Planet Experts

MEDIA KIT / 2016

A Global Media Hub
Driving a Sustainable Future

PLANET EXPERTS
Know Your Planet
Planet Experts is a Los Angeles-based multimedia platform focused exclusively on the urgent challenges and innovative solutions concerning human and planetary health.
WHAT WE DO /

Planet Experts creates, produces & aggregates digital content to highlight global sustainability issues and amplify the dedicated efforts of scientists, activists, innovators, entrepreneurs, consumer brands, celebrities and other notables working to protect our planet.

Since our mid-2014 launch, we have:

• published thousands of articles;
• created first-class video content;
• forged partnerships with over 190 Experts and NGOs; and
• developed a robust readership and social media following.

Eastern Puma Declared Extinct, Removed From Endangered Species List
Planet Experts Responds to Leo’s Climate Haters
Switzerland Installs Algae Farm Over Highway to Suck Up Carbon Emissions
Climbing Towards A Sustainable Future With Alex Honnold
OUR VIEWERSHIP /

We’ve cultivated a geographically broad, Millennial-majority audience.

Gender

- 51% Male
- 49% Female

Age

- 56% 18-35
- 18% 35-44
- 11% 45-54

Top Countries

- United States
- Canada
- United Kingdom
- Australia

5+M page views & impressions

Our social presence is strong and growing!

- 18K Facebook Likes
- 6K Twitter followers
- 1.7+M Google+ views
- 600+ Instagram followers (recently launched)
We are big picture thinkers and committed change makers with over 50 years of collective experience in digital & social media, film & television production, publishing, sustainability, journalism, law, policy and public relations & marketing.

David Booth Gardner
Founder & CEO
David is a veteran television writer, director and producer with a long-standing commitment to the environment.

Pierce Nahigyan
Editor in Chief
Pierce is a skillful writer and editor with particular experience reporting on climate, conservation, energy and related economic issues.

Ariane Sims
Senior Vice President
Ariane is an accomplished attorney and business manager with a strong background in environmental affairs and sustainability.

Brian Klonoski
VP of Strategy
Brian is a writer, editor and environmental photographer who has managed production and strategy at some of the largest web properties in the world.

Jay Jasinski
Social Media Manager
Jay specializes in campaigns and content strategy for digital agencies, major brands and startups.

Gustavo Morais
Creative Director
Gustavo is a digital marketing, branding and website design expert for clients such as Disney and Fox.
From scientists to activists, and from innovators to entrepreneurs, we feature some of the brightest minds of our time. Notable examples include:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
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<tbody>
<tr>
<td>Mark Tercek</td>
<td>President &amp; CEO/ The Nature Conservancy</td>
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<tr>
<td>Dr. Michael Mann</td>
<td>Distinguished Professor of Meteorology/ Penn State University</td>
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<tr>
<td>Dr. Marcus Eriksen</td>
<td>Co-Founder &amp; Director of Research / 5 Gyres Institute</td>
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<tr>
<td>Dr. Sylvia Earle</td>
<td>Founder / Mission Blue and Former NOAA Chief Scientist</td>
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<td>Dr. Katharine Hayhoe</td>
<td>Director / Texas Tech’s Climate Science Center</td>
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<td>Dr. Andrea Marshall</td>
<td>Founder / Marine Megafauna Foundation</td>
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<tr>
<td>Leila Salazar-Lopez</td>
<td>Executive Director / Amazon Watch Watch</td>
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<tr>
<td>Kelly Vlahakis-Hanks</td>
<td>CEO / Earth Friendly Products</td>
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<tr>
<td>Dr. Chris Lowe</td>
<td>Professor of Marine Biology &amp; Director / CSULB Shark Lab</td>
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<tr>
<td>Grace Ge Gabriel</td>
<td>Asia Director / International Fund for Animal Welfare</td>
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<tr>
<td>Dr. Paula Kahumbu</td>
<td>CEO / WildlifeDirect</td>
</tr>
<tr>
<td>Shivana Bhalla</td>
<td>Founder &amp; Executive Director / Ewaso Lions</td>
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OUR NGOs /

Our partner organizations are world-renowned for their groundbreaking work in planetary health and human rights. They include:

- 5GYRES
- AMAZON WATCH
- WWF
- SACHAMAMA
- Cheetah Conservation Fund
- EARTHECHO INTERNATIONAL
- DIGDEEP
- TreePeople
- The Climate Reality Project
- CENTER for BIOLOGICAL DIVERSITY
- MISSION BLUE
- Heal the Bay
HOT TOPICS /

Sponsor a hot topic that aligns with your brand and its mission.

