



MEDIA KIT

NOVEMBER 2021



A PERSONAL STORY

Some might mistakenly call it a midlife crisis; others – a call to the wild. But, when at the age of 50, Palle Bo strapped his microphone and a few essentials to his back, headed straight for the airport and jumped on the next flight out of Denmark, he knew it was a midlife calling.

You see, having spent 36 years in radio, Palle realised that only his voice had reached the farthest corners of the globe. So, he sold his car, home, and furniture and said goodbye to his routined existence. He knew it was a ‘now or never’ moment: he had to head out into the world and take a big gulp out of the jug of life. “Bottom’s up”, he thought to himself as the plane took off.

When he landed in Tallin, Estonia, Palle was a different man. Somewhere over the Baltic Sea, he decided to become a digital nomad – in other words, he started living.

Since then, this dapper Danish vagabond and his microphone have travelled to 97 UN Nations and a handful of other countries, documenting his extraordinary experiences for the benefit of his loyal listeners.



AWARD WINNING RADIO PRODUCER

Palle Bo's passion for radio and creating great audio started all the way back in 1985. It was a passion back then and is still a passion now. Having worked with radio and podcasting professionally for that many years has gained him a reputation of one of the best.

MARKETING BACKGROUND

Palle's background is advertising. First as a graphic designer and then as one of the leading experts in Europe on radio advertising.

RADIOGURU

In 2007, he founded the production company, RadioGuru, and from 2010-2015 he won awards for "Best Radio Commercial of the Year" six times in Denmark and has even been a finalist at the Cannes Lions for best radio commercial.

He's done lectures and workshops on the topic at conferences in 20+ countries around the world and the author of a book on how to write and produce better radio spots.

DIGITAL NOMAD

Today he runs RadioGuru as a digital nomad, and for years he's producing podcasts for companies like Ramboll and The LEGO Group.

He's also the co-host and producer of the official TBEX podcast, Travel Matters.



WHY LISTEN TO A 50+ YEAR-OLD TRAVELLER?

Palle Bo is one of the most unique travel podcasters on the planet, here's why:

EXPERIENCED

Thanks to his 36 years of specialised experience in radio, the award-winning production quality is second to none on The Radio Vagabond podcast.

CULTURAL

He is socially/ecologically conscious, meaning that his content is rife with important messaging as he illuminates the truth and sheds light on different cultures and ways of life.

UNTAPPED DEMO

He reaches an untapped demographic of over 40s who have grown up listening to the radio and thus prefer podcast listening over other digital content mediums.

PERSONAL

He invites his listeners into his personal growth story as he is moulded by the experiences he lives and the people he meets.

GOOD WITH PEOPLE

He is an expert in talking to people and getting them to relax and open up. That makes his interviews and casual chats not only entertaining but also meaningful and informative.

INSPIRATIONAL

He elicits a deep sense of wonder and exploration in people who dream about 'pulling a Palle' – ditching their ordinary existence in favour of travelling the world and living their best lives.



DEMOGRAPHICS

	PROFILE 1	PROFILE 2	PROFILE 3	PROFILE 4
AGE	35-50	50-65	40-55	18-35
GENDER	Male	Female	Male	Female
LOCATION	Western World	Western World	USA	Europe
SALERY	Medium/high	Medium	High	Low/medium
JOB TITLE	Own business / manegement	Stay at home / working mom	Business owner	Digital nomad / marketer / influencer
EDUCATION	Tertiary	Tertiary	College	College
LISTENER SPLIT	30-40%	25-35%	20-30%	10-15%
HOBBIES	Outdoor adventure, travel, business trends	Hiking, reading, amateur blogging	Sport, social responsibility, philanthropy	Travel, yoga, social media, help/make a difference
<i>in The</i> FAMILY	Single, married, kids	Maried, kids, grand kids	Divorced or NM	Single, no kids
PRIMARY GOAL	Would like to travel more and learn more about different cultures	Escapism, vicarious travel, lean about different cultures	To change his life and find adventures.	To get inspiration to sustain a profitable business while solo travelling.
HOW TRV HELPS	He travels vicariously through TRV and is in touch with various socio-cultural issues.	'Armchair travel' vicariously and experience adventure from the comfort of her home.	He becomes inspired and sees TRV as proof that life is not meant to be lived just one way.	Showing how to be competitive, profitable and entertaining while on the road.
MARKETING MESSAGE	Experience the sights and sounds of different countries and cultures in a travel podcast each week from the comfort of your own home.	Travel is possible at any age. Your sense of adventure is just over the horizon – so reach out and grab it	The Radio Vagabond is your guide to taking that first step towards living a more fulfilling and adventurous life. If Pallo Bo can do it, Why can't you?	Get travel hacks and tips from a veteran nomad. Travel alone for a unique experience for personal growth which you can put back into your business.

VISION STATEMENT

The Radio Vagabond podcast is the ultimate destination for armchair travellers who are looking for inspiration to get out into the real world and let loose their wanderlust.

MISSION STATEMENT

Expose people to the world around them through a world-class travel podcast that is culturally sensitive and incredibly entertaining.

BRAND PROMISE

Through the creation of a fearless and socially conscious travel podcast, The Radio Vagabond builds a world full of discovery and excitement for audiences across the globe.



EPISODE #207
Guatemala 2021



FEARLESS

Courageous in the face of the unknown

INCLUSIVE

A space where people from different walks of life find common ground

INTEGRITY

To shine a line on real stories from across the globe



EPISODE #144
Sri Lanka. 2019



EPISODE #119
The Gambia, 2018



Elephant Sanctuary in Thailand



The World's Highest Bungy Jump in Macao



Scuba Diving in The Philippines

FOLLOW THE ADVENTURES OF THE RADIO VAGABOND

FULL-TIME TRAVELLER

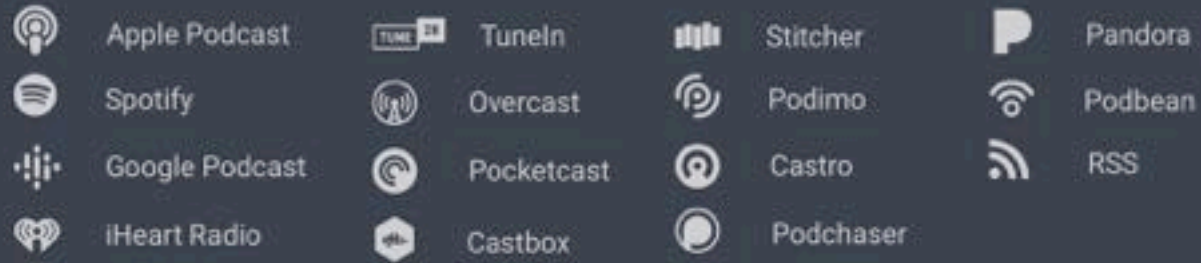
5.5 years. 97 countries. 48 US states. 382 different 'homes'... so far.



Hot Air Ballooning in Cambodia

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TheRadioVagabond.com or in any podcast app.



Point your camera here if you have
an iPhone with Apple Podcast.



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