

consumer weather network

wunderground.com
main site with full range of weather products and services

m.wund.com
mobile weather site

wund.com
streamline site with basic weather conditions and forecasts

i.wund.com
iPhone weather site

WHY Weather Underground?

With over 17 million unique visitors a month checking weather conditions & forecasts on wunderground.com, Weather Underground gives advertisers exposure to an affluent audience with reach across all categories and demographics. Weather affects everyone and most people check weather conditions before leaving the house each day or making plans for the weekend.

Demographics (Nielsen @Plan, Winter 2009 / 2010)

wunderground.com

Profile Point	Composition	Index
HHI: \$150K+	13.4%	135
HHI: 100K+	32.2%	129
HHI: 75K+	53.6%	125
College / Post Graduate	60.3%	123
Professional/Management	35.8%	139
Male	58.9%	134
Own Single Family Home	79.3%	109

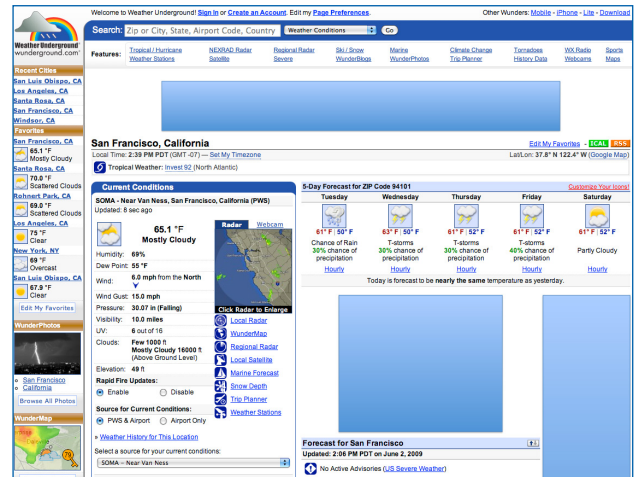
Site Usage (Quantcast, January 2010 Quantified)

US Monthly Unique Users: 13.2 million
 Monthly US Page Views: 134 million
 Worldwide Unique Users: 17.7 million
 Worldwide Page Views: 367 million
 Average page views per visit: 5.66
 Average monthly visits per unique: 4.17

Did you know?

Weather Underground is the Web's first online weather service founded in 1995 and has developed the world's largest network of personal weather stations.

online weather service provider



WHY allocate budget to the weather category?

Americans check the weather 300 billion times a year *

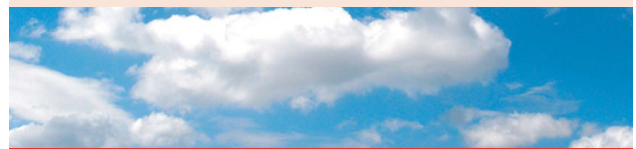
American adults check the weather an average of 3.8 times a day *

Internet users who check the weather are fully engaged with the content and are making decisions based on the weather data

wunderground.com is the 2nd most visited website within the weather category

wunderground.com users are more likely to make any online purchase than users of other weather websites (Source: Nielsen @Plan, Winter 2009 / 2010)

* Source: The National Center for Atmospheric Research, Boulder, Colorado, June 2009



Unique Targeting Opportunities

www.wunderground.com



Geographic

Zip Code, City, State, Region, DMA, Country, IP and [84 languages](#)



Weather Conditions

Target your campaign to geo locations based upon [weather conditions and forecasts](#): rain, snow, UV intensity, temperature, air quality, pollen etc.

[Weather triggered](#) ads can be timed to only run when your target markets are experiencing pre-defined weather conditions

Our proprietary targeting product [WeatherMatch™](#) enables us to serve dynamic ad creatives relative to real time weather conditions and forecasts - allowing you to promote your most relevant products at precisely the right time on wunderground.com and across all of your online media campaigns

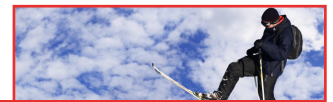


Nielsen @Plan Segmentation [exclusive to wunderground.com!](#)

We have teamed up with [Nielsen Claritas](#) to become the first and only publisher to offer you the ability to target our audience by Nielsen @Plan segments

Target Zip Codes based on a [Market Potential Index](#) level for all @Plan segments

In addition we offer over 80,000 possible segment targets using [PRIZM](#), [POLK](#), [MRI](#) and all of the demographic segmentation provided by Nielsen Claritas



Quantcast Media Program

Leveraging the deep [audience profile segments](#) of our visitors, we offer you the ability to target a broad set of audience profiles within our user base

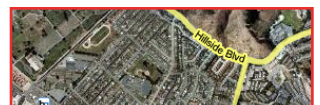
Use standard demographic segments such as [gender](#), [age](#), [ethnicity](#), [income level](#) and [education](#) to activate audience-based media plans. [Combinations](#) of these standard segments are available

We can also create [custom segments](#) (determined by your KPI's) by identifying the key audience attributes and delivering look-a-like audiences



ESRI Sourcebook

ESRI Sourcebook data provides you with the opportunity to target [65 lifestyle segments](#), [20 spending categories](#), and [household income levels](#)



Time of Day / Day of Week

Target your campaign to be seen by users at the optimum time / day across all timezones

