

MEDIA INFORMATION | LUXURY & LIFESTYLE

Wild by nature

Top 100 Nature Podcast | Media pack

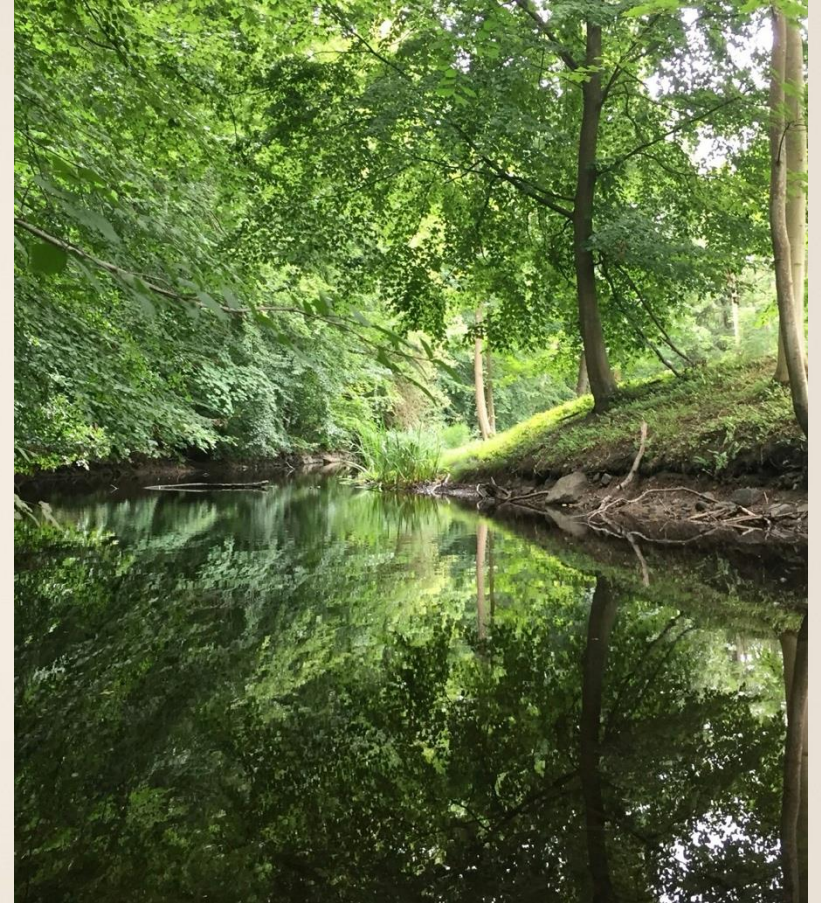
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A conversation about *what nature means to us.*

Wild By Nature is an unhurried, long-form podcast exploring the human relationship to the natural world — the places, encounters and inner ground that shape how the people who shape taste, culture and how we choose to live.

Through unhurried dialogue with leaders across science, culture and creative life, it reveals nature as a guiding presence — a source of beauty, craft and meaning — woven through how we live, create and find value in the world.



Top 100

nature podcasts at launch, Apple Podcasts US | UK top 30

Launch placement that signals resonance — listeners actively seeking conversations of substance about the natural world.

Apple Podcasts, nature category

Dr Vian Sharif

Founder. Aviator. Conservationist.

Founder and President of NatureAlpha, the AI-native platform mapping the natural world for global business. Ambassador for the Circular Bioeconomy Alliance under His Majesty King Charles III's patronage. Conservation aviator with active fieldwork in Southern Africa. Moves fluently between boardroom and bush — the rare combination this conversation requires.



PROFILE

Founder & President, NatureAlpha

Ambassador, King Charles III's Circular Bioeconomy Alliance

Conservationist & aviator

Listened to by

the people who set taste and value beauty.

A quality-first audience proposition. We do not sell reach: we offer alignment with a discerning, affluent audience that prizes craft, provenance and meaning — and increasingly expects the brands it chooses to share those values.

DISCERNING & AFFLUENT

High-net-worth individuals and households who buy with intention and value experiences over excess.

FOUNDERS & COLLECTORS

Entrepreneurs, principals and collectors of art, design and fine objects who appreciate heritage, rarity and craft.

Listener data will be shared once the show passes its first measurement window.

CULTURAL TASTEMAKERS

Designers, creative directors, editors and cultural leaders who shape what the discerning world admires next.

