

More brand awareness with Germany's most used weather forecast

Mediakit 2026

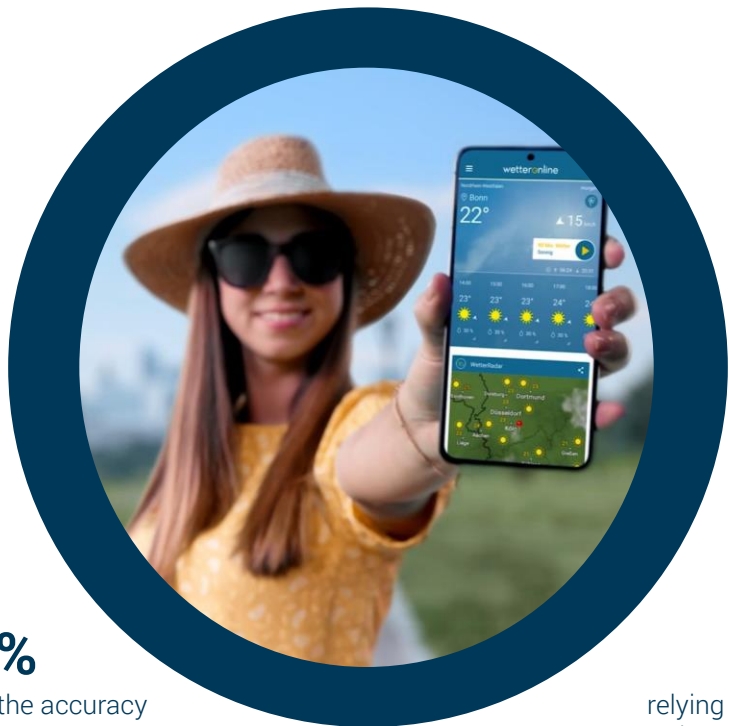


wetteronline

9 out of 10 check the weather via app

90%

of all German smartphone owners use a weather app



71%

use their weather app daily

98%

of all 30 – 49-year-olds use weather apps

77%

are happy with the accuracy of the forecast

48%

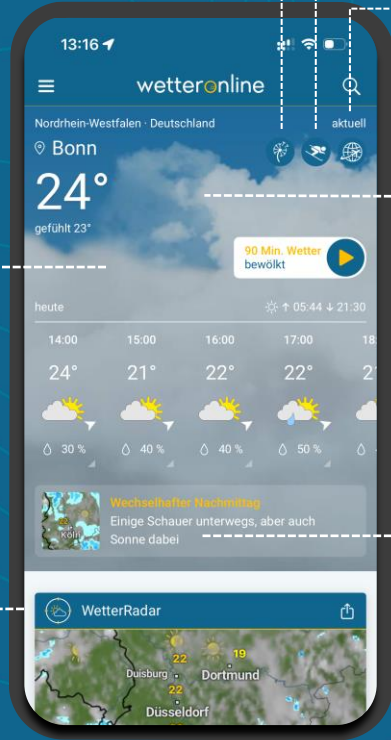
relying on the weather forecast when choosing what to wear

