

The Lucid Planet

2016 Media Kit

Lucid Planet Radio



With International Radio Host

Dr. Kelly Neff

**Wake Up to the greatest
version of yourself!**

www.TheLucidPlanet.com

www.TransformationTalkRadio.com

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The goal of Lucid Planet Radio is to *empower people to transform their lives and their world*. **Lucid** means clear, coherent, bright or luminous, and **Planet** refers to our home, mother Earth: We are truly living in a bright and luminous world. Lucid Planet Radio helps listeners to navigate the global shift in **consciousness** and **empowers** them with tools to go within and connect to their deep inner **knowledge, passion** and **purpose**!



The topics to covered by the show are broad and far reaching. A former professor of psychology, the host Dr. Kelly Neff fuses her training and experience in health and psychology with her passion for science, art, technology, spirituality and culture.

“Transform The World From Within”

Show Topics Include:

- Psychology
- Health and Wellness
- Sustainable Living
- Spirituality & Meditation
- Sex and Relationships
- Mental Health
- Alternative Human History
- Science and Technology
- Planetary Consciousness
- Pets & Animal Welfare
- Visionary Culture & Art
- Transformational Festivals

Previous Guests:

- Author Graham Hancock
- Physicist Dr. Amit Goswami
- Dr. Eben Alexander
- Artist Android Jones
- Dr. Susan Blum
- Artist Amanda Sage
- Psychic Medium Bill Philipps
- Rick Doblin from MAPS
- Dr. Fred Luskin
- Author Janet W. Hardy
- Director Mitch Shultz
- Author Graham St. John

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Transformation Radio™

Reaching Listeners Worldwide for Over a Decade



A Few of Our Network Partners

Our networks distributes multiple channels of talk radio programming to multiple platforms, providing our listeners access to their favorite shows on their schedule wherever they want to listen!



Denver/Cheyenne



Syndication Options

The Transformation Network

The New Mainstream in Talk

Reaching Millions!



All This and Growing!

- 1150 AM KKNW
- 98.9 FM HD KWJZ
- 990 AM KGAB
- CRN
- iTunes
- iTunes Radio
- 200+ National Partner Stations
- Roku
- vTuner
- CX Radio
- Stitcher Radio
- Spreaker (iHeart Partner)
- Reciva
- Epic Living TV
- In Car Media
- Xbox
- Radio-Live
- Ti-Vo
- SoundCloud
- Podcasts.com
- Shaker Radio
- Stream Finder
- Streema
- Zeno Radio
- Podcast Chart
- YouTube
- Player FM
- Facebook
- Z FM Australia
- iHeart Radio
- Empower Radio
- Tune In Radio

Our Global Reach!

Your Global Possibilities!

TTN Optional Syndication Affiliates

Coverage Home Theater



Coverage Mobile

Podcasts:



Mobile Applications



Coverage Video

CRN streams HD video, so listeners can watch their favorite shows in action!



In Car:



Let's Talk Ratings...

CRN received a 0.1 share, Monday through Sunday from 6:00 AM – 6:00 AM.

Other networks receiving a 0.1 share during the same time period, include:



Independent
Research
Results



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Are YOU Ready for Limitless Expansiveness in 2016?

Join the #1 Positive Talk Network

- We assist you in creating a powerful radio platform, coach you to fine tune your skills, and align your talent with a loyal audience - *13 years in the making*
- Your association with The Transformation Network, Epic Living Media, ETV, Events, etc.
- Exceptional visibility & traffic with continuous promotion across multiple channels/websites – *over 3.5 million views per month*
- Target market of affinity listeners - people hungry for uplifting, inspiring information



Award Winning Production

- Live engineer/producer in studio
- Call screening and messaging
- Free 800 call in numbers
- Digital & analog capability (Skype, VoIP, phone)

Video

- **Professionally produced 60 second promo videos**
- **YouTube and social media promotion reaching Millions!**

The Ripple Effect

- Syndication options through over 90 media outlets on AM/FM/Cable – *reaching millions across the globe*
- Your promotional spots run throughout The Network and play on hundreds of stations (AM/FM/HD/Audio & Digital)
- Social Media exposure
- Replays throughout the week/weekends
- Host 24/7 on demand library

Leading Edge

- Mobile app for listeners
- Promotional network material distributed at live events
- Custom archive players for you to use on your websites “The TTR Widget”
- Weekly Newsletter to 10K subscribers
- Host RSS Feeds
- Website links to host website

Put Us to Work for YOU!