CONSCIOUS CONNOISSEURS

Affluent consumers for whom sustainability and provenance are now part of true luxury, not a compromise on it.

Who listens

and why it matters.

Thoughtful adults accomplished by conventional measures, yet drawn to a deeper relationship with nature, purpose and meaning — and to long-form conversation that takes them seriously.

35—60

Core listener age range

UK & US

Primary markets

TBD

Total downloads (pending)

TBD

Apple Podcasts rating (pending)

P R O F E S S I O N A L L E A D E R S

Leaders across business, design and culture seeking purpose and reconnection beyond conventional success.

P U R P O S E S E E K E R S

Educated, reflective adults drawn to long-form, meaningful content. Curious, not ideological — searching for depth.

N A T U R E A D V O C A T E S

Researchers, educators and conservationists working at the intersection of nature, wellbeing and human potential.

How we can *work together.*

H O S T I N T E R V I E W S

Feature interviews, guest appearances and panel discussions on the natural world, craft and beauty, conscious living and purpose-led leadership.

P U B L I C A T I O N F E A T U R E S

The show's Top 100 chart debut and positioning offer compelling angles for nature, wellness, business and podcast-industry press.

P O D C A S T C R O S S - P R O M O T I O N

Guest appearances on aligned shows whose audiences share Wild By Nature's values — the benefits of connection to the natural world, wellness, mindfulness, leadership and purposeful living.

B R A N D P A R T N E R S H I P S

Wild By Nature is open to partnerships with purpose-driven houses and brands seeking a thoughtful, highly engaged and discerning audience.

Three differentiators *set it apart.*

I.

Understanding your world

Not a journalist chasing a trend — a founder who builds the technology mapping the natural world for global business, and who flies leopard surveys at weekends. A host who understands both the discerning consumer and the values your house increasingly stands for.

II.

Long-form, slow tempo

Forty-five to seventy-five minutes. The form invites the kind of depth a Davos panel cannot.

III.

Calibre of conversation

Built to attract figures of substance who turn down most podcasts. Partners sit alongside voices that shape culture, craft and how the world thinks about the living world.

The room *we are building.*

A I R E D / C O N F I R M E D

Dr Marc Berman

Environmental neuroscientist, University of Chicago

Dr Marc Palabí

CEO, King Charles III Circular Bioeconomy Alliance & Chief Nature Officer, Lombard Odier

Gary Evans

Founder, The Forest Bathing Institute

Amos Clifford

Founder, Association of Nature & Forest Therapy

Rue Mapp

Founder & CEO, US Environmentalist

John Farnsworth

Naturalist & author, Santa Clara University

Jenna Nicholas

CEO, Impact Experience; impact investor & author

Representative slate. Partner brands sit alongside voices of this calibre.

I N P I P E L I N E / I N C O N V E R S A T I O N

H.E. Razan Al Mubarak

President, IUCN

Christiana Figueres

Architect of the Paris Agreement

Vice President Al Gore

Climate statesman; Nobel Laureate

Jes Lefcourt

Director, EarthRanger (Ai2) & SMART alliance

Supporting awareness

for houses and brands with a genuine story to tell about craft, provenance and nature.

- Fashion and leather goods houses where natural materials, craft and provenance are central to the story
- Fine jewellery and watchmaking maisons rooted in rare materials, heritage and responsible sourcing
- Beauty, fragrance and wellness brands drawing on botanicals and the natural world
- Luxury hospitality, travel and automotive marques built on place, escape and the finest experiences
- Fine wines, spirits and gastronomy houses where terroir and the land are the source of quality

Partnering*

P A T R O N

Series partner

Headline association across an entire season (16 episodes). Brand integration into opening and closing, a co-created signature episode on a theme close to your house, and rights to repurpose episodes for brand and client storytelling. Limited to one house.

S T E W A R D

Theme partner

Partnership of a thematic strand within the season (e.g. craft and materials, provenance, conscious living). Brand integration across relevant episodes and editorial input on direction.

C O M P A N I O N

Episode partner

Single-episode partnership with host-read placement, brand acknowledgement in show notes and social assets, and shareable assets. Suited to houses testing fit before committing to a longer engagement.

**Price on application.*

Next steps.

Please contact us for a short call to walk through fit, scope and editorial alignment.

C O N T A C T

Cathena Evans

Producer, Wild By Nature

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