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
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<tbody>
<tr>
<td>• New Year’s Resolutions</td>
<td>• International Polar Bear Day</td>
<td>• World Water Day</td>
<td>• Earth Day</td>
</tr>
<tr>
<td>• Sustainability Resolutions</td>
<td></td>
<td>• World Wildlife Day</td>
<td>(Celebrate with us for the entire month!)</td>
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<td></td>
<td></td>
<td>• International Women’s Day</td>
<td></td>
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<tr>
<td>MAY</td>
<td>JUNE</td>
<td>JULY</td>
<td>AUGUST</td>
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<tr>
<td>• Mother’s Day</td>
<td>• World Ocean Day</td>
<td>• Shark Awareness Day</td>
<td>• World Lion Day</td>
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<tr>
<td>• International Biological Diversity Day</td>
<td>• World Day to Combat Drought &amp; Desertification</td>
<td>• International Tiger Day</td>
<td>• Indigenous Peoples Day</td>
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<tr>
<td></td>
<td>• Father’s Day</td>
<td>• Father’s Day</td>
<td>• World Elephant Day</td>
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<td></td>
<td>• World Giraffe Day</td>
<td>• World Giraffe Day</td>
<td>• International Orangutan Day</td>
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<tr>
<td>SEPTEMBER</td>
<td>OCTOBER</td>
<td>NOVEMBER</td>
<td>DECEMBER</td>
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<tr>
<td>• Cycle to Work Day</td>
<td>• International Day of Climate Action</td>
<td>• Thanksgiving</td>
<td>• International Cheetah Day</td>
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<tr>
<td>• World Car-Free Day</td>
<td></td>
<td>• Giving Tuesday</td>
<td>• World Soil Day</td>
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PLANET EXPERTS
Know Your Planet
We love supporting brands that are changing the world – one sustainable product at a time.

Here are several of our stories on pioneering companies and their leaders...

Rick Ridgeway of Patagonia

Kelly Vlahakis-Hanks of Earth Friendly Products

Dr. Sascha Kuehn of Kraftwerk

Tender Greens: How A Healthy Food Franchise Became a Refuge for At-Risk Youth
BECOME A PLANET EXPERTS BRAND PARTNER/

Let us craft a custom partnership and highlight the issues that matter most to your brand.

- Whole site takeover
- Branded page with sponsored content
- Banner ad on homepage
- Social media campaign & conversation (e.g., Twitter chats)
- Banner ad on designated topic pages
- Distribution of video content
- Creation of unique video content (see our Sizzle reel & our World Sea Turtle Day Video)
- Dedicated Newsletters

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Your Brand Here
Brand Header / Hero Image
1600 x 350

Video Content

Sponsored Content

Your Brand Here
Background Takeover

Your Brand Here
Horizontal Banner
950 x 245
BENEFICIAL PARTNERSHIPS

Synergistic partnerships between sustainable brands and NGOs offer a win-win alliance by shedding light on each organization’s positive impact.

Interested in a beneficial partnership with an NGO?

Given our close relationships with non-profits working in a variety of fields – wildlife and habitat conservation, marine ecosystems, safe water access, clean tech and renewables, indigenous peoples, environmental education and more – we can facilitate a constructive connection between your company and the most appropriate NGO.
TESTIMONIALS/

Dr. Laurie Marker
Founder & Executive Director of the Cheetah Conservation Fund

Planet Experts provides a much needed forum and content-sharing platform for conservation issues. Having access to the targeted audience they bring is invaluable.

Dr. Erica Wohldmann
Associate Professor at California State University, Northridge

I am inspired by the quality of the content on Planet Experts, and appreciate this platform as an outlet for my own work. It’s exciting to be part of a community that is working together to create a better world.

Captain Chris Wade
Marine Biologist, Captain of the Shark Research Vessel Sea Watch & Founder of SharkBoat

As a marine biologist and ocean advocate working out in the field, I was thrilled to be introduced to Planet Experts — which has built a family of incredible people and potential collaborations that would not otherwise be possible.

Dr. Les McCabe
President & CEO of Global Green

Planet Experts provides an engaging and dynamic portal for the public to better understand the challenges of the climate crisis and to become engaged climate citizens.
CONTACT

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