

Meteorological

TECHNOLOGY INTERNATIONAL

PRINT • DIGITAL • WEB

2024

▶ Key facts ▶ Distribution ▶ Publishing schedule ▶ Advertising rates

Meteorological

TECHNOLOGY

WORLD EXPO 2024

24, 25 & 26 September, 2024
Vienna, Austria

▶ www.meteorologicaltechnologyinternational.com

ORGANIZER OF
Meteorological
TECHNOLOGY
WORLD EXPO 2024

24, 25 & 26
September, 2024
Vienna, Austria

**'WEATHER-RELATED DISASTERS
COST \$258 BILLION IN 2020'**

► Meteorological Technology International 2024



Growing relevance in an uncertain world

Meteorological Technology International is the only international magazine dedicated to the technologies and methods used to protect people and property from the worst effects of the weather, and to provide weather-sensitive businesses with tools to improve performance, safety and protect profits.

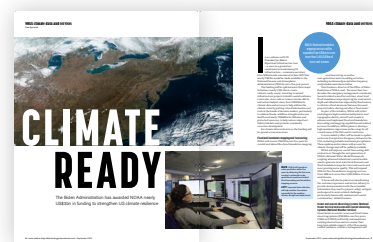
We bring unique perspectives, by investigating the very latest developments in the weather, environmental and hydrological business, with contributing authors from world-class institutions and research organizations.

Mixed with technical white papers from the best technology and service innovators worldwide, and case studies from multiple industry sectors, this is the richest and most informative content of its kind.



Who reads it?

Key decision makers from national weather services, environmental agencies, research institutions, space agencies and multiple operators in aviation, infrastructure, public protection, energy generation, military, transportation, agriculture and more.



Supporting the sector

Meteorological Technology International provides ongoing support and sponsorship for other important industry events. You will find our magazine distributed at key industry meetings such as: AMS Annual Meetings, European Meteorological Society meetings, Eumetsat Conferences and our own Meteorological Technology World Expo events in Europe and North America.

► Circulation and distribution

Meteorological Technology International is published in Spring, summer and autumn each year and distributed to more than **15,000 individual subscribers**.

Distribution is free of charge and subscription is restricted to professionals working within the sector – vendors, end users, and network owners and operators responsible for the purchase, installation and integration of systems and devices, or the provision of services.

**DISTRIBUTED
TO 190 COUNTRIES,
THIS IS THE FLAGSHIP
INTERNATIONAL
PUBLICATION FOR
THE INDUSTRY**

24, 25 & 26
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'WEATHER FORECASTING SYSTEMS AND SOLUTIONS MARKET ESTIMATED TO GROW TO US\$3.80BN BY 2024'

► **Publishing schedule** ► www.meteorologicaltechnologyinternational.com

April 2024 issue

- Satellites/space weather
- Oceans and polar weather
- Agriculture

Editorial deadline - 22nd February
Advertisement deadline - 16th March

September 2024 issue

- Radar
- IT: AI and supercomputing
- Transport

Show preview issue - MET Expo Europe
Editorial deadline - 29th June
Advertisement deadline - 6th July

January 2025 issue

(published November 2024)

- Early warning systems
- Hydrology
- Air quality monitoring

Editorial deadline - 2nd November
Advertisement deadline - 9th November

Please contact our sales team for a more detailed editorial synopsis for each issue



*Advertisers may be able to take advantage of technical editorial opportunities, dependent on availability

► **Advertising options and rates in £/GBP**

Meteorological Technology International 2024

Per insertion	Full page	Half-page	Carrier sheet
1	£5,500	£3,950	£5,750
2	£4,900	£3,500	£5,100
3	£4,400	£3,250	£4,600

Premium and cover positions, add 15%.

Meteorological Technology World Expo showguide*

Full page	£1,995
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*Only available to exhibitors

Advertiser guidelines for supplying material (Format: Adobe PDF)

Advert Type	Millimeters (mm)	Inches (")
Full page (trim size)	215mm(width) x 275mm(height)	8.4646" (w) x 10.8268" (h)
Half page (horizontal)	183mm (width) x 115mm (height)	7.2047" (w) x 4.5276" (h)
Half page (vertical)	90mm (width) x 250mm (height)	3.5433" (w) x 9.8425" (h)

Resolution: PDF files should be created at a resolution of 300dpi using CMYK color space.

NOTE: When supplying a full page advert, please add 3mm (0.1181 inches) of bleed on all sides of the artwork.

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► **Digital advertising**

www.meteorologicaltechnologyinternational.com

Banner Unit: 8:1 (site header)
600 x 75 pixels

Banner Unit: 10:1 (header menu)
900 x 90 pixels

Banner Unit: 2:1 (junior banner)
300 x 150 pixels

Banner Unit: 1:1 (large banner)
300 x 300 pixels

Meteorological - Partner Emails*

25% average opening rate

13% average CTR

Bulk bookings

10% discount on 2 emails

15% discount on 3 emails

20% discount on 4 or more emails

International emails are **£3,500 GBP per email**

Regional/expo emails for **£2,000 GBP per email**

[Email Sample Link](#)

Meteorological Technology Website

1.06% average banner CTR

Header Menu 900x90 – **£1,200 GBP per month**

Site Header 600x75 – **£1,000 GBP per month**

Large 300x300 – **£650 per month**

Junior banner 300x150 **£400 GBP per month**

Banners are available for a minimum of 3-months

[Specifications and sizes - Advertiser Guidelines Link](#)



official publication of
Meteorological
TECHNOLOGY
WORLD EXPO 2023
October 3, 4, 5, 2023
Palexpo, Geneva, Switzerland

Weekly newsletter banner
640 x 120 pixels

Weekly Newsletter sent to **15,000** industry professionals every Friday

Weekly newsletter banner
640 x 120 pixels

Weekly Newsletter Banners

28% average opening rate

14% average CTR

3-months (13 emails) **£3,950 GBP**

6-months (25 emails) **£6,950 GBP**

12-months (50 emails) **£12,500 GBP**

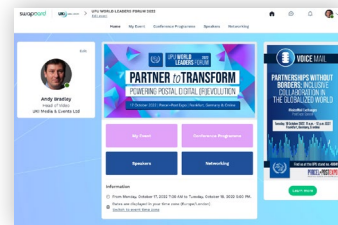
[Weekly Newsletter Sample link](#)

WEBINARS

Meteorological Technology International can run and host an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow up

Meteorological Technology International webinars are run on SwapCard, a robust and highly respected platform that combines the meaningful interactions of an in-person meeting with the international reach and scalability of a webinar, which can host product PDFs, case study documents and additional video content.



CONTACT DETAILS

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