



PRIDE WORLD MEDIA



OUR LISTENERS ARE WAITING TO HEAR FROM YOU!

There's a growing global Lesbian, Gay, Bisexual and Transgender (**LGBT+**) population with more disposable income looking for new ways to spend.

Pride World Media speaks daily to a community that has more disposable income and less dependants; a community that wants to support organisations who support them.

#getlgbtsmart Advertise with Pride!

Here's how we can help you connect to this exciting market...

PRIDE WORLD MEDIA The smart **LGBT+** network

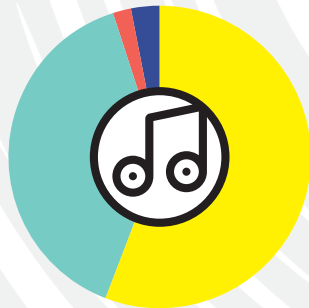
Pride World Media is a global internet and FM platform broadcasting out and proud around the world. We speak to over 800,000 regular online listeners in 125 countries tuned in to Pride World Radio and, through our FM partnership with Pride Community Network, we now reach a daily TSA audience of 726,000 listeners in the Newcastle, Gateshead, Sunderland, North & South Tyneside and surrounding areas.

We broadcast over two internet stations; Pride World Radio and PWR Decades and now on FM in the North East of England with Pride Radio 89.2 FM. Listeners can tune in through a wide range of platforms including 89.2 FM, Tunein Radio, Apple TV, Home Virtual Assistants and through the Pride World Media app.

Our broadcasting is a mix of live and pre-recorded shows with great music, lively conversation and listener interaction. We hold debates, welcome guest speakers, commemorate important dates in the calendar, host outdoor broadcasts at local and international pride events and stream a range of health and well-being messages. Though aimed at the **LGBT+** community, it's all about great music and great conversation and our listeners are as diverse as our programming.

Pride World Media is a **proud broadcaster** who supports & works closely with our listeners and the wider community.

OUR FANTASTIC LISTENERS



MALE **56%**
FEMALE **39%**
GENDER FLUID **2%**
OTHER **3%**

AVERAGE
AGE RANGE
28-55

TOP 15 COUNTRIES

USA
UK
Israel
France
Germany
Australia
Canada
Mexico
Brazil
Russia
Spain
South Africa
Japan
Saudi Arabia
Italy

TOP 5 LISTENER EMPLOYMENT

Office/Managerial/Executive
Creative Industry
Leisure, Tourism & Hospitality
Service Industry
Self Employed

TOP 5 LISTENER INTERESTS

Culture - Theatre/Cinema/Events
Social - Restaurants/Bars
Travel
Electronics & Smart Technology
Fashion & Beauty

LGBT+ consumers are a powerful force in the retail industry. Consumers shop more frequently and spend more when they shop. In terms of shopping habits, **LGBT+** consumers make 16% more trips to the cash register and spend 8% more on transactions. In fact, male same-sex households make almost 30% more shopping trips yearly.

LGBT+ CONSUMERS SPEND ON BRANDS THAT SUPPORT THEIR ISSUES.

55%

will choose to do business with companies that are committed to the diversity/equal treatment of the **LGBT+** community

70%

would pay a **PREMIUM** for a product or service from a company that supports the **LGBT+** community

78%

of **LGBT+** adults and their friends, family, relatives and allies would switch to brands that are known to be **LGBT+** friendly

Sources: Stonewall, Gov.uk, YouGov, Out Now, LGBT Capital (Galileo Capital), Olgilvy and Mather, World Travel Market, HM Treasury and the Department of Trade & Industry.

