



**Sponsor Media Kit**

# Welcome to



# Weather Insights

*Precision Weather, Trusted Sources*

Website: [weatherinsights.net](http://weatherinsights.net)

Contact: [weatherinsightspodcast@gmail.com](mailto:weatherinsightspodcast@gmail.com)



# About Us

Established in 2023, **Weather Insights** is a digital-first weather platform providing accurate, engaging, and timely weather content. Hosted by seasoned meteorologists **Scott Pitney** and **Jeff Lindner**, our coverage spans daily forecasts, severe weather alerts, and in-depth briefings.

## Key Content Delivery Channels:

- Website & Blog
- YouTube & Social Media
- Podcasts & Video Briefings

## Core Offerings:

- Daily Forecasts
- Climate Outlooks
- Severe Weather Alerts
- Video Briefings
- Real-Time Data Access





# Our Audience

Our audience spans a diverse demographic interested in how weather impacts their daily lives. Reach varies from **hundreds to thousands** of viewers, depending on the scale of weather events.

## Engagement Platforms:



@weatherinsightspodcast



@weatherinsights



@weatherinsightspodcast



@WeatherInsights



@WeatherInsights



@WeatherInsights



@WeatherInsights

## Content Frequency:

- **Daily** morning forecast posts and real-time weather hazard updates
- **Weekly** blogs and video briefings or more frequent updates during major weather events

## Coverage Focus:

Headquartered in **Houston, Texas**, with regional and national reach depending on event magnitude and impact.





# Why Weather?

- Weather is one of the most **frequently checked** types of content online.
- Our content is **high-trust and brand-safe**, ideal for sponsorship.
- Offers a **relevant environment** for context-based advertising (outdoor events, local services, travel, retail).
- Consistent seasonal engagement — from hurricanes to heatwaves.





# Sponsorship Opportunities



**Partner with us through various media touchpoints:**

- **Sponsored Forecast Segments**
- **Branded Weather Updates**  
(e.g., “Today’s Forecast brought to you by YourBrand”)
- **15 or 30-second Pre-Roll Ad Spots**
- **Banner & Display Integration** on social posts and videos



# Custom Advertising Packages



## Tiered Sponsorship Options:



- Logo, website, contact info featured in daily text posts
- *Excludes real-time severe weather coverage*



- All Bronze features
- Plus: 15-second branded video pitch
- *Excludes real-time severe weather coverage*



- All Silver features
- Plus: 30-second branded video pitch
- *Excludes real-time severe weather coverage*





# Audience Engagement Snapshot

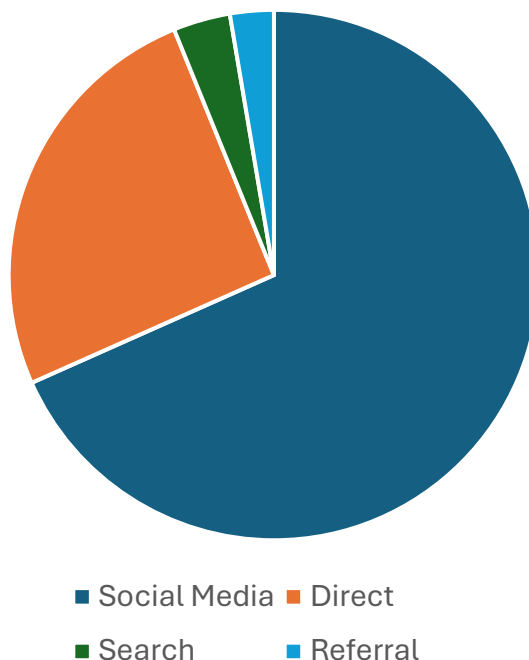
- Daily social media and web presence
- Severe weather event updates and briefings
- Engagement spikes during peak seasonal periods, such as hurricane season

## Website & Podcast Statistics:

- 22,000+ WEBSITE USERS
- 43,000+ PAGE VIEWS
- 8,000+ TOTAL SHOW LISTENS
- 100+ EPISODES
- 87% IMPACTFUL PLAYS

*Impactful plays are show listens through at least 75% of an episode.*

## Web Traffic Acquisition





# Weather Insights

## Let's Work Together

***Weather affects everyone,  
and so does your message.***

Our affordable, brand-safe advertising options provide an excellent opportunity for businesses of all sizes to reach engaged and weather-aware audiences.

**Contact:**

**[weatherinsightspodcast@gmail.com](mailto:weatherinsightspodcast@gmail.com)**