



WAVELENGTH MEDIA

2022 OVERVIEW

1.0 INTRODUCTION

Wavelength is made up of **three core parts.**

1.0

MEDIA - Established media channels supported by readers, brands and an ever growing e-commerce platform.

2.0

EVENTS - Entertaining and engaging our audience with live events containing highly memorable content and original brand experiences.

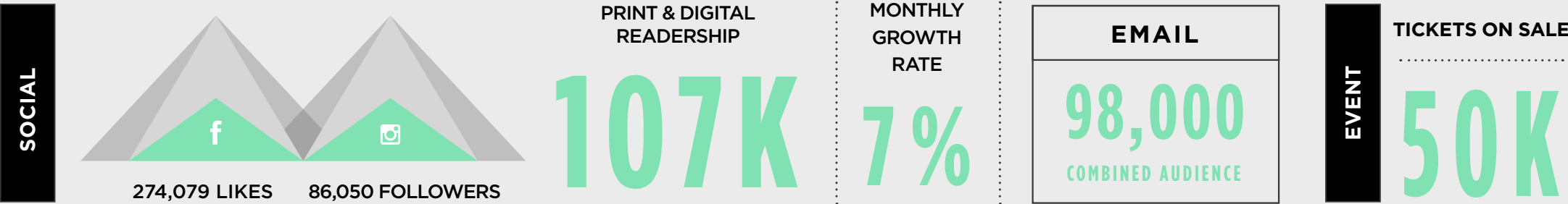
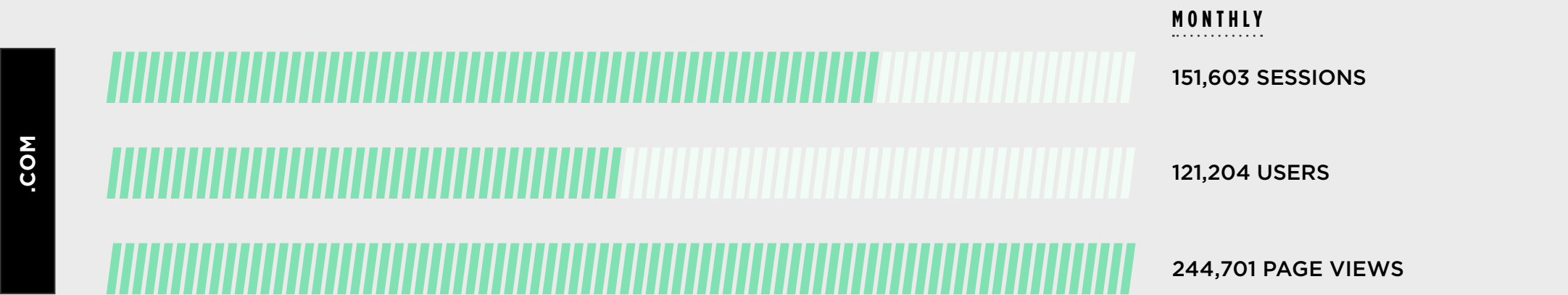
3.0

VENTURES - Finding and funding the next generation of high growth impact businesses

WHAT WE DO:

INSPIRE PEOPLE TO
GET **OUTDOORS** BE
HEALTHY AND LIVE
SUSTAINABLY.

