

# GENERAL INTEREST ROADBLOCK

With Germany's most used weather forecast



wetteronline



52%

of all German citizens  
use a weather app\*

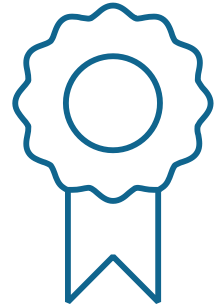
Weather is one of the biggest influencing factors in everyday life. Local weather forecasts make our day easier to plan, so they are our **everyday companion**.

\*b4p 2022 / \*b4p 2022 / cf. IWW Ranking: Weather with highest national reach



# Weather with the highest range

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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



Source: IVW-Ranking August 2023



# 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 large ice cream cone.



# In Germany's No. 1 everyday companion

Brand  
Safe



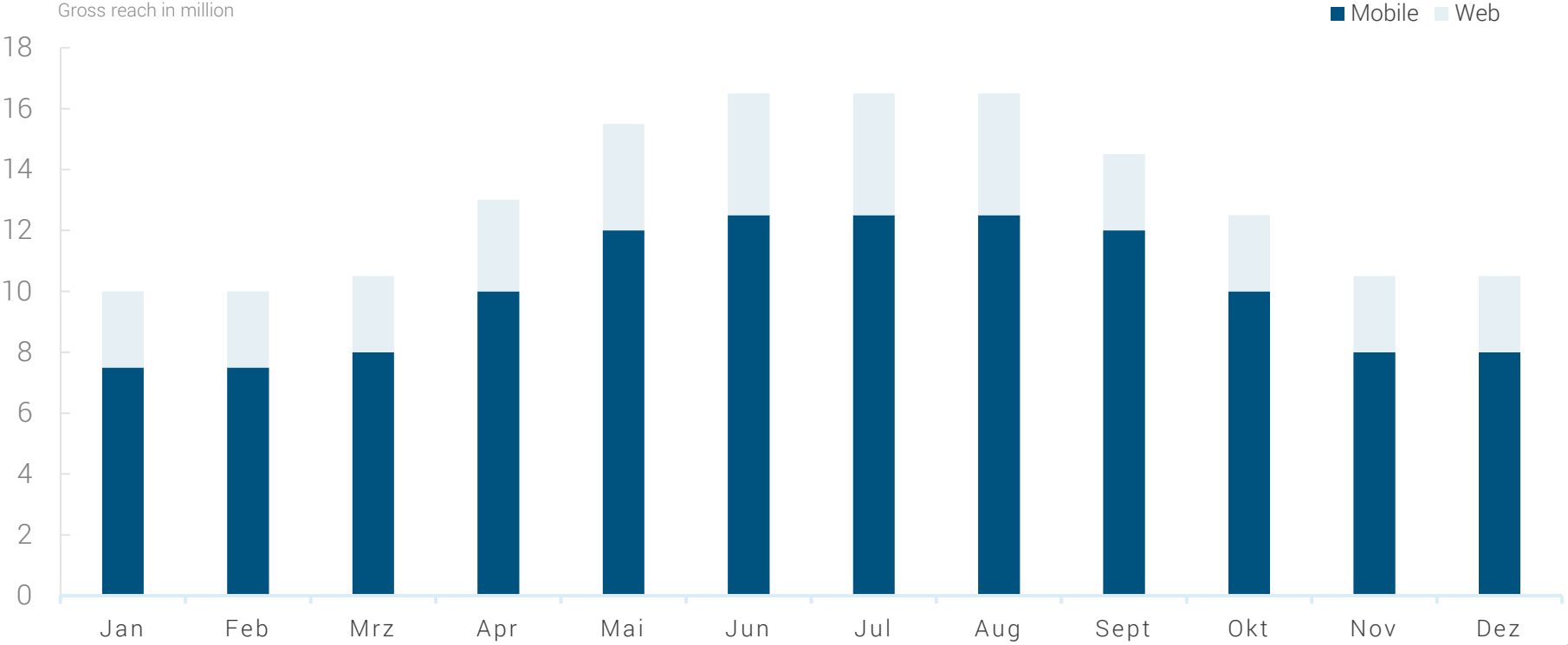
More attention due to  
larger space

Maximum viewability  
through sticky function

1%  
CTR

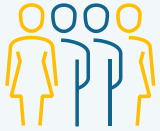


# With highest national coverage on one day



# Our users for your brand

## M/W, Over 30, outdoorsy and travel enthusiasts



Women

**48%**

93\*

Men

**52%**

107\*



30-59 years

**64%**

126\*



At least A-Level

**38%**

119\*



Employed

**71%**

124\*



Net household income  
3,000 € and more

**43%**

131\*



# WetterOnline Keyfacts

Reliable everyday companion

Precise weather forecasts always and everywhere

Users with an affinity for outdoor and travel

Safe brand environment

**18 Mio.**

Uniques\*  
per month

**875 Mio.**

Visits\*\*  
per month

**16 Mio.**

Gross contacts  
per day





# Want to know more? Contact me at any time!



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