56%

check the weather in the morning



Current weather hourly, weekly, 14-day forecast



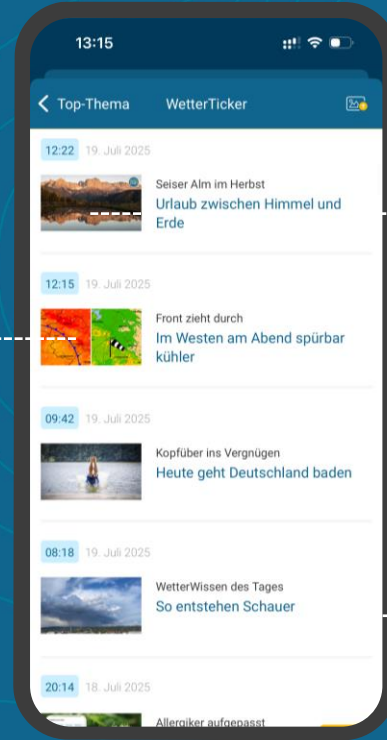
Clouds, rain, wind, thunderstorms

Pollen forecast
Snow prediction
Travel weather

All locations worldwide

Editorial background

Push notification



Leisure - inspiration

Weather facts explained simple

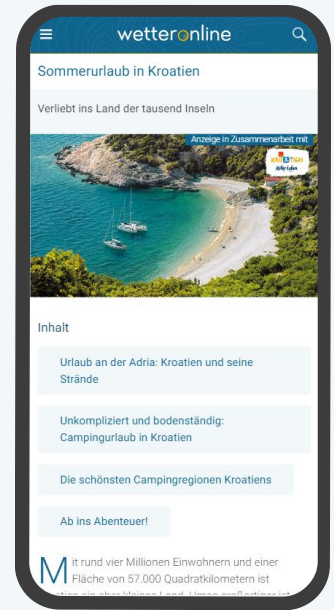
Digital ad solutions for your brand



Brand awareness boost
General Interest Roadblock



Situational approach
1st-Party Weather Targeting



Inspirational storytelling
Native Advertorials

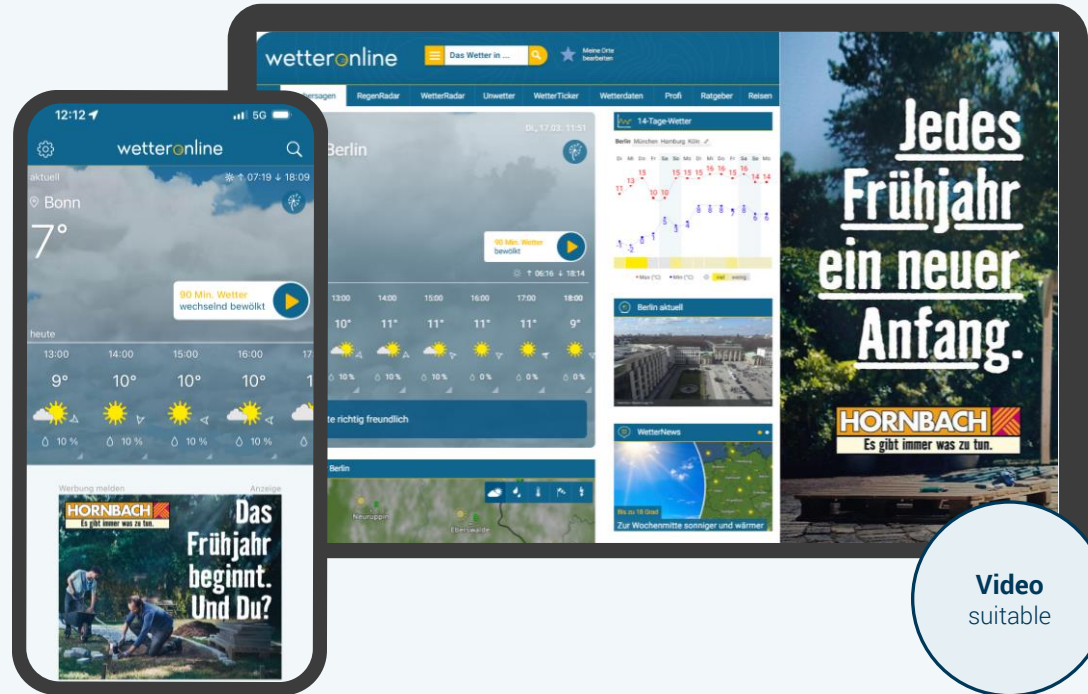
Your brand awareness boost

General Interest Roadblock

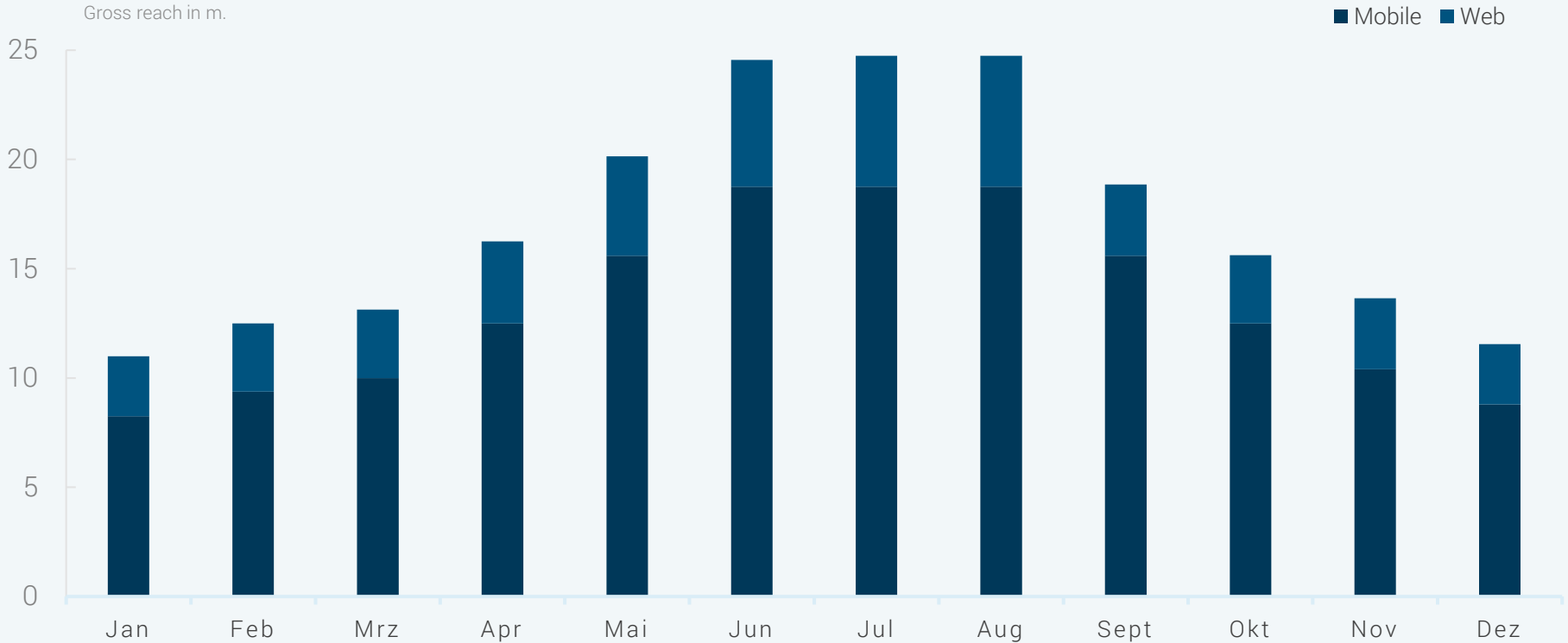
Achieve maximum brand awareness in a single day with our Takeover-Placements. Available with 100% exclusivity or as a situational placement based on the weather.