2.0 MEDIA PLATFORM

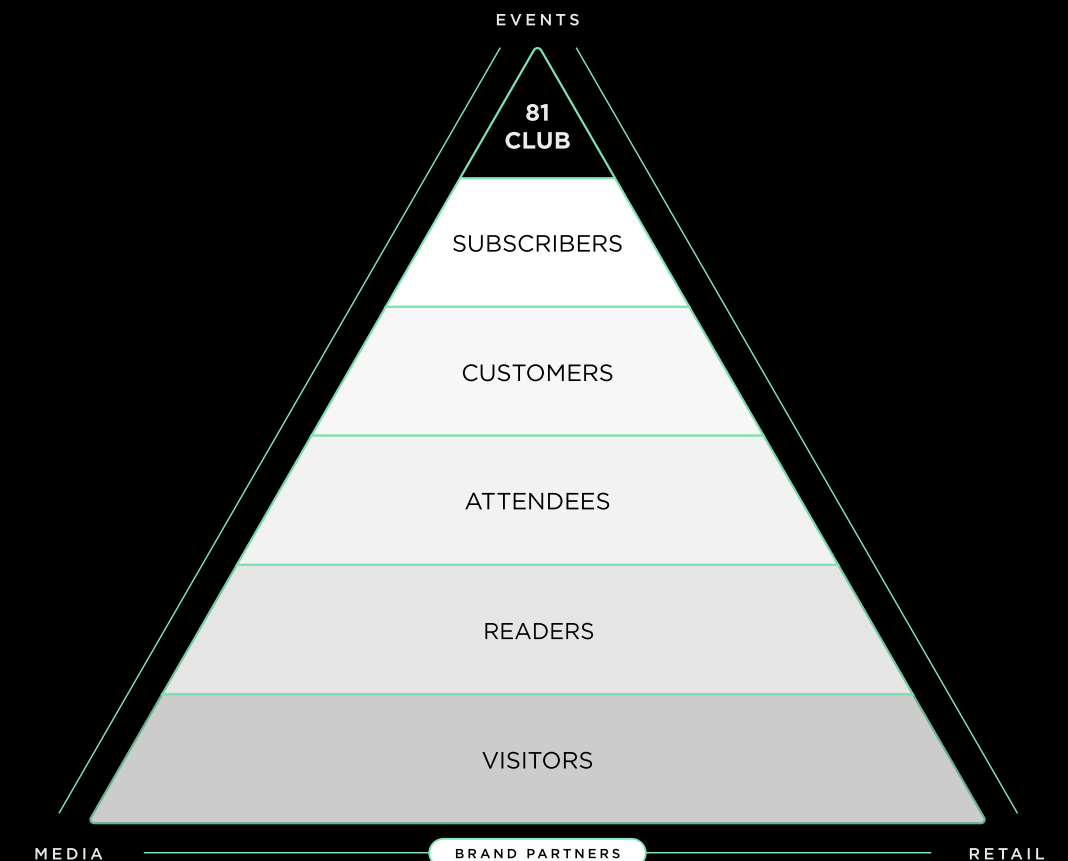
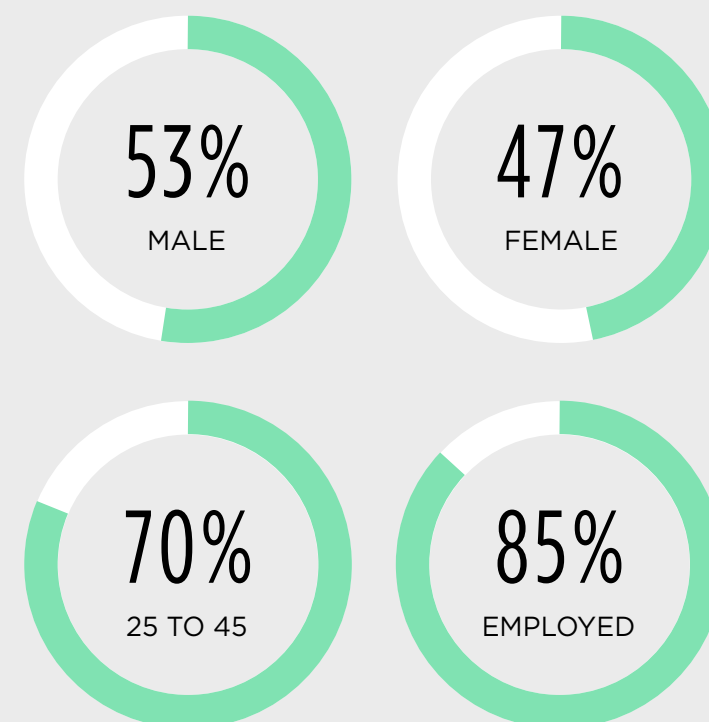


