

lovin  
لوفي

# 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



# WHO WE ARE

*lovin*  
— oggi —

## 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  
— oggi —

## **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.

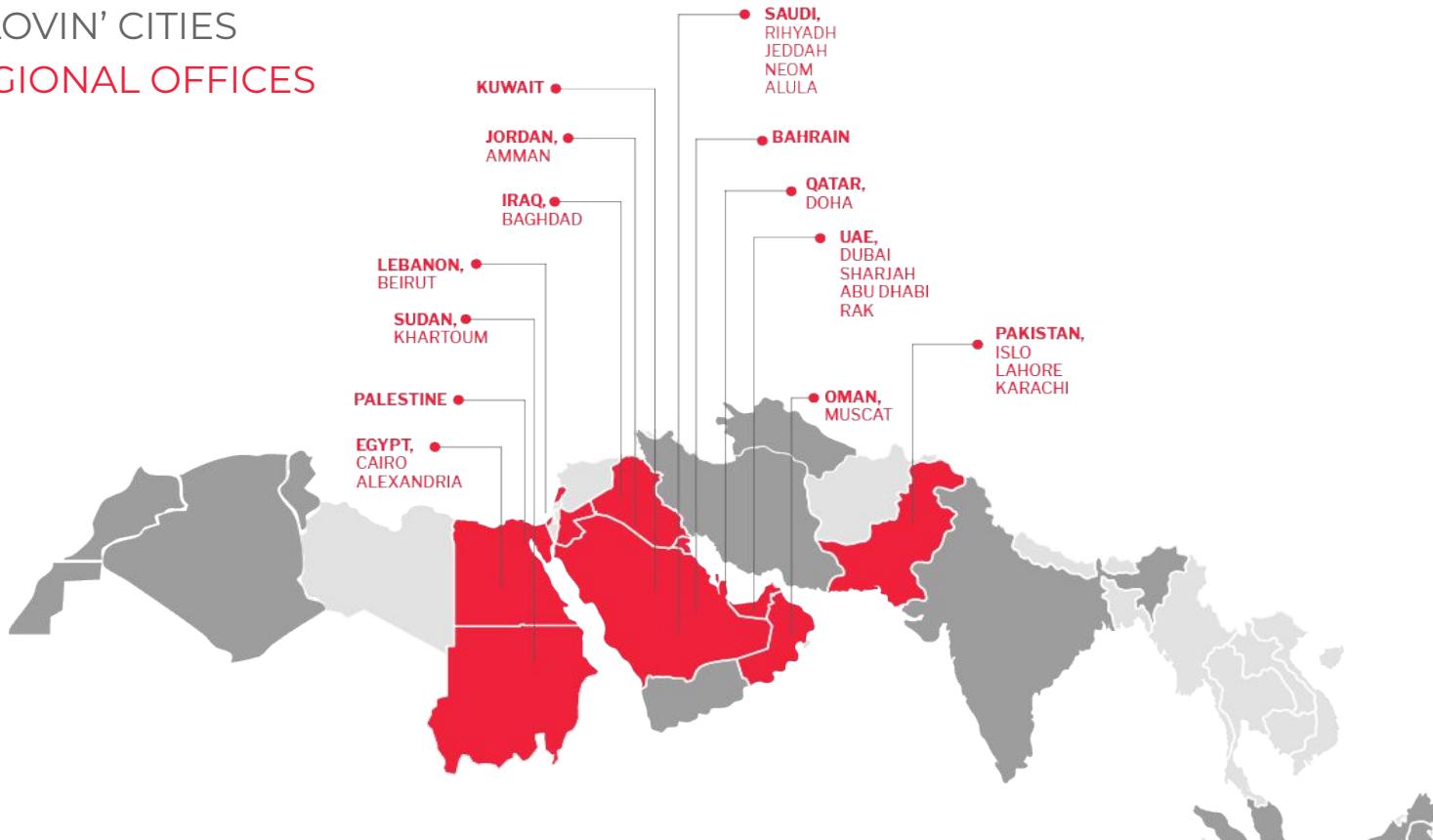
## **True to each city's pulse**

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

# LEADING PRESENCE ACROSS THE REGION

30+ LOVIN' CITIES

8 REGIONAL OFFICES



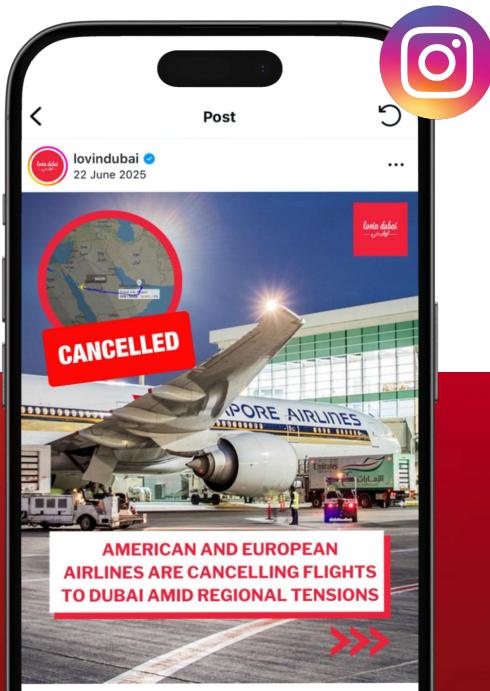


Search

# SHARING STORIES THAT MATTER

## BREAKING NEWS

2M Reach  
