

Mobile

Reach consumers wherever they may roam.

Reach consumers when they are on-the-go

The Weather Channel reaches consumers whenever and wherever they need weather information to plan for their lives. And when they're away from their TV and computer, consumers reach for The Weather Channel mobile.

That's why each month, **12 million** unique users visit The Weather Channel mobile, making it the **#1 content site** on the mobile web, reaching **22%** of the mobile web audience.

Quick facts

57% Male	48% HHI \$75K+
43% Female	64% College Graduate+
77% Adults 25-54	68% Employed Full-time

Source: Nielsen Mobile, Jan. 2009

Ad Products

- Mobile device targeting
 - Options include: iPhone, Blackberry, PDAs
- Geographic-targeting
- Weather-triggering
 - Options include: rain, snow, ice, sunny, windy
- Run of site
- Mobile site buyouts
- Custom mobile site creation
- Text-message weather alerts sponsorship
- Personal-interest content sponsorship
 - For example: traffic, airport status, golf

For more information contact:

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