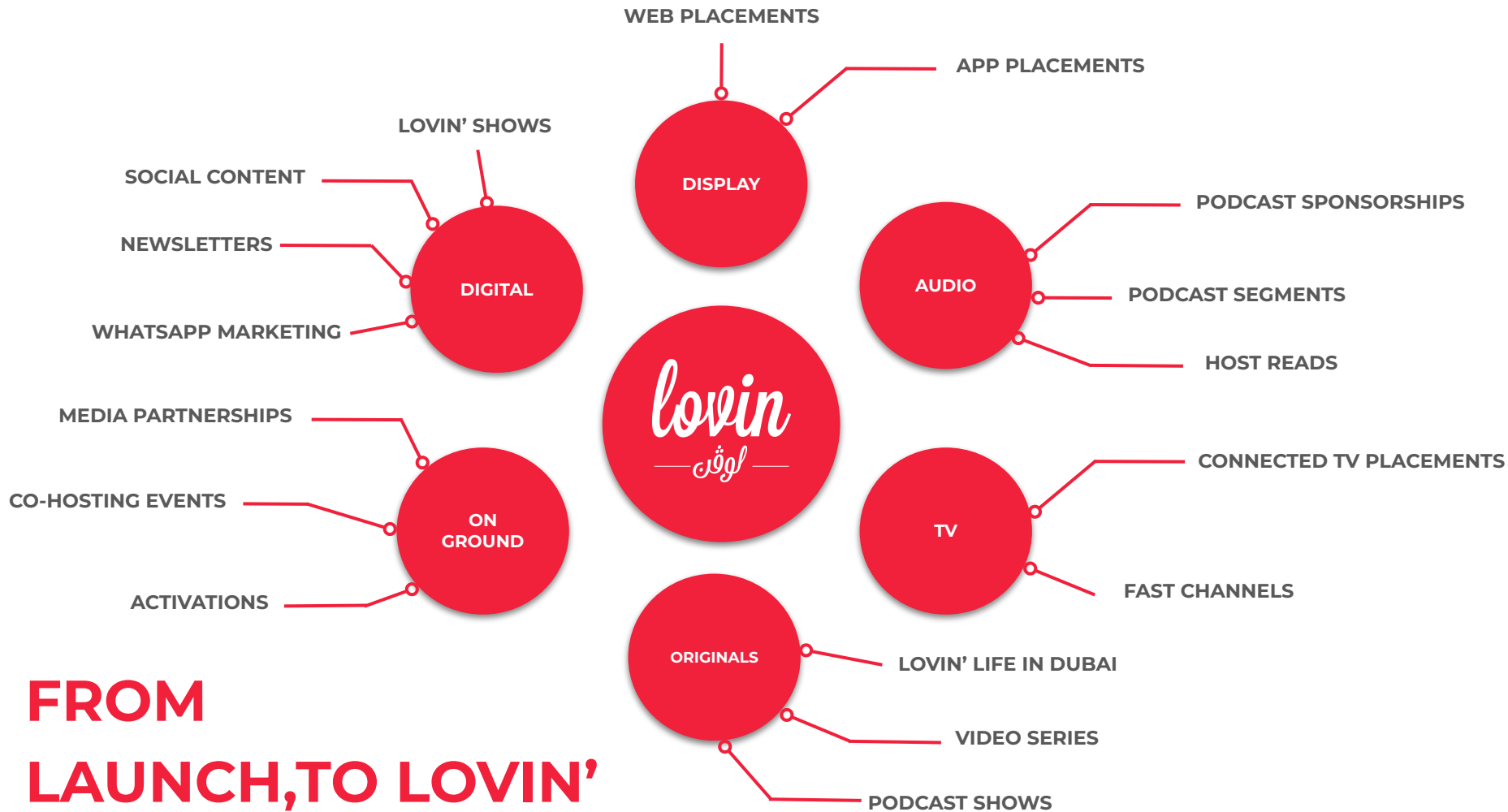


Real Estate



Tech





FLEXIBLE, MULTI-FORMAT OFFERING

Lovin' offers a range of brand solutions designed to work locally/ regionally, Solutions are adapted to each city while benefiting from Lovin's regional reach.