62K Engagements



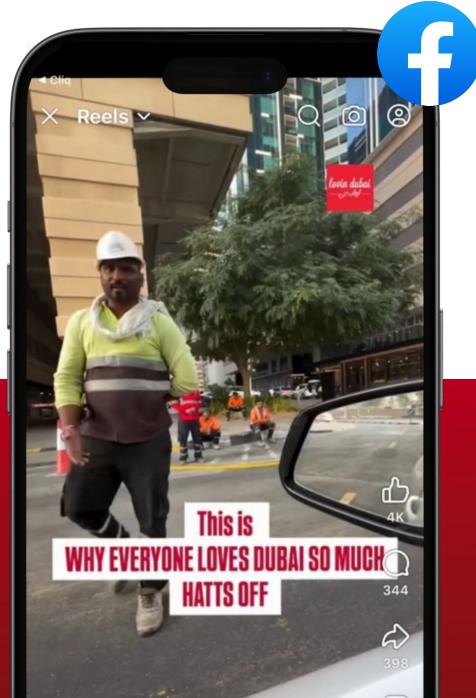
## VIRAL VIDEOS

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



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



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



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!

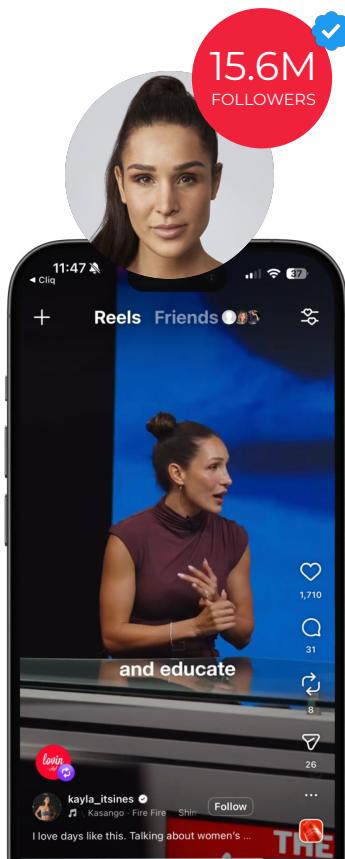
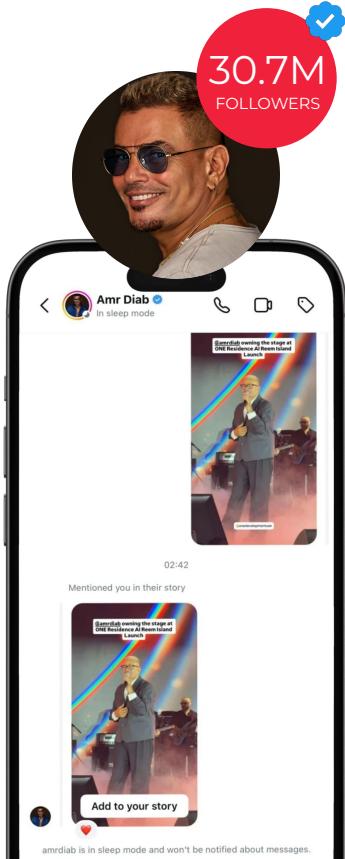
A big shout-out to this kind gentleman from Al Aweer. May Allah/God bless you abundantly. Your kindness made our day! 😊🙏