~40.1K +
Hourly Cume

Digital & Terrestrial Syndication

We have combined the industry data and niche to estimate a complete listener picture (kind of like a voting projection). Based on the average between the industry report and the niche network report we are able to extrapolate an estimated adjustment to the cume to include an estimate of Internet listeners. Does not include Smartphones.



~1500

**Hourly TTR mobile
app alone!**

1.4
Rating!

**Mega Website
Action!**

**-3.5 Hits Per
Month!**

**6x National
Average!**

“You had 285,000 impressions and a 1.4 click through ratio.” This was on a venue that we had never been on! That’s not all. On our #1 flagship site we had a “.49 click through ratio! The national average is closer to .07. Fantastic!”

-Producer from Seattle’s #1 Rated Station

Tuning In...Who Are They?

They are Smart and Affluent

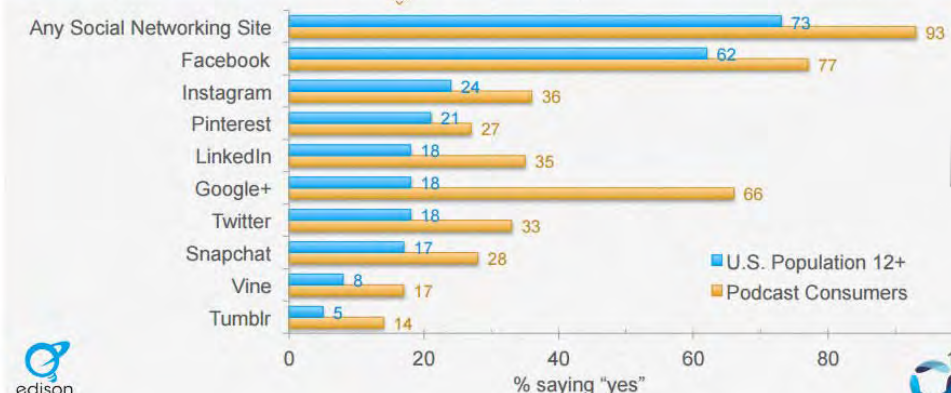


51% of those surveyed considered or ***purchased a product advertised*** during their favorite personality's show

Plug In Anywhere

Podcast Consumers are Active in Social Media

"Do you currently ever use/have a profile on...?"



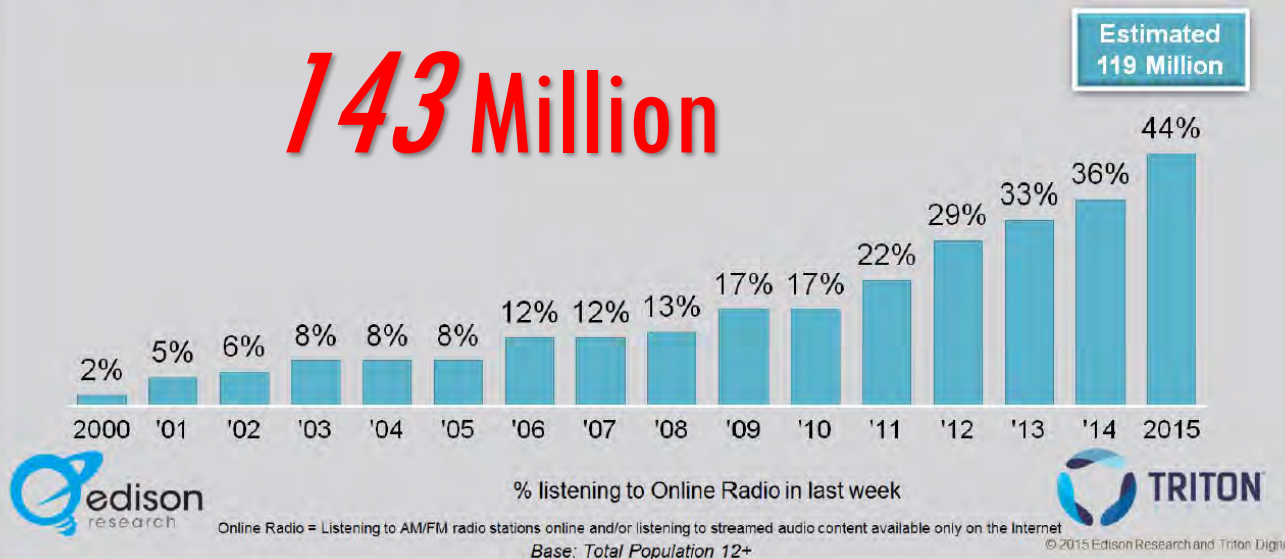
- **Transformation Talk Radio is designed to attract the Cultural Creatives, a mass multi-generational cultural and lifestyle market unparalleled in U.S. history.**
- **Approximately one of every four adult Americans, some 50 million people in the United States alone have the worldview, values and lifestyle of the Cultural Creatives, with about 80-90 million in the European Union.**
- **These individuals are now instituting a wave of progressive social, environmental, spiritual, and economic change.**
- **Their power as a consumer market remains virtually untapped.**
- **LOHAS describes a conservative estimate of these people to spend \$228.9 billion and growing.**