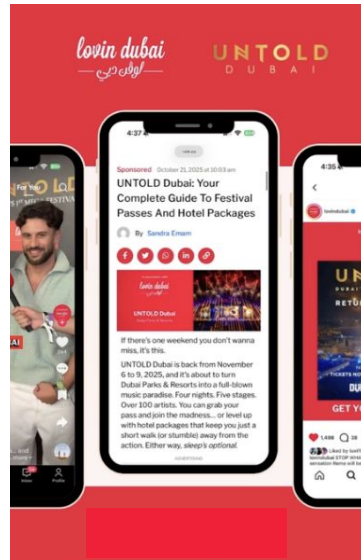
NATIVE CONTENT AND STORYTELLING



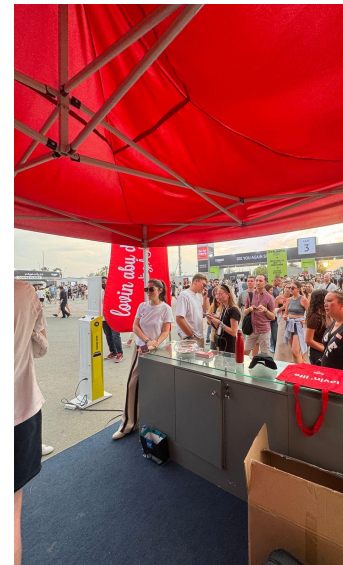
BRANDED CONTENT AMPLIFICATIONS



MEDIA PARTNERSHIPS



ON-GROUND ACTIVATIONS



BESPOKE BRAND SOLUTIONS



LIWA FESTIVAL | experience abu dhabi

ON GROUND COVERAGE

The Lovin' regional collaboration across Dubai, Abu Dhabi, RAK, Sharjah, and Liwa International Festival 2026 delivered high-impact, real-time coverage, bringing every key moment of the season to life across the UAE.

2.6M

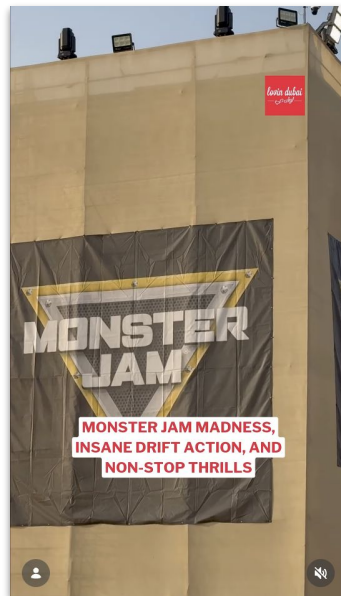
TOTAL IMPRESSIONS

1.7M

TOTAL REACH

10K

TOTAL ENGAGEMENT



YANGO | YANGO

BRANDED CONTENT AMPLIFICATIONS

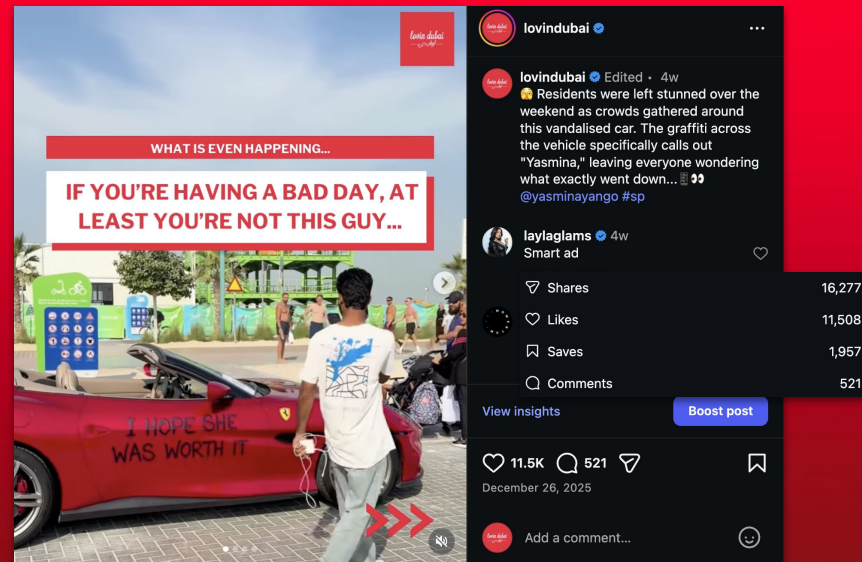
Lovin Dubai amplified one of Dubai's most viral moments for Yango's Yasmina launch, blending seamlessly into culture with a story-first approach that sparked organic conversation, debate, and mass engagement, without feeling like an ad.

