

AccuWeather.com ranks #1 among weather sites for reaching serious golfers who have taken golf-oriented vacations within the last two years.

AccuWeather.com is **31% more efficient** at reaching serious golfers 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:

Adams Golf

American Express

Arizona Tourism

Bayer

Club Med Tourism

Courtyard by Marriot

Jet Blue Airways

Land Rover

Myrtle Beach Tourism

Northwest Airlines

Outer Banks Tourism

Palm

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