

# Digital Media Pack



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more information](#)

## Why the Met Office?

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

## Website profile and reach

Gender	
Male	54%
Female	46%
Age	
18-24	5 million
25-34	17 million
35-44	13 million
45-54	13 million
55-64	12 million
65+	15 million

**80.4m**

unique visits  
over the year

**11.9m**

increase on same  
period last year

**6.6m**

unique visits  
per month

**60.3m**

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.

 **50%**

We see a 50% increase on days with severe weather warnings.

## App profile and reach

**78.6m**

average sessions  
per month

**217k**

monthly downloads  
(iOS and Android)



**50%**

retention rate,  
in top 100 apps

**1.2m**

average daily users  
(iOS and Android)

**Social media reach**

# Over 1.5m

followers across 7 channels

**x**

981,100 followers

**Facebook**

538,000 followers

**YouTube**

261,000 subscribers

**Instagram**

154,000 followers

**TikTok**

343,300 followers

**LinkedIn**

40,000 followers

**Snapchat**

26,000 followers

## Targeting

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.

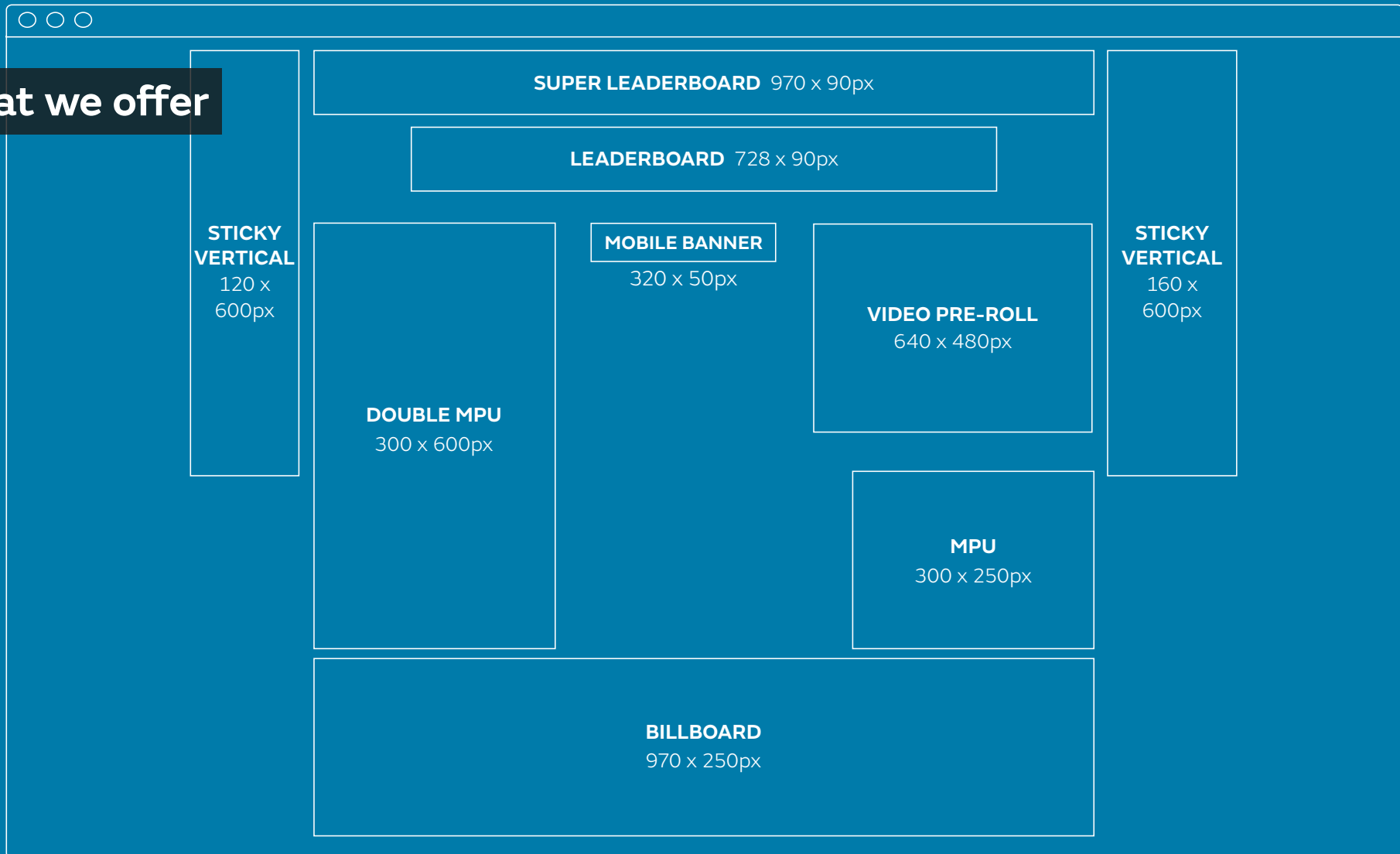
#### Platform

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

#### 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.

**What we offer**



**Mobile App Advertising**

Mobile banner 320x50px / MPU 300x250px

For technical guidelines, please refer to the [IAB Guidelines](#)