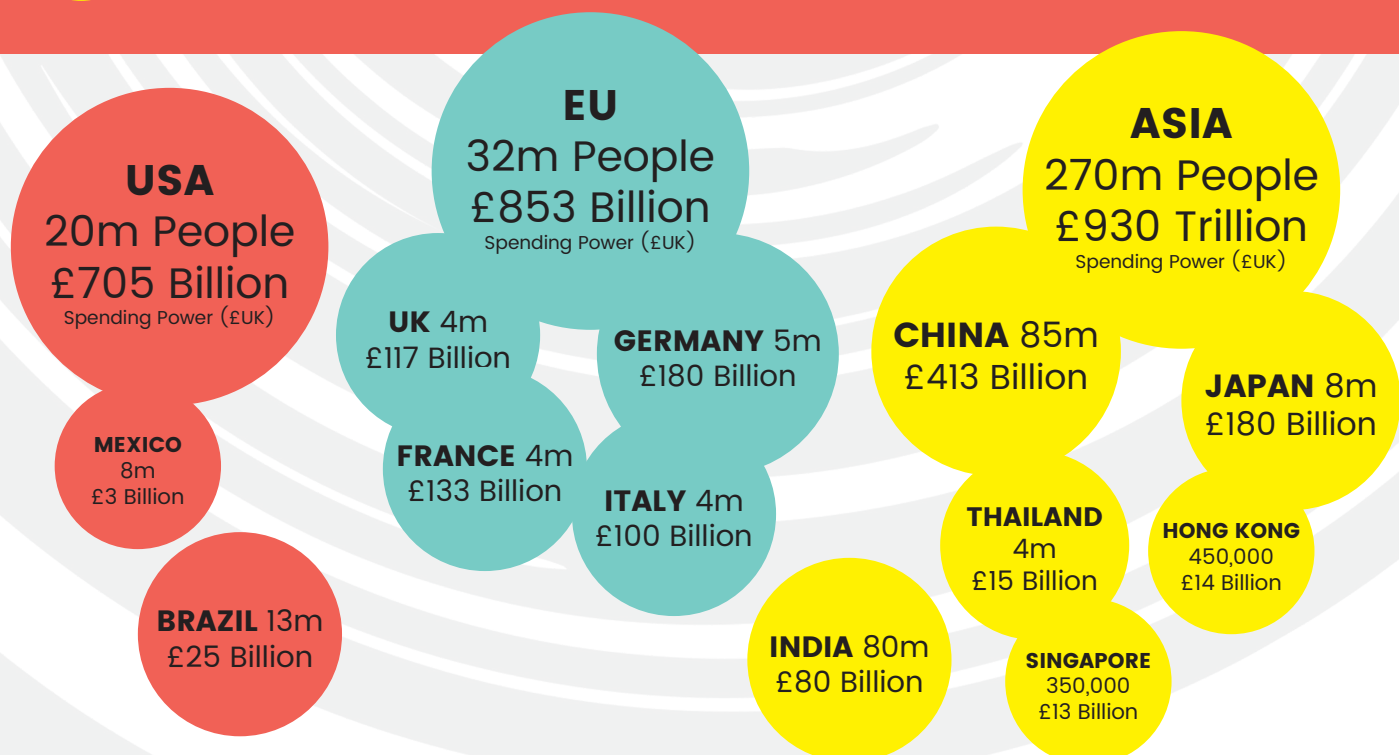


PRIDE WORLD MEDIA

Dance City, 2nd Floor, Temple Street, Newcastle Upon Tyne. NE1 4BR



Estimated at **450 million people**, the global **LGBT+** market is one you simply cannot afford to ignore.



Pride Radio 89.2 FM

The North East's only dedicated LGBT+ radio station



48,600
LISTENERS



726,000
LISTENERS



15,000 FOLLOWERS



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Our listeners are waiting to hear from you

We've a range of bespoke partnership opportunities to suit your needs and budgets including:

1 SHOW SPONSORSHIP

You can sponsor an individual show, day, weekend or the whole schedule. With mentions in idents, sweepers, jingles, shout outs, app adverts and a strong social media presence; your product, service and message will feature as part of our fantastic team.

2 ADVERTISING CAMPAIGN

Your message, in your words, direct to our listeners.

Whether it's a four-week awareness blitz or a longer campaign; we can place your message direct to our listeners with maximum effect.

3 OUTDOOR BROADCAST

Imagine your Pride festival, concert, bar opening, personal appearance or product launch broadcast LIVE around the world making it a global event. We can work with you to create a high-impact awareness campaign leading up to your event and stream it live to a global audience.

4 COMPETITIONS, OFFERS AND PROMOTIONS

Everyone likes to win a prize or get a great deal!

We can partner with you to create a bespoke campaign that will really get you noticed.

There are lots of ways to engage with our community and through your partnership with Pride World Media you'll also be helping to support organisations around the world.

Pride World Media is committed to engaging and supporting global **LGBT+** initiatives. When you take a partnership opportunity with us we'll donate ten percent of the total amount to supporting organisations who deliver health, lifestyle and well-being campaigns; promote **LGBT+** rights; produce educational, diversity and inclusion resources for schools and communities; create employment opportunities and develop safe spaces for those in danger.

Our network has listeners in 48 of the 72 countries which still have anti-homosexual laws including seven of the 13 countries where the death penalty is still in

place. Your support will go towards recording podcasts in a range of languages offering support and advice to listeners in those countries who are still denied the right to live their lives freely.

Not only will you be promoting your message to the world; you'll also be helping to change it for the better. To start the conversation with our listeners

Email sales@prideworldmedia.com

Call **+44 (0) 333 355 1195**

Fax **+44 (0) 333 355 1196**

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