

Meteorological

TECHNOLOGY INTERNATIONAL

PRINT • DIGITAL • WEB

2025

"THE ONLY THING IN ITS FIELD...ESSENTIAL"

David Jolly, Engineer, Met Office

▶ Key facts ▶ Distribution ▶ Publishing schedule ▶ Advertising rates

OFFICIAL PUBLICATION &
MEDIA PARTNER FOR

Meteorological
TECHNOLOGY WORLD EXPO

October 14, 15 & 16, 2025
Vienna, Austria

▶ www.meteorologicaltechnologyinternational.com

ORGANIZER OF

Meteorological TECHNOLOGY WORLD EXPO

October
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“SCIENCE SHOULD NOT BE KEPT IN A BOX FOR A FEW OF US.
SCIENCE SHOULD BE THE DRIVING MECHANISM ALL
AROUND THE WORLD TO REALLY TRANSFORM AND GIVE
MORE OPPORTUNITIES FOR THE GENERATIONS TO COME”

Celeste Saulo, UN WMO Secretary-General

► Meteorological Technology International 2025



Growing relevance in an uncertain world

Meteorological Technology International is the only international magazine dedicated to the science, technologies and methods used to protect people and property from the worst effects of the weather, and to provide weather-sensitive businesses with tools to improve performance and safety and protect profits.

The magazine brings unique perspectives, investigating the very latest developments in the weather, environmental and hydrological business, with contributing authors from world-class institutions and research organizations.

Mixed with technical white papers from the best technology and service innovators worldwide, and case studies from multiple industry sectors, it is the richest and most informative content of its kind.



Who reads it?

Key decision makers from national weather services, environmental agencies, research institutions, space agencies and multiple operators in aviation, infrastructure, public protection, energy generation, military, transportation, agriculture and more.

► Circulation and distribution

Meteorological Technology International is published in spring, summer and autumn each year and distributed to more than **19,000 individual subscribers**.

Distribution is free of charge and subscription (per individual request) is restricted to professionals within the sector – vendors, end users and network owners and operators responsible for the purchase, installation and integration of systems and devices, or the provision of services.

DISTRIBUTED TO 190 COUNTRIES, THIS IS THE FLAGSHIP INTERNATIONAL PUBLICATION FOR THE INDUSTRY



Supporting the sector

Meteorological Technology International provides ongoing support and sponsorship for other important industry events. The magazine is distributed at key industry gatherings such as American Meteorological Society annual meetings, European Meteorological Society meetings, EUMETSAT conferences and our own Meteorological Technology World Expo event in Europe – with copies of the magazine at every entrance and on our dedicated stand.

Reader survey*

READERSHIP

32% work directly for a national met office
70% final decision makers or influencers

QUALITY OF CONTENT

99% say it's good/very good/excellent

RELEVANCE OF CONTENT

88% say the content is relevant to them and their role

FORMAT

71% read the print magazine
29% prefer to read the digital version

NEWSLETTER READERS

75% of respondents subscribe to the weekly newsletter
Of which **94%** rated the newsletter as good/very good/excellent

70%
of readers share their copy with colleagues
(on average 2-3)

87%
of readers find the magazine useful for sourcing new products

53
Net Promoter Score
* Reader survey conducted September 2024, by the publisher of *MTI*

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“WEATHER FORECASTING SYSTEMS AND SOLUTIONS MARKET ESTIMATED TO GROW TO US\$4.63BN BY 2025”

► Publishing schedule

April 2025 issue

- Satellites/space weather
- Oceans and polar weather
- Agriculture

Editorial deadline: March

Advertisement deadline: April

September 2025 issue

- Radar
- IT: AI and supercomputing
- Transportation

Show preview issue – Met Expo Europe

Editorial deadline: June

Advertisement deadline: July

January 2026 issue

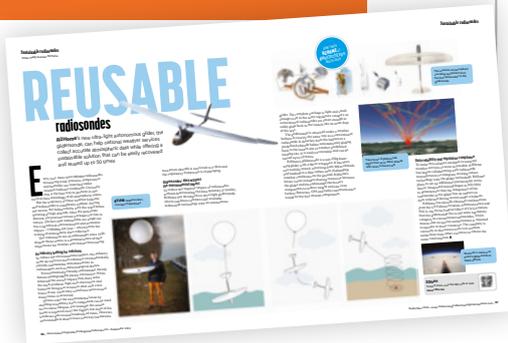
(published November 2025)

