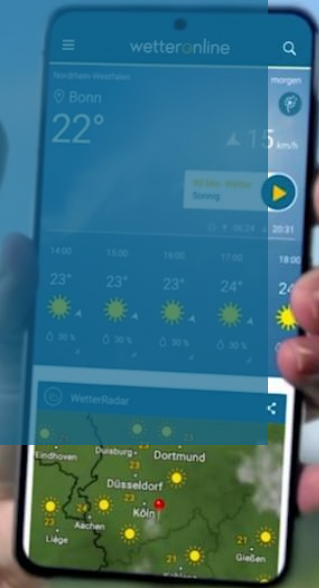


GENERAL INTEREST ROADBLOCK

With Germany's most used weather forecast



wetteronline



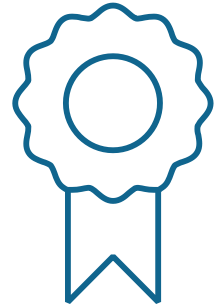
52%

of all German citizens
use a weather app*

Weather is one of the biggest influencing factors in everyday life. Local weather forecasts make our day easier to plan and are our **daily companion**.



Weather with the highest range



1	WetterOnline	875 Mio. Visits
2	Kleinanzeigen	689 Mio. Visits
3	GMX	621 Mio. Visits
4	Web.de	595 Mio. Visits
5	Bild.de	513 Mio. Visits



Instantaneous Brand Awareness

General Interest Roadblock

Achieve maximum brand awareness on a single day with the General Interest Roadblock on IAB ads. Optionally with 100% exclusivity or as situational staging based on weather data.

Advantages you benefit from:

- ✓ Up to 16 million gross contacts per day
- ✓ Attractive conditions without marketer share
- ✓ Brand safe at any time away from political furor

The image displays two mobile devices showing the 'wetteronline' website. The smartphone screen shows the weather for Essen with a temperature of 16°C and a '90 Min. starten Jetzt abspielen' button. The tablet screen shows a more detailed weather page for Essen, including a 14-day forecast, a radar map, and a 'WetterRadar Essen' section. The background of the tablet and smartphone frames features a young girl looking up at a giant ice cream cone.



In Germany's No. 1 everyday companion



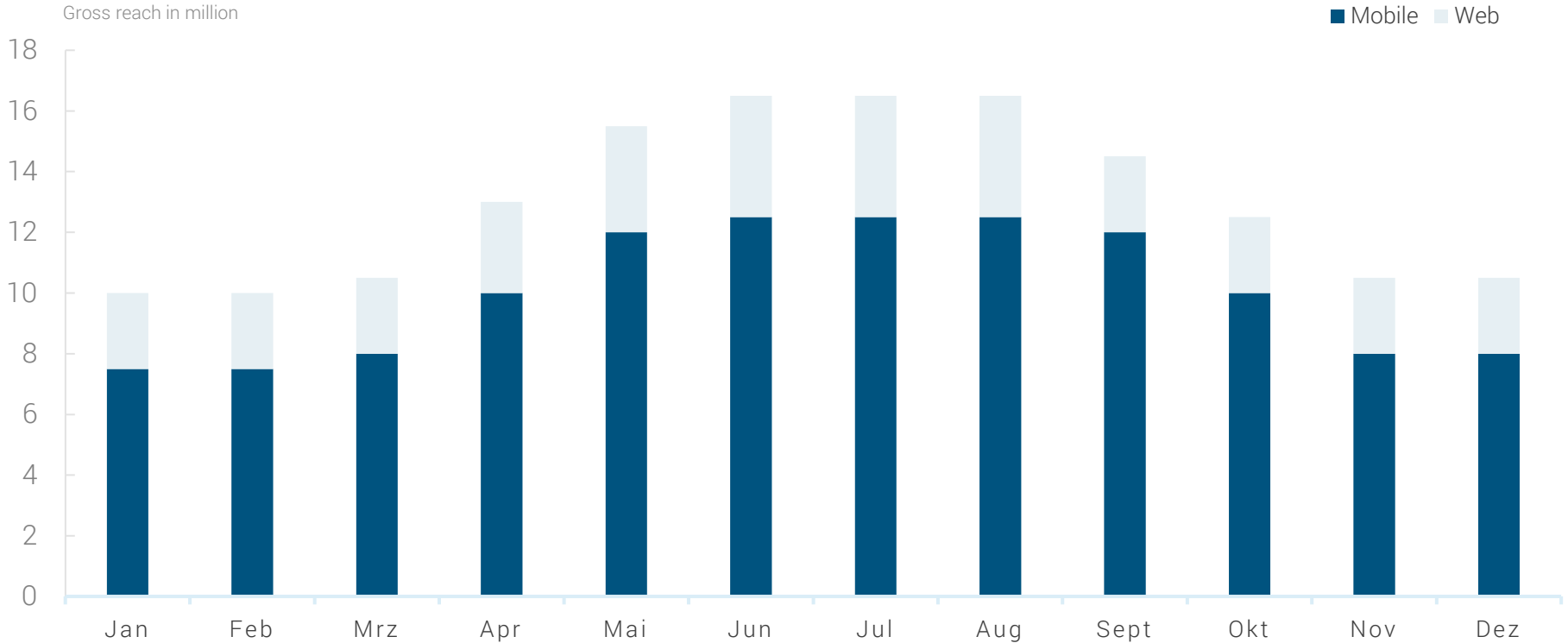
Effective cross-device advertising possibilities

