

The Smart LGBT+ Network



*Multi-platform broadcasting to a global LGBT+ community and our allies.
Reaching 127 countries, speaking to 1.3million listeners every month*

Welcome to Pride World Media

The Smart LGBT+ Network

Pride World Media is a multi-platform broadcaster with a growing global audience of 1.3million regular listeners in 127 countries. We have five great radio stations which can be listened to through a number of platforms including FM, DAB, Tunein Radio, Apple TV, Amazon Echo, Google Assistant and the FREE Pride World Media app (over 30,000 downloads). In 2020 we'll be adding a new online television platform to our portfolio, Out & Proud TV.

Our broadcasting is a mix of live and pre-recorded shows with great music, lively conversation and listener interaction. We cover key dates in the LGBT+ calendar as well as major pride events. In 2019 we became the official media partner to the UK Pride Network which represents 160 pride festivals.

Pride World Media is based at the Pride Media Centre, the UK's first LGBT+ Business and Media Hub, which we co-founded. Our facilities, over 22,000 sq ft, include a large drive-in television studio, cinema, radio studios, pod cast suites, green screen studio and office space. Check it out at www.pridemediacentre.com

Our stations are as diverse as our audience and though we speak to the LGBT+ community, we aren't exclusive. We are a proud, inclusive broadcaster who supports and works closely with our listeners, allies and the wider community.

Let's introduce you to our fantastic listeners



We speak daily to an influential global audience....

AUDIENCE REACH

135,000 – FM Weekly
170,091 – Online Weekly
1,322,061 - Monthly

SMART LGBT+ NETWORK

Pride Radio 89.2FM
Pride World Radio
Pride Radio Scotland
Pride Radio Decades
Pride Radio +1

AVERAGE LISTENER TIME

63 minutes per day

PROFILE

Upwardly mobile
Trendsetters
Influencers

GENDER IDENTITY

MALE – 59%
FEMALE – 37%
OTHER – 4%

AVERAGE AGE RANGE

25 – 55 YRS

TOP 5 LISTENER EMPLOYMENT

Office/Managerial/Executive
Creative/Tech Industry
Leisure/Tourism/Hospitality
Service Industry
Self-Employed

TOP 5 LISTENER INTERESTS

CULTURE – Theatre/Cinema/Events
SOCIAL – Restaurant & Bars
TRAVEL
ELECTRONICS/SMART TECH
FASHION & BEAUTY
***94% ARE PET OWNERS**

GLOBAL REACH

127 Countries

TOP 15 COUNTRIES

USA - 40% listeners
UK - 33% listeners
ISRAEL
CANADA
GERMANY
SPAIN
AUSTRALIA
NETHERLANDS
BRAZIL
RUSSIA
INDIA
JAPAN
MEXICO
ITALY
SOUTH AFRICA

PREFERRED PLATFORM

33% APP
28% FM/DAB
21% SMART SPEAKER
18% ONLINE/OTHER



What's that? You're NOT talking to us already?

WORLD LGBT+ COMMUNITY

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

ECONOMY – HOUSEHOLD WEALTH

GLOBAL VALUE: \$15trillion

US – DOROTHY DOLLAR \$1trillion

UK – PINK POUND £80billion

GENERAL

Fastest growing market next to the 'SILVER ECONOMY'

Average earnings £6,000 to £10,000 higher

More disposable income, less dependents

LGBT+ people make 16% more trips to the cash registers and spend 8% more on transactions

Male same-sex households make 30% more shopping trips yearly

LGBT+ consumers spend on brands that support their issues

55% will do business with companies committed to diversity & equal treatment of the LGBT+ community

70% will pay a premium for a product or service that supports the LGBT+ community

78% of LGBT+ adults and their friends, family and allies will switch brands that are known to be LGBT+ friendly

And we like to travel....



One of the fastest growing tourism sectors is LGBT+ Travel

GLOBAL VALUE

\$220 billion

US - \$85 billion

UK - £6 billion

LGBT+ community spend 33% more on travel than non-LGBT travellers

43% of over-40 LGBT+ travellers and 63% of our younger counterparts tend to prefer custom-made holidays booked through a travel agency

LGBT+ people are able to travel more often and spend more on travel

The LGBT+ market travels on average 4-6 times annually

School holidays (or holidays in general) do not affect our travel decisions. We can travel on/off season though LGBT+ family travel is a growing sector.

The LGBT market is growing rapidly and by 2030, there will be 180 million LGBT+ travellers worldwide. Also, a staggering 31 percent of Centennials (those born after 1995), identify as LGBT+.

With the increase in same-sex marriages, LGBT+ wedding-destination holidays and honeymoons are on the increase



So, what are you waiting for?....

OUR LISTENERS ARE WAITING TO HEAR FROM YOU!

If you'd like our listeners to find out more about your product, service or organisation, simply add us to your press release list or pick up the phone and let's start a conversation.

Send details to:

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And don't forget.....



Join the smart LGBT+ network and download the FREE Pride World Media app NOW!

UPGRADE YOUR FREE PRIDE WORLD MEDIA APP

- More Stations, Offers & Competitions
- Exclusive Video Content
Pride On Demand
- No Adverts

#getlgbtsmart

Make sure you have downloaded the latest version