Online is **NOW** Mainstream!

TTN – The **NEW** Mainstream in Talk!

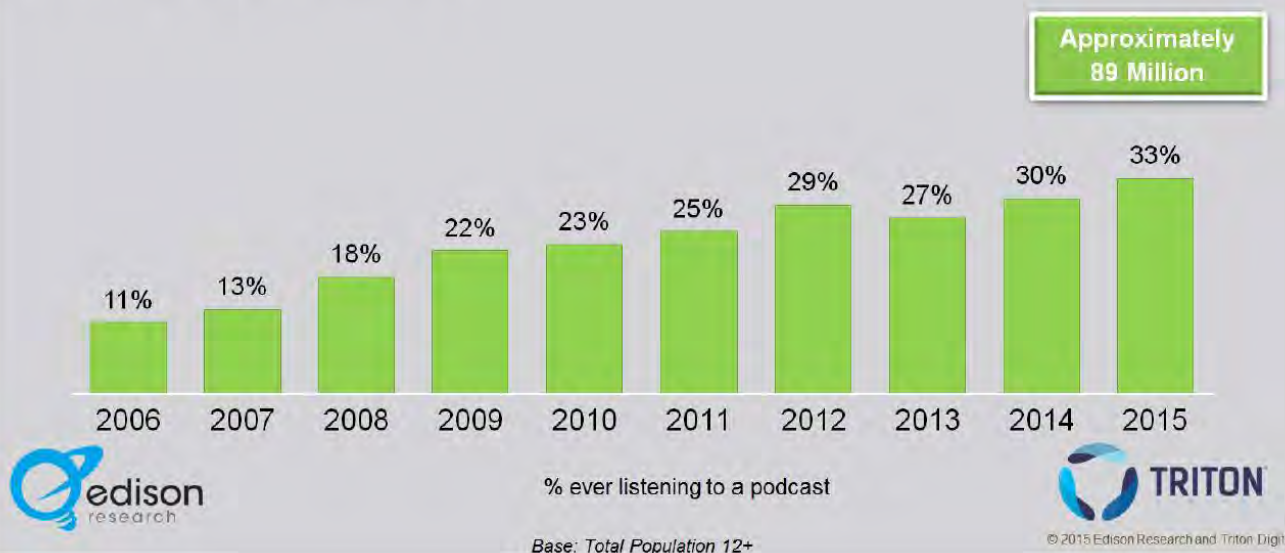
Weekly Online Radio Listening

143 Million



Podcast Listening

Approximately 89 Million



News Flash!

Estimated 89 Million people listen to Podcasts!

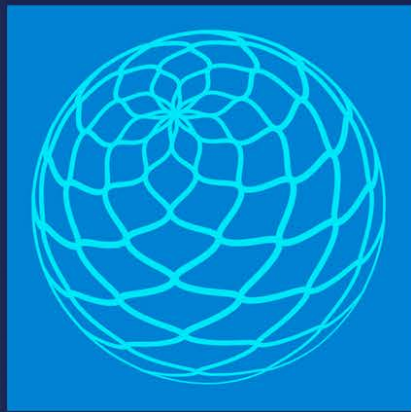
Women Listen & Consume 78% of moms listen to Online Radio!

Record Breaking 13 hours of radio Each Week!

53%

of Americans listen to Online Radio





The Lucid Planet

Become a sponsor today!

**Lucid Planet
Radio**



With International Radio Host

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