1.6M

TOTAL VIEWS

30K

TOTAL ENGAGEMENT



UNTOLD | UNTOLD

DUBAI'S MEGA FESTIVAL

MEDIA PARTNERSHIP

The UNTOLD Dubai 2025 media partnership and activation positioned Lovin' as the central hub for all things UNTOLD, from event announcements to exclusive artist interviews. Through on-ground activation, reels, behind-the-scenes moments, and real-time content, Lovin' brought the festival experience to life for audiences on-site and online.

5M

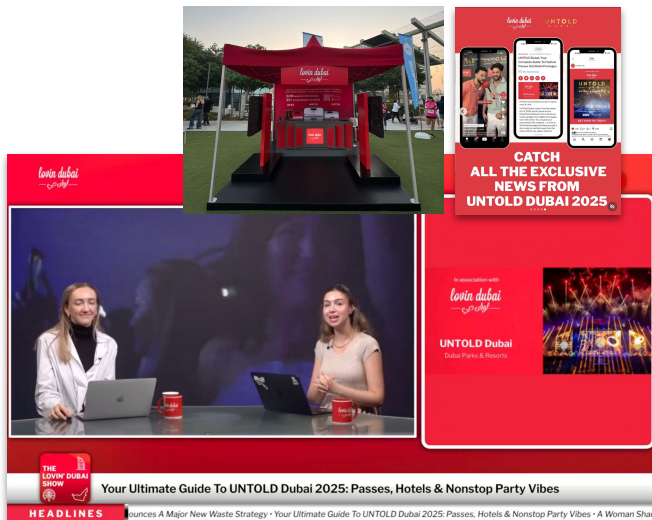
TOTAL IMPRESSIONS

2M

TOTAL VIEWS

11K

TOTAL ENGAGEMENT



LOVIN' x CHEF SERIES

CUSTOM CONTENT CREATION

Our task here was to spotlight the concept and story behind these chefs, bringing the idea to life through compelling visual storytelling. This included on-location production, showcasing the process, key moments, and final outcome.

1.5M

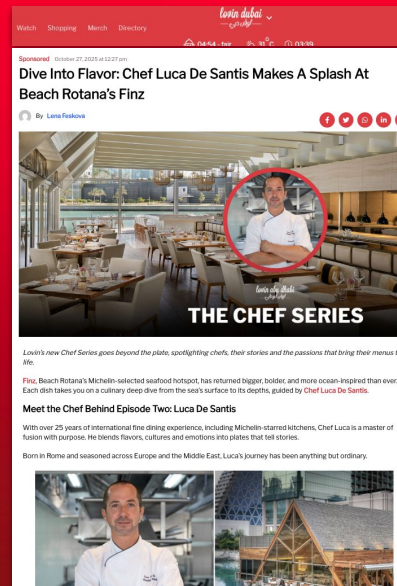
AVG. IMPRESSIONS PER EP

1.7M

AVG. REACH PER EP

8K

AVG ENGAGEMENT PER EP



10 years of stories, one unforgettable night celebrating the voices shaping Dubai.



25,000+
Online Votes

THE LOVIN' AWARDS



The Lovin' Dubai Community Awards 2025

Community Awards 2025 is here, celebrating the real heroes of Dubai! These awards honor individuals who've made a positive impact, from selfless volunteers to inspiring c

70 nominees, 11 Local Winners

2026 CONTENT ROAD AHEAD



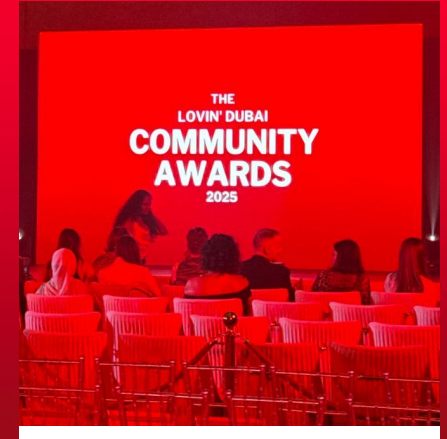
**LOVIN' DUBAI
FAST CHANNEL**

**AI ASSISTED
PODCAST IN
ENGLISH AND
ARABIC**



**SPECIAL
RAMADAN SHOWS
ON YOUTUBE**

**SECOND SEASON
ON THE LOVIN'
AWARDS**



AMPLIFY YOUR BRAND WITH US

HELLO@LOVIN.CO

GET IN TOUCH FOR MORE INFO