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



# 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

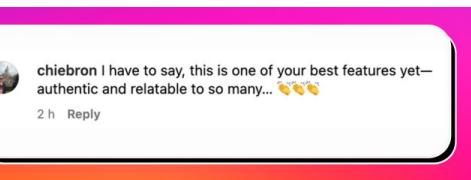


I get all the big and small news from your channel big boss thank you 🙏



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

Reply



Hello... thank you for your response!! We get to know better about dubai from lovindubai.. you are doing great job.. by the way this is Tharesh (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



# “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 أَلَهَهَهْ

*lovin bahrain*  
لَوْنِيْنِيْ بَهْرَيْنْ

*lovin casablanca*  
لَوْنِيْنِيْ كَاسَبَلَنْسْ

*lovin baghdad*  
لَوْنِيْنِيْ بَاهْدَهْ

*lovin beirut*  
لَوْنِيْنِيْ بَيْرُتْ

*lovin lahore*  
لَوْنِيْنِيْ لَاهُورْ

*lovin isloo*  
لَوْنِيْنِيْ إِلْهَهَهْ

*lovin sharjah*  
لَوْنِيْنِيْ شَرْجَهْ

*lovin alexandria*  
لَوْنِيْنِيْ أَلِيَادِنْ

*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**

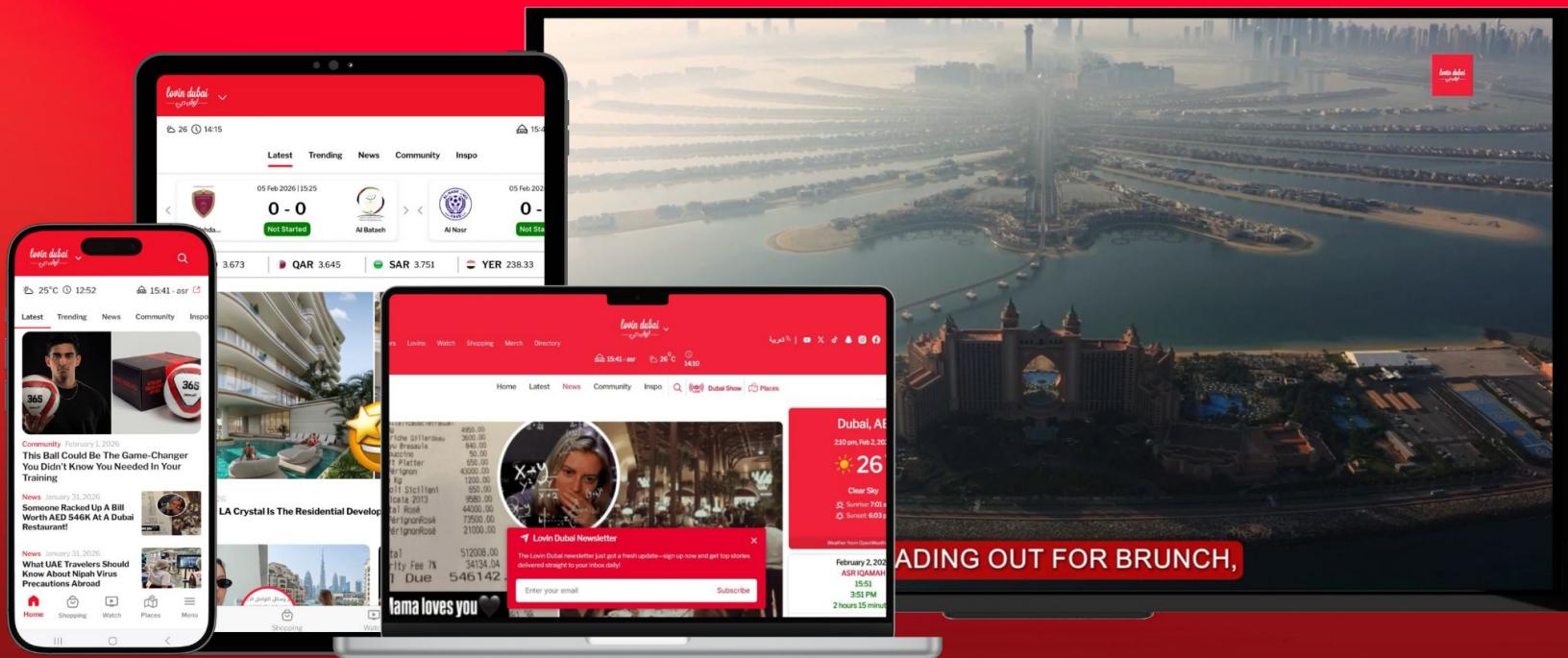


**ON-GROUND**

# LOVIN' IS ALWAYS ON

Available wherever you are.

Accessible across TV, mobile apps, and the web.



ADING OUT FOR BRUNCH,

# 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
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190M	32.4M	30M	19.2M	14.4M	4M	2.6M	2.4M	2M	1.9M	2M
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12.2M	6M	5.7M	2.4M	2M	700K	350K	550K	320K	150K	500K
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BAHRAIN	BAGHDAD	KUWAIT	SHARJAH	JEDDAH	RAK	KARACHI	ISLOO	LAHORE	DAMMAM	NEOM
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1.3M	1.3M	870K	850K	650K	260K	260K	300K	180K	200K	100K
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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