Your benefits

- ✓ Up to 25 m. ad contacts per day
- ✓ Eye-catching creatives
- ✓ Attractive CPMs
- ✓ Always brand safe



Highest national daily reach



Situational approach depending on weather



Display weather targetings

With our 1st party data



Perfect Timing

From BBQ-Weather to Pollen-Count or exact °C to trigger emotions



We'll reach your target group

With high engagement

Weather-Targetings

Conditions		Fixed categories	
Temperature in °C	Any temperature	Spring day	Maximum temperature of the day greater than 15°C
Sun	The sun shines all day long	Summer day	Maximum temperature of the day greater than 23°C, sunshine
Rain	During the day there is precipitation	Autumn day	Maximum temperature of the day below 15°C, minimum temperature at night below 10°C
Snow	There's snow during the day	Winter day	Maximum temperature of the day below 10°C, minimum temperature at night below 0°C
Wind	During the day it will be windy	Beasty weather	The day is cold and rainy/stormy, the amount of rain is greater than 10 mm.
Storm	It'll be stormy during the day	Storm	Hail, storm, heavy rain threaten on the day
Thunderstorm	There will be thunderstorms during the day	Pollen count	Pollen flight over the day with 14 different types of pollen
Cold temperatures	It does not get warmer than 5°C (winter), 10°C (spring, autumn), 15°C (summer)	Beach weather	Temperatures above 20°C and no rain
Warm/hot temperatures	It gets warmer than 20°C It gets warmer than 25°C	Barbecue weather	Mild temperatures in the afternoon, dry and calm in the evening



Advertorials with guaranteed attention



High number of guaranteed Readers

Easily up to 100k qualified Readers



Impeccable Content-Quality

Thanks to experienced inhouse editorial team



100% target group coverage

Through corresponding creatives and billing via **Cost-per-Read**



Guaranteed awareness through WetterOnline ROS-Promotion

Available on WetterOnline for 365 days



3 Min.
Interaction

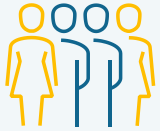


Become visible across our entire cosmos



Our users for your brand

m/f, +30yrs, outdoorsy and consumer-oriented enthusiasts



Women

Men

30-59 years

At least A-Level

Employed

Net household income
3,000 € and more

48%

52%

64%

38%

71%

43%

93*

107*

126*

119*

124*

131*





Now available: Targeting segments for Display Ads

Reach your target audience precisely with emetriq among 23 million WetterOnline users. With over 600 target audience segments available from 150 million active profiles, the data pool is updated daily by renowned German media companies and market research institutes. 100% compliant with data protection regulations. Simply add it to your booking. Starting at just 1.50 EUR CPM.

Keyfacts

Reliable everyday companion

Precise weather forecasts anytime, anywhere

Outdoorsy and consumer oriented users

High brand safety environment

23 m.