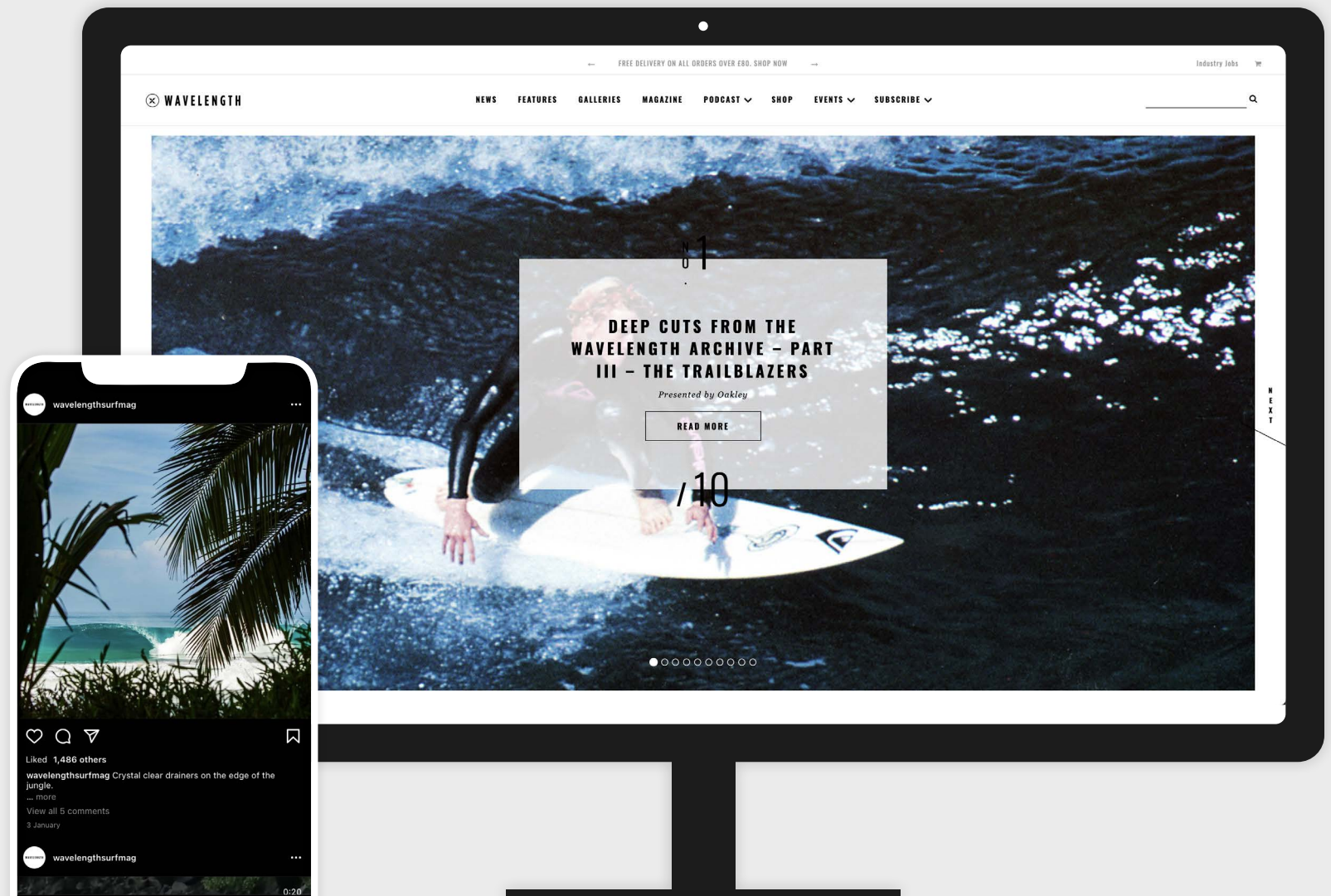
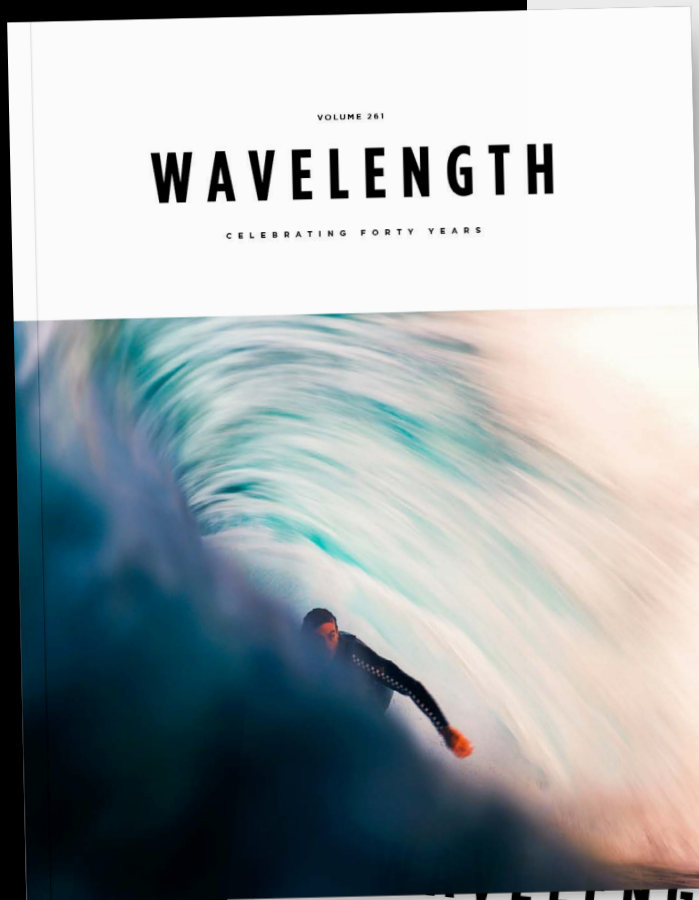
2.1 WAVELENGTH COMMUNITY

