


Digital Media Pack



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more information



Viewable impressions
achieving or bettering
IAB standards

Brand safe reputation,
advertise with confidence
knowing that your brand
will not be displayed
beside content of a
questionable or
unsavoury nature

A choice of platforms
to display your digital
ad-inventory

Desktop, mobile
responsive websites,
iOS & Android App,
social media

Your choice of
audience; and age,
gender, interest and
geography specific

A choice of weather
triggered adverts
such as severe
weather, rain, wind,
temperature
and sunshine

Met Office website

| Gender | |
|--------|---------------------------|
| Male | 54% |
| Female | 46% |
| Age | |
| 18-24 | 5.9 million (least reach) |
| 25-34 | 17.7 million (most reach) |
| 35-44 | 13 million |
| 45-54 | 13.3 million |
| 55-64 | 12.1 million |
| 65+ | 15 million |

13.3m

unique visits
over the year

6.02m

increase on same
period last year

248.3m

unique visits
per month

122m

average monthly page views

12,000+

International and UK
forecasts providing
geo-targeting opportunities

While we have a large reach within the UK due to the nation's general obsession with the weather, all year round, we know consumer behaviour is affected during times of severe weather...

Traffic to the main website, mobile site and apps increases by **200%+** during periods of severe weather.

You can pre-purchase your advertising inventory to use during severe weather.

↑ 52%

We see a 52% increase on days with severe weather warnings.

Met Office App

26.5m

average sessions
per month

73,000

monthly downloads
(iOS and Android)

45%

retention rate,
in top 100 apps

977,000

average daily users (iOS and Android)



1.2m+

followers across 8 channels

450,000+

engagements on average each month



Twitter

854,000 followers
14.9m impressions



Facebook

416,000 followers
1.05m impressions
37,000 likes



YouTube

141,000 subscribers,
56,561,737 views
637,500 impressions



Instagram

119,000 followers
369,000 impressions



TikTok

96,100 followers
834,400 impressions



in
LinkedIn



Snapchat
25,500 followers

The Met Office uses Google Ad Manager 360 as its advertising server.

Targeting opportunities

Alongside run of site options, target your campaign to deliver to the following:

Thermal-activated

Campaign delivers according to temperature.

Pollen-activated

During March to September, activate according to the pollen forecast levels of low, moderate, high and very high pollen.

Weather

Trigger your campaign where specific weather types are present in the weather forecast i.e. rain, sunshine and wind.

Severe weather warnings

Target your campaign to deliver when a severe weather warning is in place. We use a 3 tier system; yellow, amber and red.