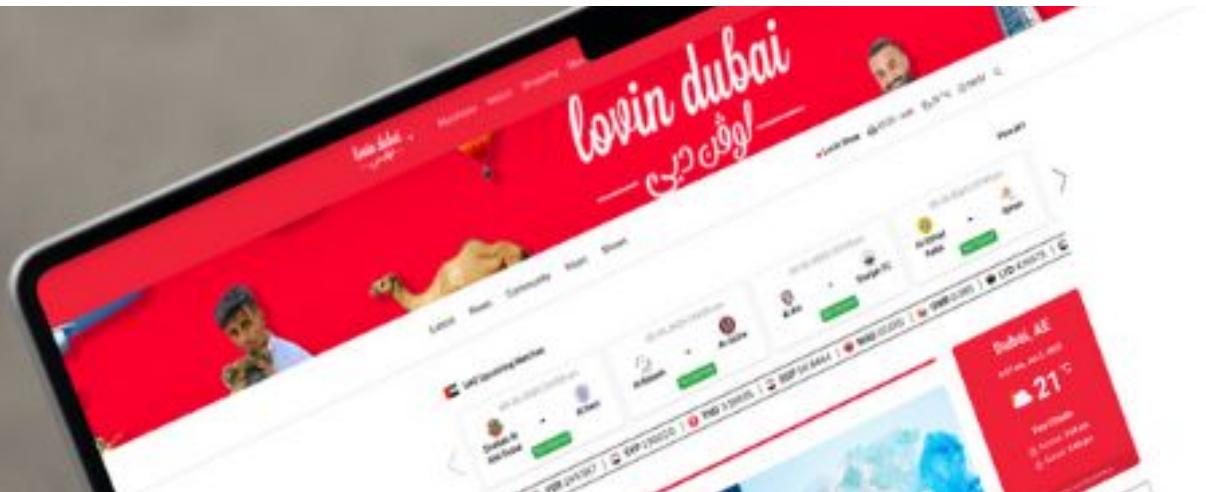
**4.8M** 83%

SITE VISITS

MOBILE USERS

**5.3M**

PAGE VIEWS



# LOVIN' APP & NEWSLETTER

**112K**

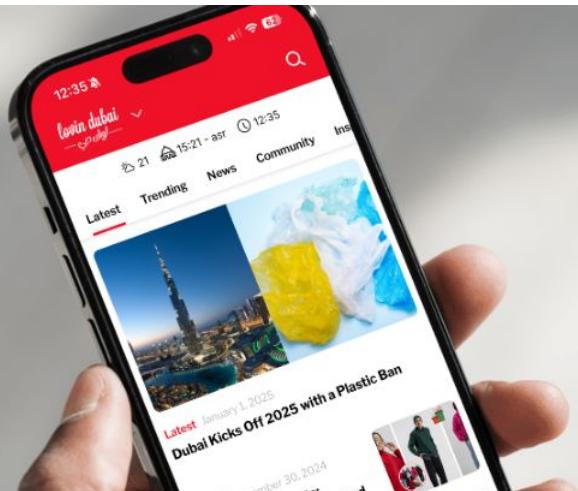
APP DOWNLOADS

**94%**

ENGAGEMENT RATE

**84K**

NEWSLETTER USERS  
DATABASE



# LOVIN' SHOWS & PODCASTS

**45K**

PODCAST  
DOWNLOADS

**5.2M**

VIDEO VIEWS

**43.2M**

CUMULATIVE REACH



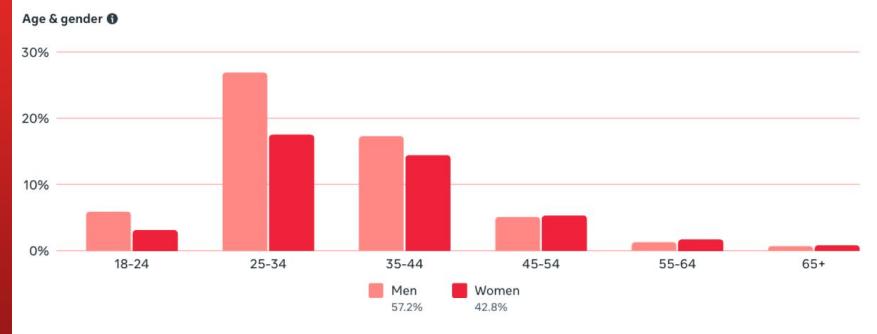
# UAE

Abu Dhabi, Dubai, RAK, Sharjah

**12M**  
MONTHLY  
UNIQUE REACH

**1.4B**  
VIDEO VIEWS

**2B+**  
IMPRESSIONS



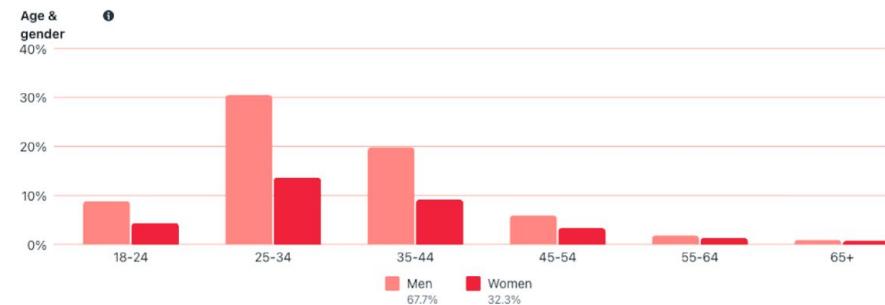