The **Wavelength Community** is at the core of everything that we do. Inspiring through content, delivering through experiences and enabling getting outdoors via the Wavelength store and good gear.

With **40 years of heritage and a community first approach** we have a very loyal and engaged community.

DEMOGRAPHIC







WAVELENGTH EVENTS

3.0 WAVELENGTH EVENTS

Estimating **40,000+ attendees** across our portfolio of events in 2022.

SPRING CLASSIC

FESTIVAL - NEW FOR 2022

A celebration of ride culture, music and van life. Aimed at 25 to 45 year olds who are keen to live well and have fun. Targeting a **5,000 person** festival in 2022.

DRIVE-IN

CINEMA - EST 2020

“The worlds most beautiful outdoor cinema” TimeOut

Born out of lockdown and significantly growing year on year. On track for **30,000+ attendees** in 2022.



COMMUNITY - EST 2021

Wavelength Surf Film Festival is an experiential event for the surf community to come together and enjoy the best surf flicks around. Delivered on the cliff tops of Cornwall and in the heart of Bristol for 2021 welcoming over 2,000 people. On track for **4,000+ attendees** in 2022.



SUSTAINABILITY - EST 2021

Inspiring people to live well and do good, in business and life. An event that embodies our ethos and plays into our experience of inspiring people and growing ‘good’ businesses. After a very successful inaugural year we plan to significantly scale this event to **5,000+ people** in 2022.

3.1 SPRING CLASSIC

SPRING
CLASSIC

27-30 *"A Moto & Ride,,
Culture Festival"*
MAY '21 WOOLACOMBE BAY, DEVON

NEW - WOOLACOMBE BAY 28-31 MAY

A celebration of ride culture, music and van life.

