



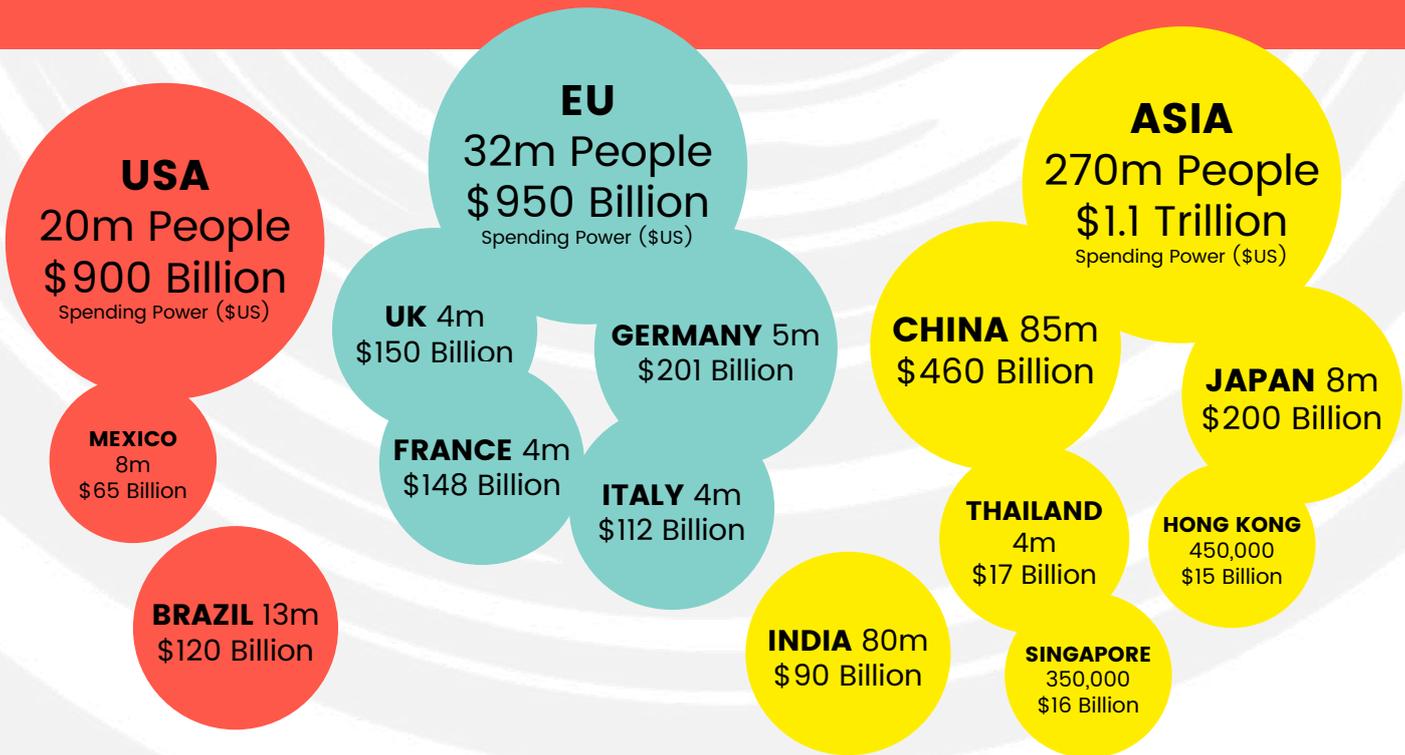
Sssshhh!

Can you keep a secret?

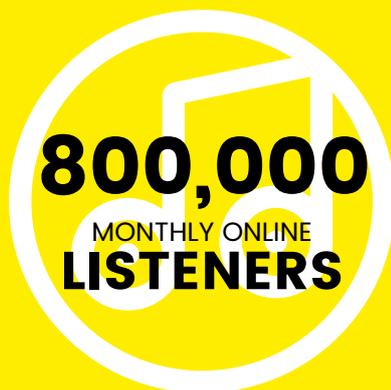
There's a growing global Lesbian, Gay, Bisexual and Transgender (LGBT+) population with more disposable income looking for new ways to spend ...but don't tell everyone, it's our **secret**.



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



Pride World Radio speaks daily to a community that has more disposable income and less dependants; a community that wants to support organisations who support them. **Our listeners are waiting to hear from you!**



15,000 FOLLOWERS



48,600 LISTENERS



250,000 LISTENERS



FOUR STATIONS: Pride World Radio, PWR NOW, PWR 80s & PWR 90s

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

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

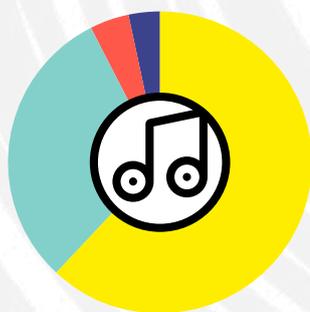
Pride World Radio is a global internet-based radio station broadcasting out and proud around the world. Since launching in June 2017, we now have over 800,000 regular listeners in 167 countries and through our FM partnerships we also reach an additional daily audience of 250,000 people in the UK.

We broadcast over four stations: Pride World Radio, Pride World Radio 80s, Pride World Radio 90s and Pride World Radio Now and have a podcast service for unique programming. Listeners can tune in through a wide range of platforms including the free Pride World Radio app (over 30,000 downloads), website, Tune In Radio, Apple TV and virtual assistant devices.

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 **LGBT+** calendar, host outdoor broadcasts at international pride events and stream a range of health and well-being messages.

We are a **proud broadcaster** who supports & works closely with our listeners and the wider community.

OUR FANTASTIC LISTENERS



- MALE **62%**
- FEMALE **30.6%**
- GENDER FLUID **4.3%**
- OTHER **3.1%**

AVERAGE
AGE RANGE
36
65



**TOP 15
COUNTRIES**

TOP 5 LISTENER EMPLOYMENT

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

TOP 5 LISTENER INTERESTS

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

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



FOUR AMAZING STATIONS

PWR: Great music, great conversation
PWR NOW: Your favourite hits remixed
PWR 80s: Nonstop hit after hit
PWR 90s: Soundtrack for the millennials



\$3.7 TRILLION

Annual spending power of the **Global LGBT+ Community!**



Global LGBT+ Household wealth estimated at **\$14 Trillion**
US alone = \$5 Trillion.

ASIA identified as the fastest developing area with an estimated **LGBT+ GDP** in excess of **US\$1 trillion**. China alone has an estimated **LGBT+ population** of **85 million**.

LGBT+ consumers are a powerful force in the retail industry. **LGBT+ consumers** shop more frequently and spend more when they shop.

In terms of shopping habits, **LGBT+ consumers** make 16 percent more trips to the cash register and spend eight percent more. In fact, male same-sex households make almost 30 percent 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 & 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.

Our listeners are waiting to hear from you

Whether you want to engage with the Dorothy Dollar, Pink Pound, Euro, Yuan, Rupee or Ruble; 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.



We can also enhance your radio promotion with video content through our partnership with Out+Proud TV, a dedicated production company who create short films, documentaries, podcasts and exclusive content for an **LGBT+** audience.

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

Pride World Radio 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**



Promote your message and partner with Pride World Radio

The Smart **LGBT+ Network**