# KSA

Riyadh, Jeddah, Neom & AlUla

**10M**  
MONTHLY  
UNIQUE REACH

**218M**  
VIDEO VIEWS

**636M**  
IMPRESSIONS



# QATAR

Doha

**450K**

MONTHLY  
UNIQUE REACH

**8.5M**

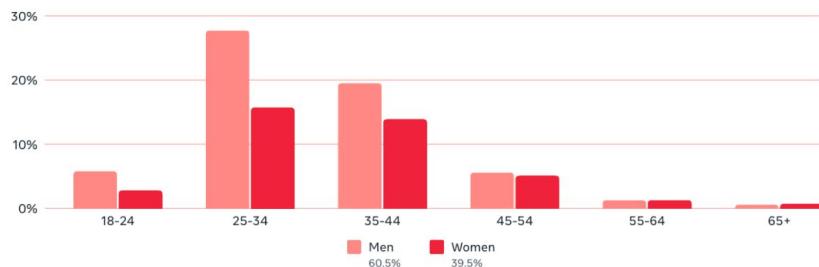
VIDEO VIEWS

**24M**

IMPRESSIONS



Age & gender ⓘ



# EGYPT

Cairo, Alexandria

**2M**

MONTHLY  
UNIQUE REACH

**192M**

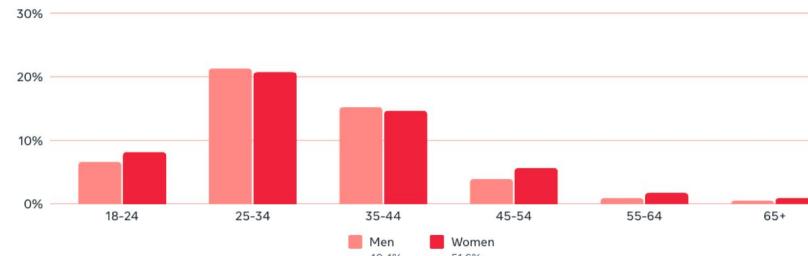
IMPRESSIONS

**86M**

VIDEO VIEWS



Age & gender ⓘ



# OMAN

Muscat

**350K**

MONTHLY  
UNIQUE REACH



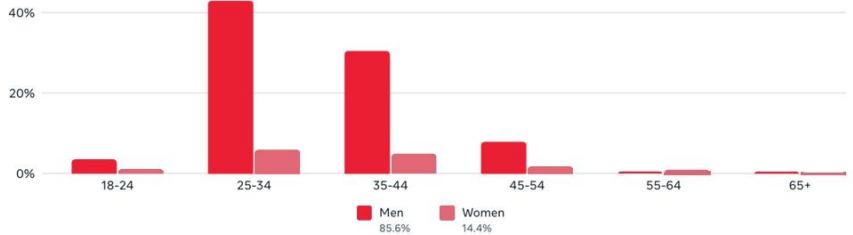
**42M**

VIDEO VIEWS

**440K**

IMPRESSIONS

