



AccuWeather.com ranks #1 among large weather sites for reaching males that engage in hunting and fishing activities.

AccuWeather.com is **44% more efficient** at reaching outdoorsmen 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

Arizona Tourism

Discover Boating

Firestone

Ford Motor Co.

Go RVing

The Home Depot

L.L. Bean

Land Rover

Radio Shack

Sears

Tractor and Supply

Wal Mart

Weber Grills

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