Platform

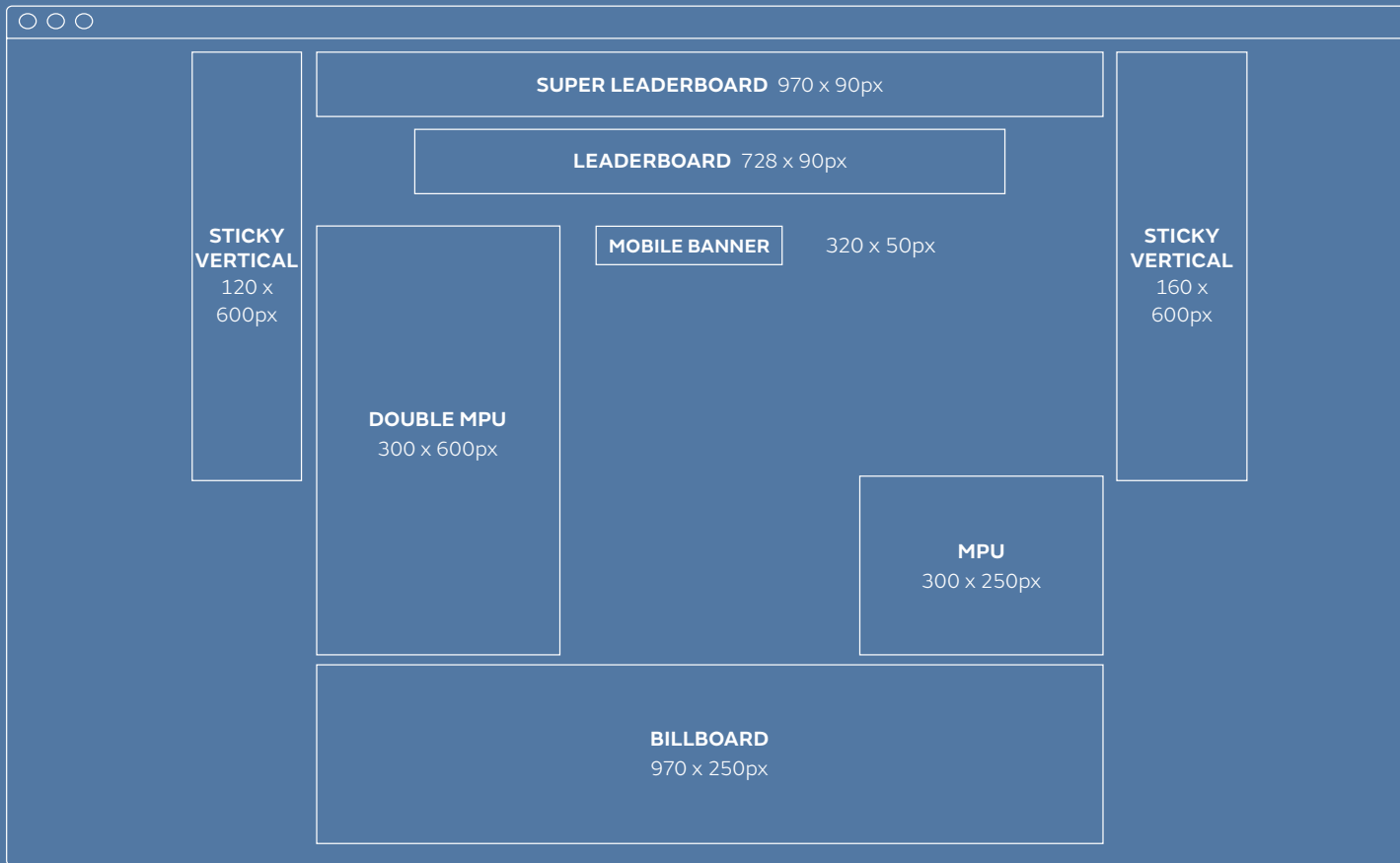
Choose which platform your inventory should appear; this can be across the Met Office **Website** (desktop and mobile), and/or **App**.

Audience

Using Audience 360 and Quantcast data analytics, we can assess the likelihood of a specific audience type using the Met Office sites, and target your campaign specifically to them.

Geo

Using the unique location page identifier, target your inventory to appear specifically to an audience located there, or who are looking at the forecast for that region.



**MOBILE APP
ADVERTISING**

Mobile banner 320x50px
MPU 300x250px

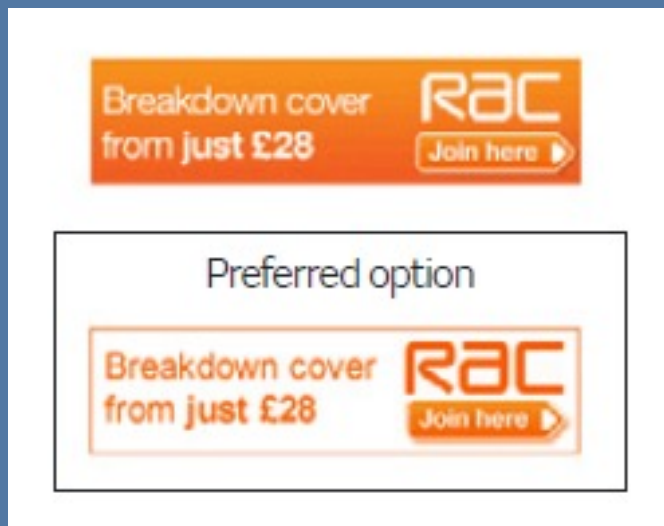
For technical guidelines,
please refer to the
IAB Guidelines