Age & gender ⓘ



# PAKISTAN

Karachi, Lahore, Islamabad

**380K**

MONTHLY  
UNIQUE REACH

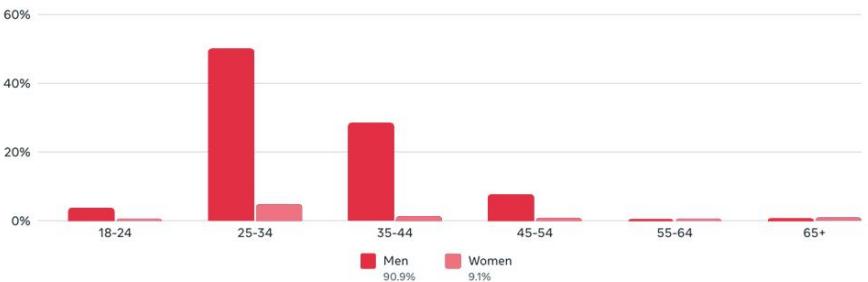
**393K**

IMPRESSIONS

**726K**

VIDEO VIEWS

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



EGYPT



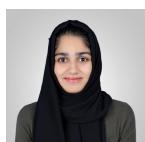
BAHRAIN

LEBANON

PAKISTAN

JORDAN

QATAR



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



Charlotte Tilbury



EMAAR

DAMAC

talabat

Emirates NBD

APPAREL GROUP  
EXCEEDED EXPECTATIONS EVERYDAY

1B

visit QATAR

keeta

Coca-Cola  
arena

دепартamento  
of culture  
and tourism

DUBAI  
