



Q3 2023 Media Kit

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The Weather Station Experts Brand

The Weather Station Experts was created with one goal: to provide a legitimate source for reviews on home weather stations and gadgets. In a niche where many comparison sites never touch the product they review, The Weather Station Experts team has personal experience with every manufacturer and product they recommend, which builds trust and loyalty, leading to higher conversion rates.

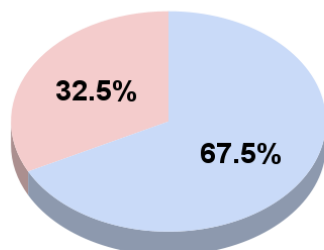
The Green Living Insider Brand

Green Living Insider is our sustainable living brand and complements TWSE. A comprehensive resource for sustainable living, renewable energy, and eco-friendly practices, Green Living Insider's mission is to simplify complex topics and provide our readers with accurate, practical, and actionable information. Our focus spans various areas, including green living, solar energy solutions, energy efficiency, recycling, waste reduction, and the latest green products and innovations.

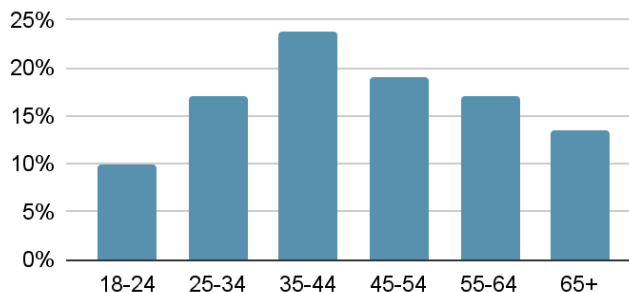
About the Founder

Ed Oswald is a weather enthusiast and technology journalist. He has written about weather stations and technology for several publications over the past 15 years, including TechHive, Digital Trends, and US News & World Report. In 2021, he launched The Weather Station Experts.

Reader Profile



● Male ● Female



Age

Reader Interests

- Weather
- Science
- Technology

- Smart home
- Travel
- Eco-living and sustainability

3:12
Average Session Duration

1.26
Average Pages Per Session

28.3%
Bounce Rate

17.3k
Avg. Monthly Pageviews, Jan-May '23

8%
Average Partner Conversion Rate

150-200k
Forecast 2023 Pageviews

95%
Satisfaction Rate
(Sold minus Returned/Total Sold)

Why Advertise on The Weather Station Experts?

Reach an engaged audience. The Weather Station Experts readers come to our site ready to make a purchase decision. 95% of our referral sales result in a satisfied customer.

Reach a targeted audience. Given the specificity of our niches, advertisers within and complementary to our niche convert far more often. While challenging economic conditions have made our readers more price-conscious, our conversion rates remain high.

Reach a receptive audience. Our reader is at a point in the purchase decision process that is more receptive to marketing. Our ad platform uses AI and testing to choose the best ad locations.

Advertising Options

The Weather Station Experts offers several placement methods for its partners: display advertising, sponsored content, and affiliate linking partnerships.

Affiliate Linking

We seek partnerships with companies that offer services or products that our users come to us to learn about. We prefer to deal with companies directly but have accounts with Amazon, CJ, Impact, and Sovrn.

Sponsored Content

TWSE runs sponsored content for a particular product or service from time to time, complementing our regular content. We give preference to sponsored content that is informative. *We do not accept payment in return for a review. However, we do not restrict brands from placing advertising on review pages. See our display advertising offering below.*

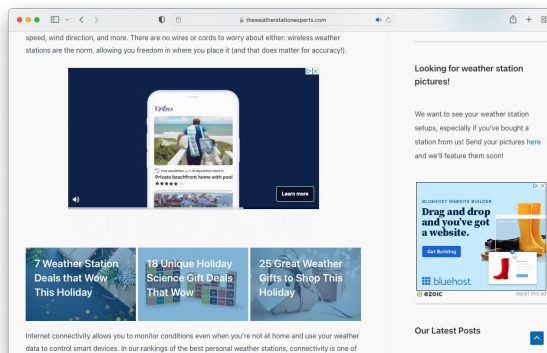
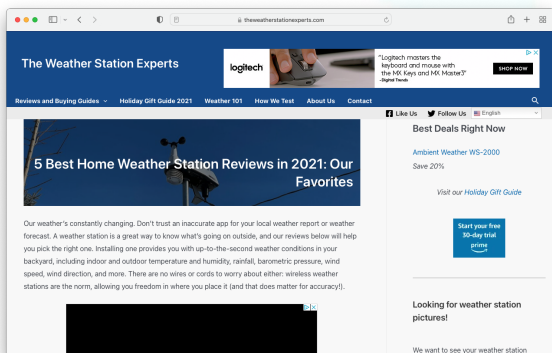
Product Giveaways

To generate interest in our brand and promote user engagement and conversions for our mailing list, TWSE plans several giveaways. We are actively seeking partners for our giveaways and will also provide complimentary advertising space in return for contributions to our promotions.

New: Video Sponsorship

TWSE's YouTube channel supplements our written coverage. Select videos will have sponsor space available where the talent mentions the video sponsor on camera during the video. This will be an excellent opportunity to put your brand in front of our readers.

Display Advertising



TWSE's ad sales run through Ezoic. If you'd like to purchase ad space on our website, [please visit our ad sales page for more information.](#)



Our Editorial Calendar

While our editorial calendar changes frequently, we've provided the most common topics we write about throughout the year.

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|------------------|---|
| January | CES (new product announcements), "Best of" Refresh |
| April | Earth Day, sustainable living |
| May | Severe weather awareness, weather radios, lightning detectors |
| June | Prime Day, hurricane season |
| July | Prime Day, Travel, "beat the heat" |
| August | Travel |
| September | Back to school, education |
| November | Holiday Gift Guide, winter weather safety |
| December | Holiday Gift Guide |

We'd Love to Hear From You

Are you interested in reaching an engaged and affluent readership? Want to advertise on a platform that tripled its reach in 2022 and is now the second-largest weather station review site on the web? We'd love to talk.

For more information, please contact:

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