THE EVENT

5000+

Targeting the Wavelength demographic.

3x Stages

Hosting headline and emerging music talent.

10+ Activations

Surf invitationals, Motorbike rideouts, Trail runs, yoga sessions, cooking masterclasses and much more!

20+ Food Stalls

Bringing some of the world's best chefs to the cliffs tops of Woolacombe.

1500+ Campers

Living and breathing the ethos of the whole weekend festival.



3.2 THE DRIVE-IN

DRIVE-IN

EST. 2020

Born out of the first lockdown, the Drive-in series has quickly become one of Cornwall's leading tourist destinations and is an event people return year on year.

The aim is deliver **'the best night of the year'** for as many people as possible!

THE WORLD MOST BEAUTIFUL OUTDOOR CINEMA

TimeOut

4.9 / 5 FROM OVER
250 REVIEWS

Google / Tripadvisor



2021 RESULTS

WL Channel Reach

9m+

Shows

64

Media Reach

76m+

Attendees

22,000+

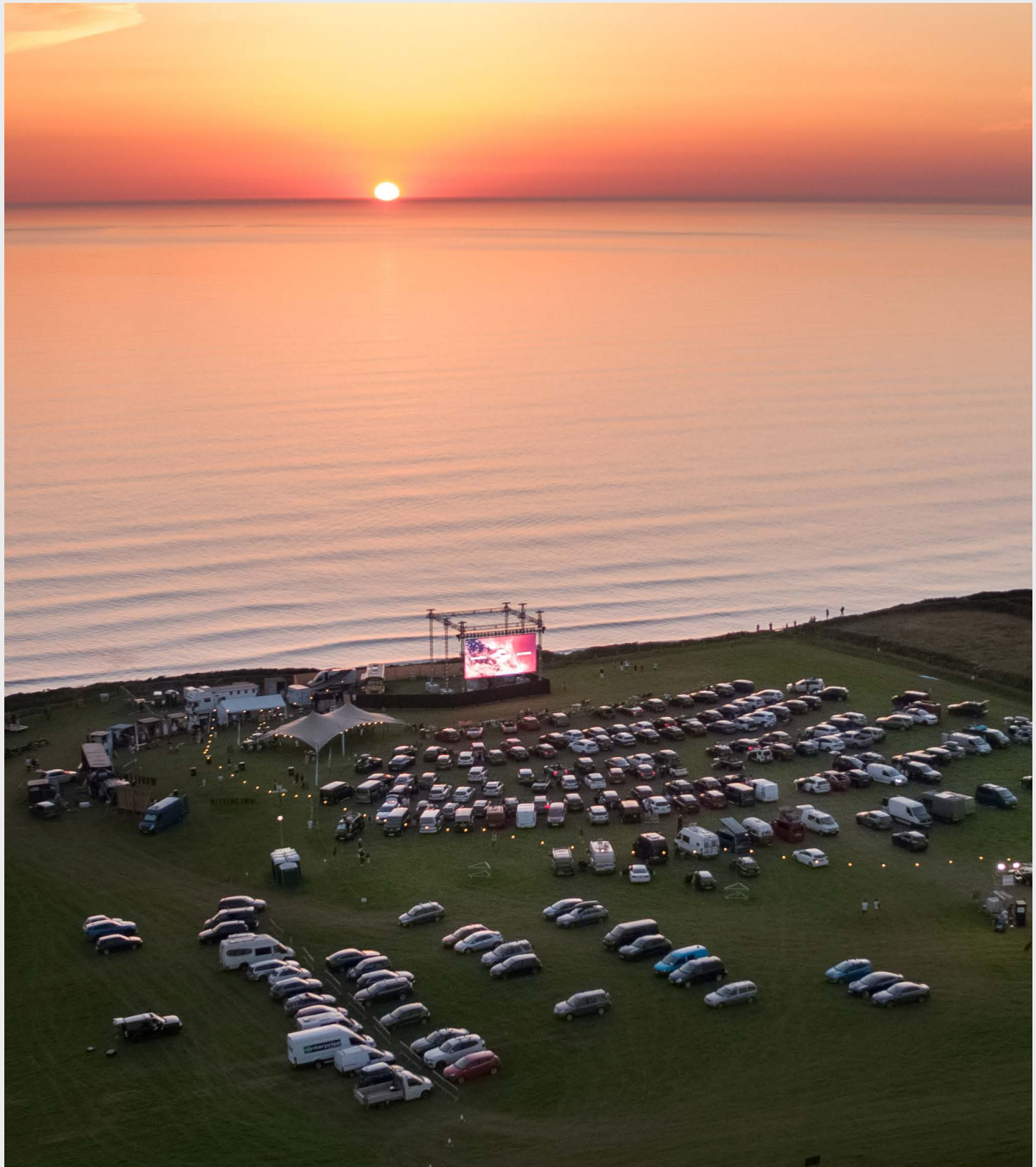
UGC Reach

15m+

2022 GROWTH

For year 3 we will continue to grow and evolve this event targeting **30k attendees while extending** the food offering developing more of an immersive experience for the whole family before and during the movies.





3.3 BLUE EARTH SUMMIT



EST. 2021

Inspiring people to live well and do good, in business and life.

An event that embodies our ethos and **plays into our experience of inspiring people** and growing 'good' businesses.

“ Calling all conference organisers. If you're thinking of putting something on, forget using the word delegates and housing it in some stuffy conference hall, do something mega like the guys did at the @blueearthsummit. We've had a stonker. ”

Brand Partner Jimmy's Iced Coffee

“ The BES was a great event – quite different (and far more interesting/entertaining) to the usual scientific conferences that I attend, and very stimulating. I look forward to hearing of the next events Wavelength is planning. ”

Attendee Dr Alastair I. Ward, Department of Biological and Marine Sciences, Hull University

2021 RESULTS

850+

Attendees made up of founder, investors, media

10+

Workshops focussed on delivering businesses for good

40+

Speakers from adventure pioneers to business leaders

3x

Experiential networking activities surfing, running and cycling

4x

Pitches from the next generation of high growth impact entrepreneurs on track to collectively raise £10m+

2022 GROWTH

The format will be extended for 3 days with a target of **5,000+ attendees**.