للاقتصاد والسياحة  
Economy and Tourism

Careem

DUBAI OPERA

MERAAS

میرال  
MIRAL

ماجد الفطيم  
MAJID AL FUTTAIM

SAMSUNG

hudabeauty

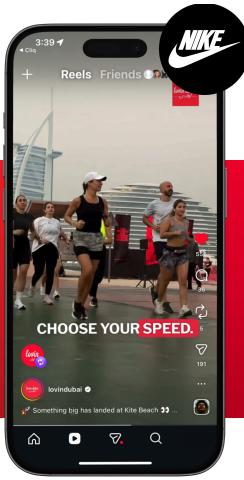
# LOVIN' IS POWERING BRANDS ACROSS INDUSTRIES

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

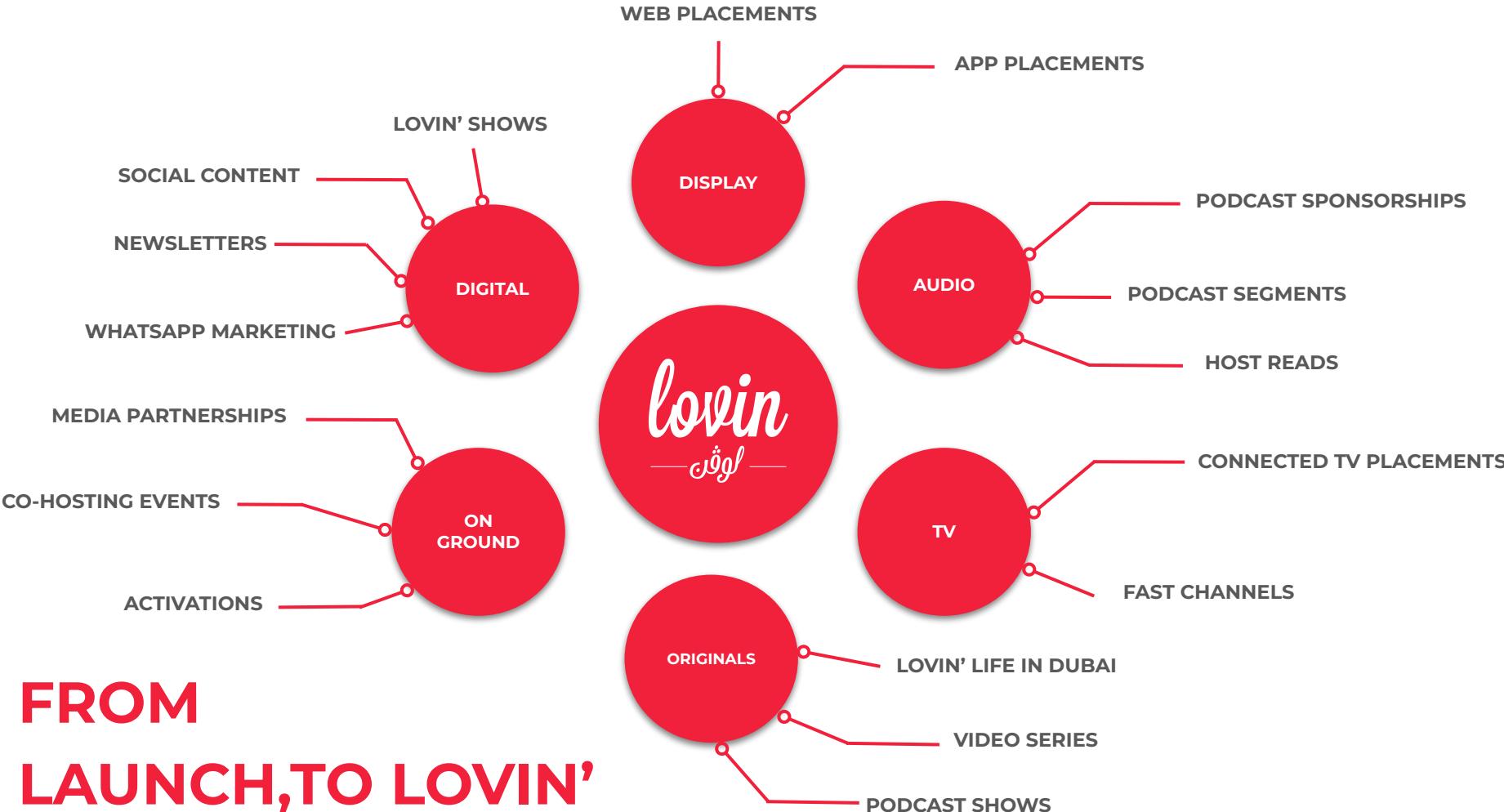


## Real Estate



## 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.

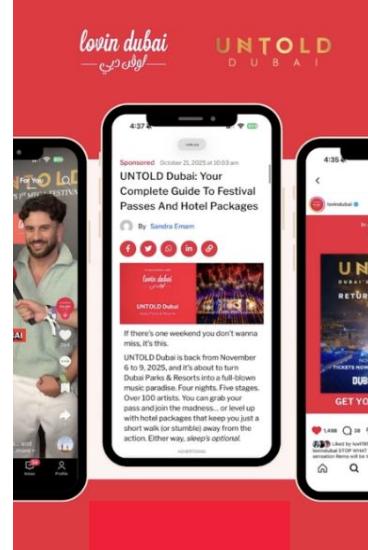
## NATIVE CONTENT AND STORYTELLING



## 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

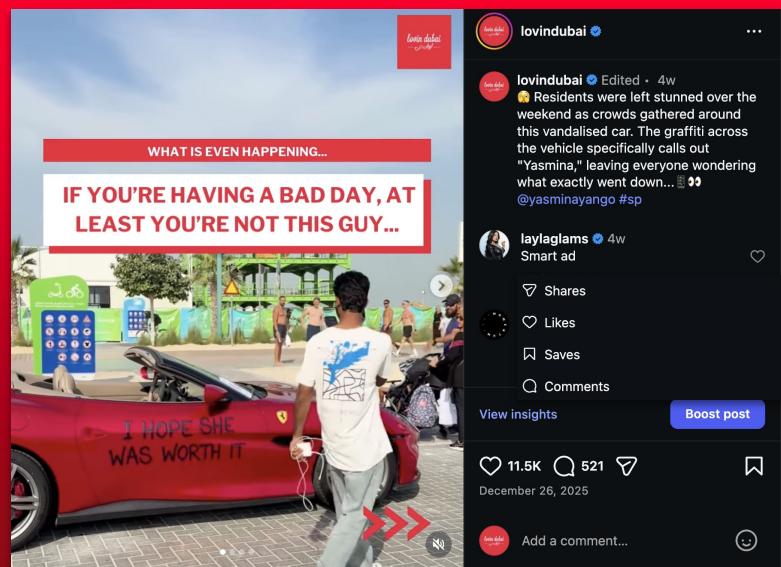