Maximum viewability through sticky function

Brand Safe

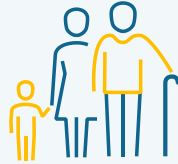
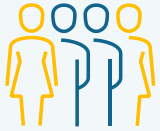


With highest national coverage on one day



Our users for your brand

M/W, Over 30, outdoorsy and travel 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*



Keyfacts

Reliable everyday companion

Precise weather forecasts always and everywhere

Users with an affinity for outdoor and travel

High Brand Safety environment

21,1 m.

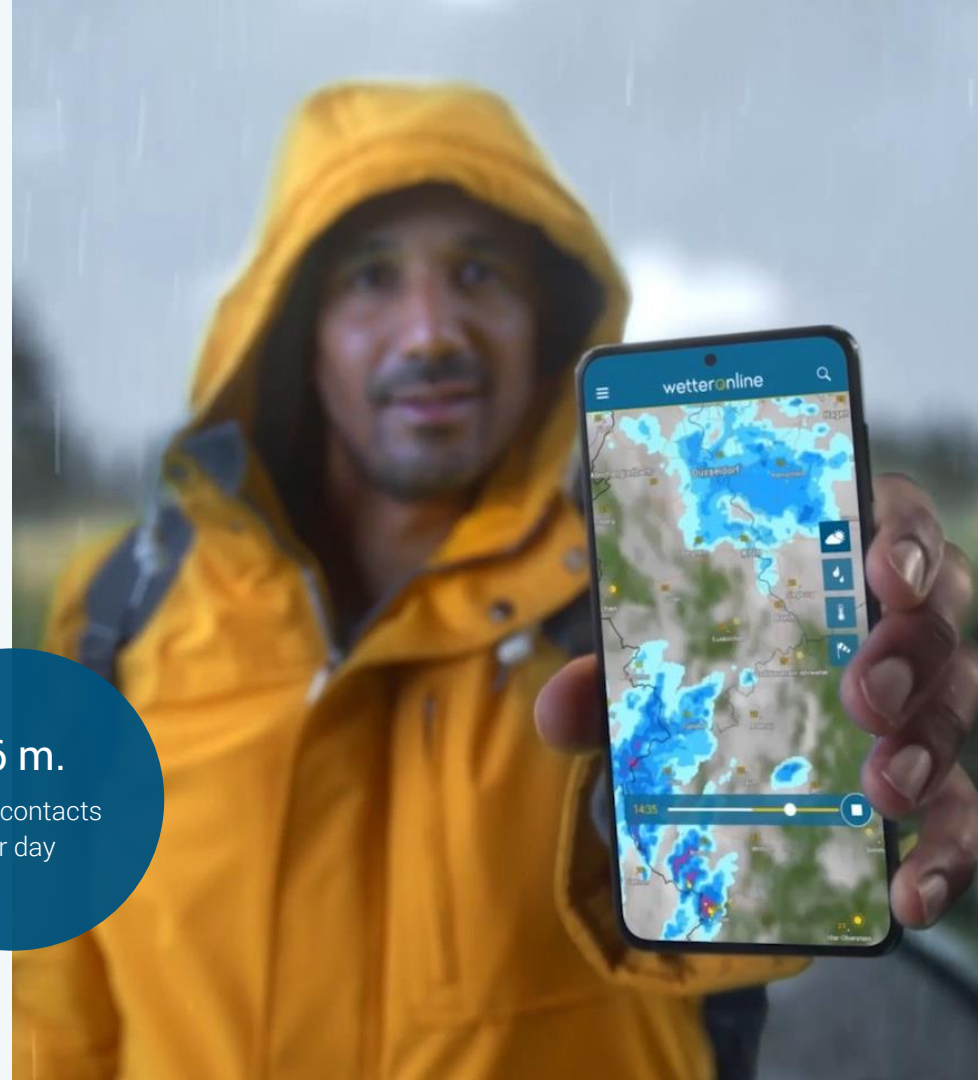
Uniques*
per month

875 m.

Visits**
per month

16 m.

Gross contacts
per day



Want to learn more? Contact us at any time!



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