

RADIO

**Passion** for the planet  
be intrigued, be inspired



reach 25-55 year old ABC1s seeking responsible luxury

**ADVERTISING : REACH 120,000 LISTENERS**

### LISTENER PROFILE: the audience

- 25-55 ABC1s, with a strong 30/40something core, seeking a lifestyle of responsible luxury
- they see themselves as socially responsible
- they take responsibility for their health and the environment
- they are nature lovers and enjoy their local environment and wildlife
- they have a global, cosmopolitan outlook and are interested in issues beyond the UK
- they are not prepared to swap quality for eco-friendly, they want both
- they are educated professionals, many work in the health or environment sectors and a good proportion run their own small business or aspire to running their own business
- they are early & secondary adopters of new technology, particularly eco-friendly products
- many blog and use social networks and twitter about their interests and opinions

**contact CHANTAL COOKE 020 8417 8333 sales@passionfortheplanet.com www.passionfortheplanet.com**

*PASSION for the PLANET reflects the level of quality I want synonymous with my name. And above all, their listeners respond!*  
**Topher Morrison, Best Selling Author**

RADIO

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reach an AUDIENCE with a unique LISTENER PROFILE

**ADVERTISING : REACH 120,000 WELL CONNECTED LISTENERS**

### LISTENER PROFILE: lifestyle

- their purchasing decisions are considered, rather than emotionally driven
- they donate to charity and are happy to support "good causes"
- many regularly attend personal and/or business development workshops
- they are well travelled, but are concerned about their carbon footprint
- they are light use car owners
- they are interested in their local community as well as global issues
- they are looking for ways to live a fulfilling life and to contribute
- they enjoy being introduced to new ideas and are open minded about new concepts and ways of behaving
- they enjoy discussing news, politics and philosophical issues with their friends
- they prefer to hear from the experts rather than audience participation led phone-ins
- they like to tell their friends about the products & services they have discovered

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*As a result of our advert on PASSION for the PLANET we received contacts from people who had not previously heard of us.  
Jo Sopala, MS Trust*

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reach an AUDIENCE with a unique LISTENER PROFILE

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### LISTENER PROFILE: shopping

- they prefer to shop at Waitrose, M&S, Coop and local shops but also shop at all major supermarkets; Sainsbury's, Tesco, Asda, Morrisons
- they purchase ethically when possible; between 10% and 30% of the average shopping basket
- they are early adopters of green, natural, Fairtrade and ethical products
- brands found in their shopping baskets include Ecover, Simply Green, Duchy Originals, Body Shop, Rachel's Organic, Ella's Kitchen, Green and Black, Seeds of Change, Whole Earth, Divine, Clipper and Innocent
- they are drawn to fair-trade, organic and natural brands and those supporting charity
- they are strong on community and like to buy local
- they buy fair-trade tea and coffee, free-range eggs, natural ingredients and some organic produce
- they are consumers of "green" goods, natural healthcare products and services
- they are consumers of vitamin and mineral supplements
- they are more open to alternative health therapies like homeopathy, osteopathy, nutritional advice etc.

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*We've found PASSION for the PLANET an excellent way to reach a qualified audience of people we know will be interested in our offering.*  
Gary Smith, Pure Digital

RADIO



more than one way  
to put bums on seats

choose DIFFERENT platforms and CREATIVE solutions

**ADVERTISING : REACH 120,000 POWERFUL LISTENERS**

### other opportunities

**PASSION for the PLANET offers a number of promotional opportunities.**

**These include ...**

- **bespoke sponsorship**
- **on air advertising**
- **advertorial opportunities**
- **limited availability for online banner adverts**
- **innovative Pay-Per-View advertising on PASSION for the PLANET TV.**

**Please contact us to discuss your requirements.**

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RADIO for a GREEN & HEALTHY lifestyle

## STATION PROFILE : REACH 120,000 PASSIONATE LISTENERS

### station

PASSION for the PLANET is a speech station for music lovers, and a music station for people who like to be informed, challenged and stretched as well as entertained.

With news, information and expert opinion, mixed with a blend of credible music, PASSION for the PLANET provides information and ideas to allow listeners to make informed choices about living a greener, healthier and more ethical lifestyle.

PASSION for the PLANET is positive, varied, informative, different, inventive, contemporary and consistent.

### speech

Interviewees are experts. They're challenged, not baited. The aim is to provide useful information, not create gladiatorial faux entertainment.

Some are opinionated, some are controversial, some are extremely entertaining, some quietly convincing. It's not all chin stroking stuff though, there are lighter ideas such as the Moon is artificial, the Bible needs more gags, and flirting makes the world go round.

News is global and is gathered by journalists based worldwide.

### music

The music reflects the global outlook of the speech content. It has a focused feel [broadly, credible, grown-up pop music].

Every hour adult contemporary English language hits are mixed with world music [there are no music ghettos].

This sees the likes of The Script, Japan, Death Cab For Cutie, Paul Simon, John Mayer and Aimee Mann sitting next to traditional & contemporary global hits from artists such as Juanes, Rachid Taha, Johnny Clegg, Amadou & Mariam, Amaral, Tanariwen and Baaba Maal.

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*PASSION for the PLANET is a genuinely new concept in radio.*  
The Daily Telegraph