Lovin Dubai amplified one of Dubai's most viral moments for Yango's Yasmina launch, blending seamlessly into culture with a story-first approach that sparked organic conversation, debate, and mass engagement, without feeling like an ad.

**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**

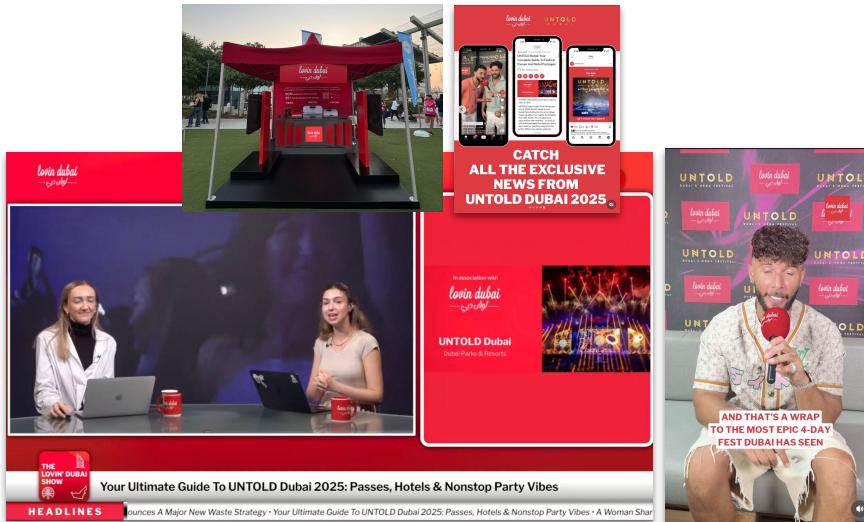
TOTAL IMPRESSIONS

**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**

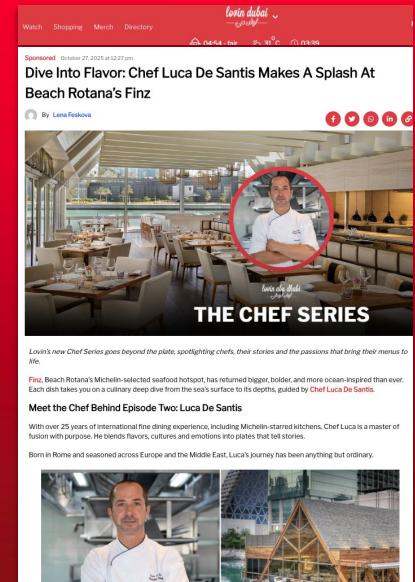
AVG. IMPRESSIONS PER EP

**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

**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**