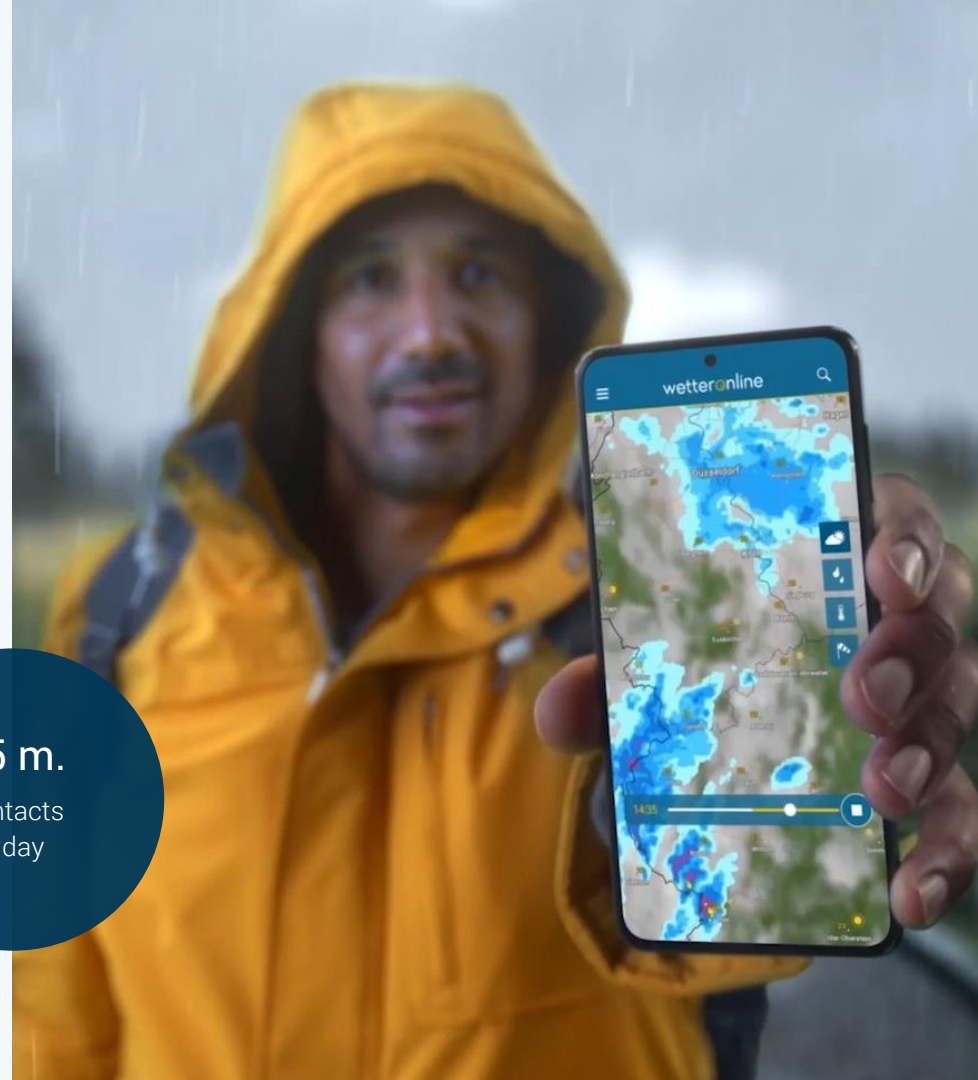
Unique User*
per month

863 m.

Visits**
per Month

25 m.

contacts
a day



Prices multiscreen

	Size	Price
Billboard	960x250px to 996x250px	15 EUR CPM
Dynamic Sitebar Ad	160x600px to 100%x100%	18 EUR CPM
Half Page Ad Sticky	300x600px	15 EUR CPM
Ad Bundle (single or as combination format)	728x90px, 300x250px and 160x600px	9 EUR CPM
Wallpaper (combination format incl. colouring)	728x90px + 160x600px 960x250px + 300x600	18 EUR CPM
Video Pre-Roll	15 to 30 seconds	32 EUR CPM
Video Outstream	15 to 30 seconds	15 EUR CPM
Mobile Interstitial	320x480px and 768x1024px	22 EUR CPM
Native Advertorial		1 EUR CpR



Prices General Interest Roadblock

	Application	Format	Availability per day	Price
General Interest Roadblock	App	Mobile MREC	~ 12 Mio. PI	Upon request
General Interest Roadblock	App	Mobile Interstitial	~ 1 Mio. PI	Upon request
General Interest Roadblock	MEW	Mobile MREC	~ 1 Mio. PI	Upon request
General Interest Roadblock	Web	AdBundle, Billboard, Dynamic Sitebar Ad, HPA, Wallpaper	~ 3 Mio. PI	Upon request
General Interest Roadblock	Cross Device	individual	~ 16 Mio. PI	Upon request



Additional Services

	Price
Content creation for advertorial	included
Creation of advertising materials	Upon request
Technical targetings like GEO, time, capping, device, connection	included
Technical targeting such as audience, environment, weather, keyword (location search)	+ 3 EUR CPM
Social Media raffle	Upon request
Newsletter single or standalone booking	Upon request



Want to learn more? Contact us at any time!



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