



**AccuWeather.com ranks #1 among large weather sites for reaching older males with personal ailments.**

AccuWeather.com is **42% more efficient** at reaching these key baby boomers than our biggest competitor, according to @Plan Fall 2008.

A few of the advertisers who have enjoyed the most efficient targeted reach for their advertising dollars on AccuWeather.com are:

American Express

Bayer

Blue Cross/Blue Shield

Bristol-Myers Squibb

Celebrex

Claritin

LasikPlus Vision Center

Protonix

Walgreens

Weight Watchers

Remember: it's not about counting the targets you reach, it's reaching the targets that count!