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**Supplementary Information** 



Fig. S 1 Difference spectrum (Ru<sub>bound</sub> – (Ru<sub>free</sub> + DNA)) of Ru-tpy (black) and ΔRu-bpy (red) in 150 mM NaCl solution at 25°C.



Fig. S 2 Reverse absorption spectral titration carried out for Ru-tpy (5  $\mu$ M) by addition of AT-DNA in a 150 mM NaCl solution at 25°C. The spectra follows the addition of 0-8 [base pairs] / [Ru]. The arrows indicate the course of reaction as increasing amounts of AT-DNA is added to the solution. To avoid dilution equal amounts of 5  $\mu$ M Ru-tpy was added simultaneously. The increasing hypochroism at 372 nm upon addition of AT-DNA is depicted in the inset of Fig. S 2.



Fig. S 3 Reverse circular dichroism titration of Ru-tpy (5  $\mu$ M) with AT-DNA in a 150 mM NaCl aqueous solution. The spectra follows the addition of 0-7 base pairs per complex.



Fig. S 4 Reduced Linear dichroism spectra of Ru-tpy in the presence of ctDNA in a 150 mM NaCl aqueous solution at [base pairs] / [Ru] ratios of 8 (blue), 4 (red) and 2 (green) in 10 mM NaCl solution. The concentration of ctDNA is 270  $\mu$ M nucleotides.



Fig. S 5 Absorption spectral titration carried out for AT-DNA (12  $\mu$ M nucleotides) by addition of Ru-tpy in a 150 mM NaCl solution at 25°C. The spectra follows the addition of 0-2 [Ru] / [complex]. The arrow indicate the course of reaction as increasing amounts of Ru-tpy is added to the solution. To avoid dilution equal amounts of 12  $\mu$ M AT-DNA was added simultaneously.



Fig. S 6 The first 4 columns of V plotted against row number. Blue: v1 (s1=100); green: v2 (s2=2.45); red: v3 (s3=0.23); light blue: v4 (s4=0.18).



Fig. S 7 The first 4 columns of U plotted against wavelength. Blue: u1 (s1=100); green: u2 (s2=2.45); red: u3 (s3=0.23); light blue: u4 (s4=0.18)



Fig. S 8 <sup>1</sup>H NMR spectrum of [Ru(tpy)(py)dppz](PF<sub>6</sub>)<sub>2</sub> dissolved in acetone-d<sub>6</sub>.