



# Pyrate Radio

MUSIC FOR LIVIN' THE DREAM

**30,000+ Listeners Monthly**

**No. 1 With M/F 40-70 Demographic**

**No. 1 With Yacht Crew & Cruisers**

**No. 1 For Tropical & Classic Rock**

**Listen at [PyrateRadio.com](http://PyrateRadio.com)**

**24 Hour HD Digital**

**Satellite & 5G compatible**

**CATV via TuneIn**

# **PYRATE RADIO - DESIGNED FOR CRUISERS!**

- ◆ **Pyrate Radio reaches over 30,000 listeners in the marine community**, many of whom are full or part-time cruisers. They liveaboard in the marinas and anchorages of the USA East and West Coasts, Great Lakes, inland lakes of Western USA, the Caribbean and Central America; Europe and Pacific islands. Programming is delivered by local FM affiliates, but mostly by broadband stream. Listening is becoming easy, given the near universal availability of Wi-Fi in marinas, coastal bars, restaurants, and yacht clubs. Small affordable satellite units such as StarLink allow listening even at sea.
- ◆ **The Business Model.** **Pyrate is a direct connection to the affluent M/F 40-70 demographic that fuels the multi-billion dollar world-wide marine and recreational boating industry.** This affluent group spends a boat-load of money on electronics, services, marine accessories, clothing and paraphernalia, supplies, provisions, tools, small boats, outboard motors, dockage and dry storage, and buys yachts of all sizes. These cruising sailors, mega-yacht crew, boat owners, and marine workers are core customers of shipyards, marine stores, boat-shows, waterfront bars and restaurants, and tropical-themed 'tiki bar' establishments worldwide. Income is from the sale of advertising spots to this group.
- ◆ **The Company:** Pyrate Radio Ltd incorporated Wyoming USA is an affiliate of Pyrate Radio Limited, London UK. **Pyrate Radio is a leader** in the well-advanced worldwide transition from FM and AM radio to online digital broadcast. Rapid rollout of wideband mobile networks has encouraged over 80% of radio listeners to switch to reliable smartphone Apps, and listening on tablets or PC's. Pyrate's Apps and HD Digital stream is at [pyrateradio.com](http://pyrateradio.com).
- ◆ **The Product: Pyrate Radio is Real Radio**, run by real radio guys and sailors with decades of broadcast and business experience! Pyrate's *Music for Livin' The Dream*' format is carefully researched for the target demographic! Where else can you hear Bob Marley, Jimmy Buffett, Dr. John, and Elton John, and Hawaiian slack-key guitar in the same hour! On-air personalities JP Pierce, Capt. Brad Rogers, Capt. Doug Bridsotti and Bob Bitchin of *Seafaring.com* and *Latitudes and Attitudes* fame, keep things moving 24/7. Programming is tailored for time zones: Atlantic and Europe, The Americas, and Pacific.
- ◆ **Pyrate Radio is available** for commercial spot sales and media 'swaps' with accredited print, digital, and broadcast media. Email [dan@pyrateradio.com](mailto:dan@pyrateradio.com) for your quote. Media kit is at [pyratehd.com](http://pyratehd.com).
- ◆ **USA Phone +1 954 235 0818 (Miami Time) - email [dan@pyrateradio.com](mailto:dan@pyrateradio.com)**

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