



AccuWeather.com ranks #1 among weather sites for reaching male homeowners over 35 and who engage in DIY projects.

AccuWeather.com is **42% more efficient** at reaching the DIY audience 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:

Ace Hardware

Craftsman

Echo

The Home Depot

John Deere

Lowe's

Stihl

Toro

Sears

Weber Grills

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