



PRIDE WORLD MEDIA

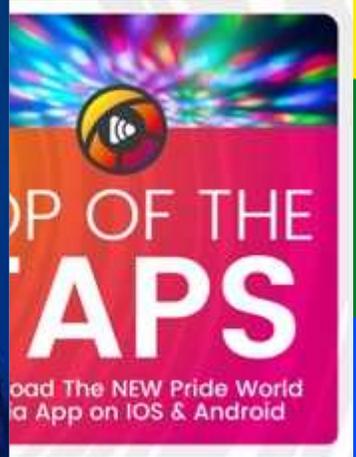


OUR LISTENERS ARE WAITING TO HEAR FROM YOU!

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!



**The North East's ONLY LGBT+ Station
Pride Radio 89.2FM**

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Pride World Media is a global, multi platform LGBT+ network
Broadcasting Online, FM, DAB and on the free Pride World
Media App

We have FIVE exciting radio stations
Pride Radio 89.2FM, Pride World Radio, Pride Decades,
Pride Radio Scotland and Pride Radio +1

We are the UK's second LGBT+* FM station and
The North East's only dedicated LGBT+ station

We broadcast on air and online to 300,000 weekly listeners

We offer a mix of live and pre-recorded shows
Great music, Debates, LIVE OB's, Podcasts, Video Content,
Latest LGBT News, Offers, Competitions and much more



*Lesbian, Gay, Bisexual, Transgender

#getlgbtsmart



We are community focused, supporting local causes & events through advertising revenue

We've a growing audience/social media base & can be listened to on a number of platforms including FM, DAB, App, Online, Tunein (48,500 subscribers)

We only play six minutes of adverts per hour

Advertising packages start from 10 seconds up to 60 second infomercials

We've great introductory rates on airtime, sponsorships and production

There's quick turnaround getting you on air within days

Our network offers a local, national & global platform to promote your message

OUR LISTENERS

LGBT+ people earn on average 24-40% more

We have less dependents & more disposable income

Same-sex households make 30% more shopping trips per annum & spend 8% more on transactions

55% will choose your company if they believe you are 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, their friends, family, relatives and allies would switch brands that are known to be LGBT+ friendly

Sources: Stonewall; Gov.UK; YouGov; OutNow; LGBT Capitol; Olgyvy and Mather; World Travel Market; HM Treasury and the Department of Trade and Industry

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
55%

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

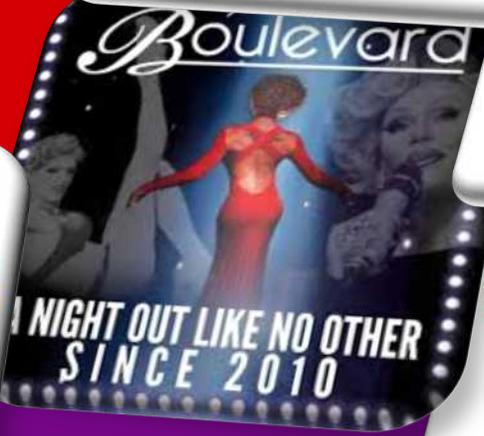
70%

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

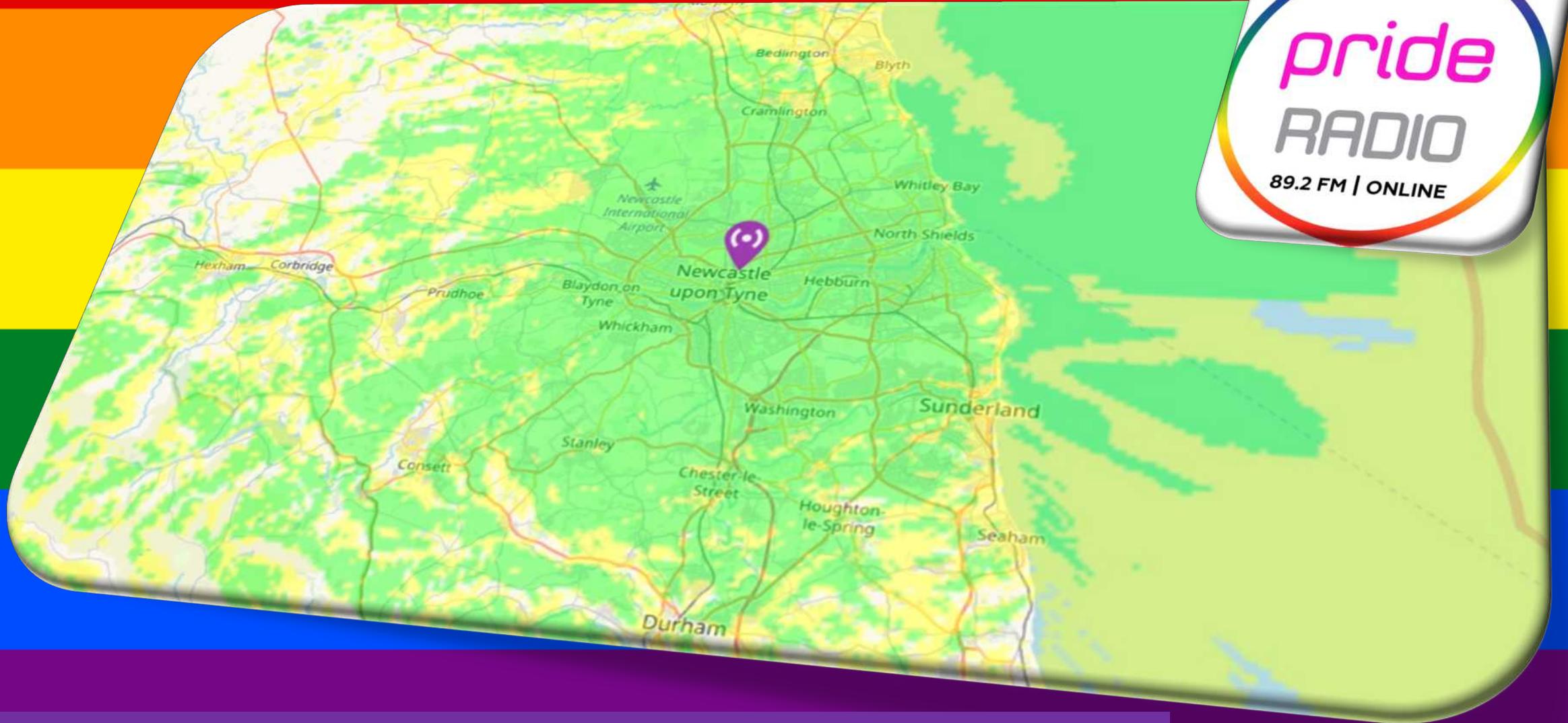
78%

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

Advertise with Pride!



If you do business in this area.....



...our amazing FM listeners are waiting to hear from you!

OUR LISTENERS ARE WAITING TO HEAR FROM YOU!

1 SHOW SPONSORSHIP

You can sponsor an individual show, day, weekend or the whole schedule.

Breakfast, Mid-Morning, Drive Time, Evenings, Overnights, Weekends, Traffic & Travel, Essential Guide, Showbiz News & Weather

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.

Let's start the conversation

Email: debbie@prideradio.co.uk or call 07809 742 980

#getlgbtsmart

DOWNLOAD YOUR FREE LGBT+ MEDIA APP

New radio stations, presenters, competitions, video content, podcasts, LIVE streaming and great offers.

Search **Pride World Media**
in your app store.

#getlgbtsmart