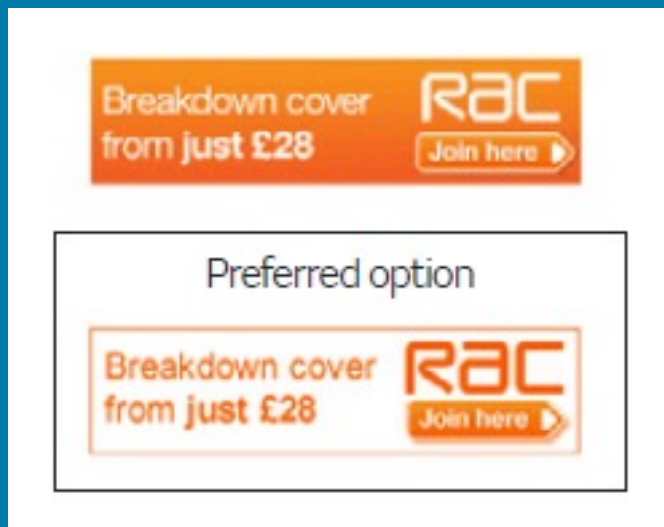
## Creative guidelines

### 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.



## Rate card

### WEBSITE - RUN OF SITE

MPU (300x250px)	<b>£5 CPM</b>
DOUBLE MPU (300x600px)	<b>£9 CPM</b>
LEADERBOARD (728x90px)	<b>£9 CPM</b>
SUPER LEADERBOARD (970x90px)	<b>£10 CPM</b>
BILLBOARD (970x250px)	<b>£12 CPM</b>
STICKY VERTICALS (120x600 & 160x600)	<b>£15 CPM</b>
VIDEO PRE-ROLL (640x480px)	<b>£20 CPM</b>

### 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)	<b>£6.50 CPM</b>
DOUBLE MPU (300X600)	<b>£12 CPM</b>
LEADERBOARD (728x90px)	<b>£12 CPM</b>
SUPER LEADERBOARD (970x90px)	<b>£15 CPM</b>
BILLBOARD (970x250px)	<b>£18 CPM</b>
STICKY VERTICALS (120x600 & 160x600)	<b>£15 CPM</b>

### WEBSITE - DAILY AREA TAKEOVER

FORECAST LONDON/SOUTH EAST	<b>£5,000</b>
FORECAST REST OF UK	<b>£10,000</b>

### 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](#)  
[Rainfall Radar](#)  
[Pollen forecast](#)  
[Space weather](#)

MPU (300x250px)	<b>£6 CPM</b>
DOUBLE HEIGHT MPU (300x600px)	<b>£10 CPM</b>
LEADERBOARD (728x90px)	<b>£10 CPM</b>
SUPER LEADERBOARD (970x90px)	<b>£12 CPM</b>
BILLBOARD (970x250px)	<b>£15 CPM</b>
MONTHLY SPONSORSHIP	<b>POA</b>
STICKY VERTICALS (120x600 & 160x600)	<b>£16 CPM</b>

### MOBILE WEBSITE - GEO-TARGET FORECAST PAGES

BANNER (320x50px)	<b>£9 CPM</b>
LEADERBOARD (728x90px)	<b>£9 CPM</b>
SUPER LEADERBOARD (970x90px)	<b>£9 CPM</b>

### MOBILE WEBSITE - RUN OF SITE

**£7.50CPM**

### MOBILE APP - RUN OF SITE

FORECAST PAGES (320x50px)	<b>£7 CPM</b>
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### MOBILE APP - WEATHER TARGET

FORECAST PAGES (320x50px)	<b>£8.50 CPM</b>
FORECAST PAGES (320x250px)	<b>£11 CPM</b>

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



**03301 350 867**



**[advertising@metoffice.gov.uk](mailto:advertising@metoffice.gov.uk)**



**[www.metoffice.gov.uk/about-us/advertise](http://www.metoffice.gov.uk/about-us/advertise)**

