

Reach people in the moments weather matters.

A free, independent severe-weather service: official National Weather Service and NOAA data on tornadoes, hurricanes and dangerous storms, in plain language on social media, the web and people's phones. Built and run by Brian, who grew up and lives in tornado alley.

REACH

520,000

Facebook views, last 28 days

Aug 31 – Sep 27; up from about 1,000 the 28 days before

Nearly 2,000

Facebook followers and climbing daily

114,000

YouTube views, last 28 days

Shorts and live storm coverage

48,000

Website page views, last 30 days

15,000 visits to atmostorm.com

AUDIENCE

82%

are 55 or older

59% are 65+ (Facebook)

89%

are in the United States

Follows the weather where they are

The Southwest this month (Phoenix, El Paso, Houston); the Plains in tornado season, the Gulf in hurricane season

Older homeowners, for whom a long outage or a late warning is serious. They come when severe weather is heading their way: the moment preparedness gear stops being an abstraction. Focused on the most dangerous weather, with no hype, so what we post gets attention.

WHAT YOU CAN SPONSOR

Presented by: the daily outlook

Your name on the daily severe-weather outlook video and post, for a season. The calm-day briefing people check every morning.

Preparedness segment

A short, calm-day segment on one piece of gear that matters when the power goes out or the warning goes up.

Season kickoff

A sponsored tornado-season or hurricane-season preparedness video: what to have ready, before the first warning.

The /prepare page

Sponsorship of Atmostorm's evergreen preparedness guide, linked from calm-day posts all season. Launching before tornado season.

Never for sale

- Warnings, and anything that tells people what to do in a storm
- Live tornado, landfall or outbreak coverage
- Unlabeled posts: every sponsored post says so

Good fits

- Backup power: portable power stations and home generators
- NOAA weather radios
- Storm shelters and safe rooms
- Lighting, first aid and emergency kits