Colour guidance

The communication of our weather warnings is of paramount importance to public safety. Our weather warnings are communicated using the colours - green, yellow, amber and red. The warnings are displayed on the Met Office home page across the top banner. It is preferred that advertisers avoid sending creatives that contain block colours that may conflict and confuse these warnings. Where possible, advertisers should use secondary palette colours. please avoid using green, amber and red colours where possible.

Example

The RAC were a sponsor of our UK weather pages...



Their corporate colours are white on orange and directly clash with the amber warnings.



To avoid confusion with the warning they used their secondary palette of orange on white.

WEBSITE - RUN OF SITE

| | |
|--|----------------|
| MPU (300x250px) | £5 CPM |
| DOUBLE MPU (300x600px) | £9 CPM |
| LEADERBOARD (728x90px) | £9 CPM |
| SUPER LEADERBOARD (970x90px) | £10 CPM |
| BILLBOARD (970x250px) | £12 CPM |
| STICKY VERTICALS (120 x 600 & 160x600) | £15 CPM |

WEBSITE - THERMAL, WEATHER AND GEO ACTIVATED ACROSS THE WEATHER FORECAST PAGES

Geo-targeting inventory is a key feature of the Met Office's digital resources. Target your inventory to our 7,000+ UK sites, and 5000+ international sites to ensure a wider reach with greater relevance to specific campaigns.

Weather targeting means specific conditions can be accounted for, including temperature, snow, UV, rain, sunshine and more.

| | |
|--|------------------|
| MPU (300x250px) | £6.50 CPM |
| DOUBLE MPU (300X600) | £12 CPM |
| LEADERBOARD (728x90px) | £12 CPM |
| SUPER LEADERBOARD (970x90px) | £15 CPM |
| BILLBOARD (970x250px) | £18 CPM |
| STICKY VERTICALS (120 x 600 & 160x600) | £15 CPM |

WEBSITE - DAILY AREA TAKEOVER

| | |
|----------------------------|----------------|
| FORECAST LONDON/SOUTH EAST | £5,000 |
| FORECAST REST OF UK | £10,000 |

WEBSITE - AREA SPECIFIC ADVERTISING

Click links below for more info...

Severe weather warnings
Get ready for winter
Will it rain today?
Mountain weather forecast
Holiday Weather
Coast and Sea Section
Rainfall Radar
Pollen forecast
Space weather

| | |
|--|----------------|
| MPU (300 x 250px) | £6 CPM |
| DOUBLE HEIGHT MPU (300 x 600px) | £10 CPM |
| LEADERBOARD (728 x 90px) | £10 CPM |
| SUPER LEADERBOARD (970x90px) | £12 CPM |
| BILLBOARD (970x250px) | £15 CPM |
| MONTHLY SPONSORSHIP | POA |
| STICKY VERTICALS (120 x 600 & 160x600) | £16 CPM |

MOBILE WEBSITE - GEO-TARGET FORECAST PAGES

| | |
|------------------------------|---------------|
| BANNER (320x50px) | £9 CPM |
| LEADERBOARD (728x90px) | £9 CPM |
| SUPER LEADERBOARD (970x90px) | £9 CPM |

MOBILE WEBSITE - RUN OF SITE

£7.50CPM

MOBILE APP - RUN OF SITE

| | |
|---------------------------|---------------|
| FORECAST PAGES (320x50px) | £7 CPM |
|---------------------------|---------------|

MOBILE APP - WEATHER TARGET

| | |
|----------------------------|------------------|
| FORECAST PAGES (320x50px) | £8.50 CPM |
| FORECAST PAGES (320x250px) | £11 CPM |



For the latest information, including up-coming campaign opportunities, please contact the Advertising & Sponsorship team.



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www.metoffice.gov.uk/about-us/advertise