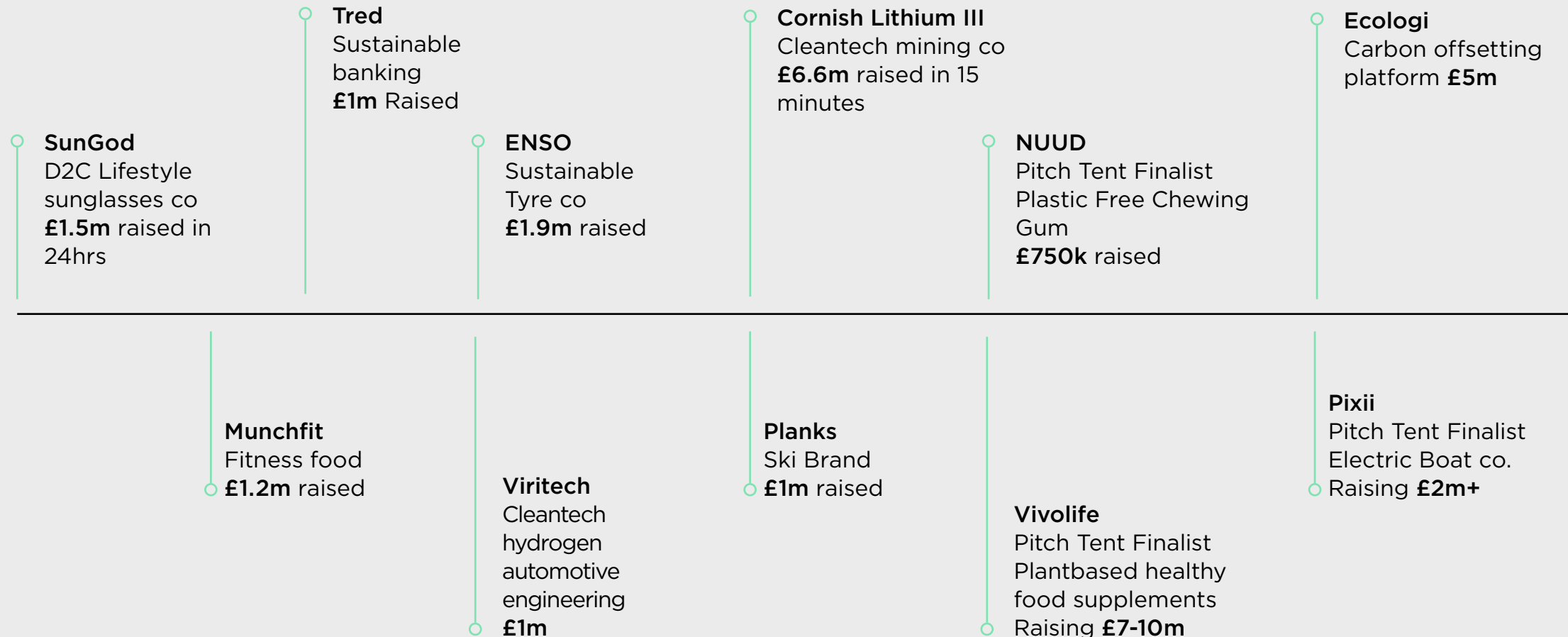
WAVELENGTH **VENTURES**

4.0 WAVELENGTH VENTURES

Specialising in supporting the growth of businesses that in some way align with our mission: to inspire people to get outdoors, be healthy and live sustainably. **WV**

£52 million raised for 18 different high growth impact businesses.

2021 RAISES



WORK WITH US

WAVELENGTH

2022

5.0 WORK WITH WAVELENGTH

Brands that work with Wavelength are able to benefit from **being part of our ecosystem with all three division complementing** and supporting each other.



5.1 TIMELINE

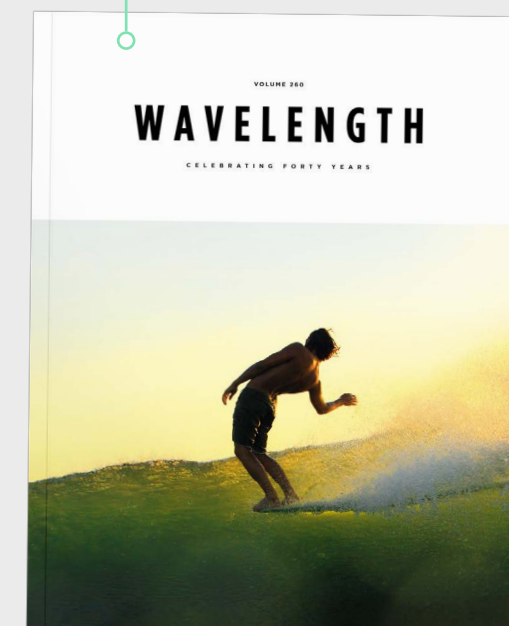
Key events in the
Wavelength 2022 calander.

VOL 262 Launched
MAY



DRIVE-IN
JULY / AUGUST

Vol 263 Launched
OCTOBER



5.2 2021 BRAND PARTNERS

ALL IN



MEDIA



EVENT



WHERE TO FIND US

LONDON

MOTHER
The Biscuit Factory
10 Redchurch Street
London
E2 7DD

EXETER

THE GENERATOR
Quayhouse
Kings Wharf
Exeter
EX2 4AN

NEWQUAY

C-SPACE
5-7 The Crescent
Newquay
TR7 1DT

HELLO@WLMEDIA.CO.UK