



More buzz with Germany's daily companion

Media Deck 2024

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**.



Take the weather with you

WetterOnline offers the widest range of weather-related products including, local forecasts, the weather in a different location or the best time to travel. Any forecast can be used on any devices.



More buzz with our daily companion



Effective cross-device advertising possibilities

Various target groups, weather situations,

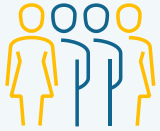
location based keyword and many more targeting options

Brand Safe



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.

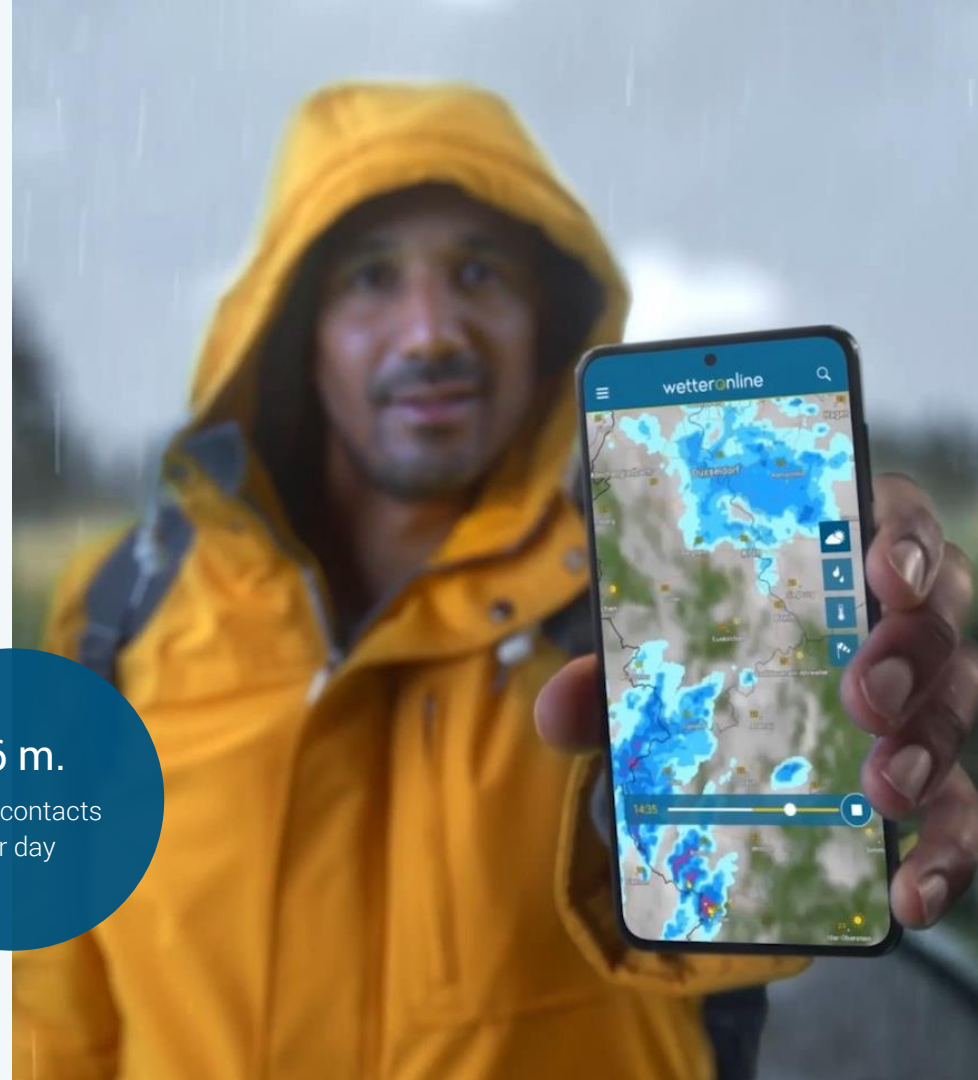
Uniques*
per month

875 m.

Visits**
per month

16 m.

Gross contacts
per day



Digital 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



Digital prices General Interest Roadblock

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



Additional services

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



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



Want to learn more? Contact us at any time!



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