- Early warning systems
- Hydrology
- Air quality monitoring

Editorial deadline: October

Advertisement deadline: November

Please contact our sales team for a more detailed editorial synopsis for each issue



► www.meteorologicaltechnologyinternational.com



*Advertisers may be able to take advantage of technical editorial opportunities, depending on availability



► Advertising options and rates in GBP

Meteorological Technology International 2025

Per insertion	Full page	Half page
1	£5,500	£3,950
2	£4,900	£3,500
3	£4,400	£3,250

Premium and cover positions, add 15%

Meteorological Technology World Expo showguide*

Full page	£1,995
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*Only available to exhibitors

Advertiser guidelines for supplying material (format: Adobe PDF)

Advert type	Millimeters (width x height)	Inches (width x height)
Full page (trim size)	215 x 275	8.4646 x 10.8268
Half page (horizontal)	183 x 115	7.2047 x 4.5276
Half page (vertical)	90 x 250	3.5433 x 9.8425

Resolution: PDF files should be created at a resolution of 300dpi using CMYK color space

NOTE: When supplying a full-page advert, please add 3mm (0.1181in) of bleed on all sides of the artwork

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► Digital advertising

www.meteorologicaltechnologyinternational.com hosts news, videos and features, and the latest digital edition of *Meteorological Technology International*, with interactive advertisements and articles that link to advertisers' featured websites, as well as the option for embedded video and audio.

Banner unit - 8:1 (site header)
600 x 75 pixels

Banner unit - 10:1 (main menu)
900 x 90 pixels

Banner unit - 1:1 (large banner)
300 x 300 pixels

Banner unit - 2:1 (junior banner)
300 x 150 pixels

Partner emails*

25% average opening rate

13% average CTR

Bulk bookings

10% discount on 2 emails

15% discount on 3 emails

20% discount on 4 or more emails

International emails are **£3,950 per email**

Regional/expo emails for **£2,750 per email**

[Click here for a sample email](#)

Website

1.06% average banner CTR

Main menu banner 900 x 90 - **£1,200 per month**

Site header banner 600 x 75 - **£1,000 per month**

Large banner 300 x 300 - **£650 per month**

Junior banner 300 x 150 **£400 per month**

Banners are available for a minimum of three months

[Click here for specifications and sizes](#)



Meteorological TECHNOLOGY INTERNATIONAL

In the news this week

Weekly newsletter banner
640 x 120 pixels



Weekly
Newsletter sent to
19,000
industry professionals
every Friday

US Department of Commerce and NOAA to form US\$6.6m data assimilation consortium

The US Department of Commerce and NOAA have announced US\$6.6m in recommended funding to establish a multi-university data assimilation consortium to improve weather forecasts using enhanced numerical weather prediction systems.

[Read more](#)

Weekly e-newsletter banners

28% average opening rate

14% average CTR

3 months (13 emails) **£3,950**

6 months (25 emails) **£6,950**

12 months (50 emails) **£12,500**

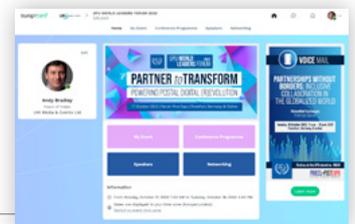
[Click here for a weekly newsletter sample](#)

Webinars

Meteorological Technology International can run and host an end-to-end digital webinar that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow-up

Meteorological Technology International webinars are run on Swapcard, a robust and highly respected platform that combines the meaningful interactions of an in-person meeting with the international reach and scalability of a webinar, which can host product PDFs and case study documents as well as additional video content.



CONTACT DETAILS

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Meteorological

TECHNOLOGY WORLD EXPO

**OCTOBER
14, 15 & 16, 2025
VIENNA, AUSTRIA**

www.meteorologicaltechnologyworldexpo.com

EXHIBITING OR SPEAKING AT METEOROLOGICAL TECHNOLOGY WORLD EXPO 2025?

Promote your company's expertise to exhibition visitors and conference delegates - and the wider industry - before, during and after the event:

- Advertise and share your latest customer case study or technology innovation in an exclusive article in an issue of your choice;
- All exhibitors who advertise in the pre-show issue are guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show;
- Secure an exclusive interview (limited availability) in the dedicated event preview published in the pre-show issue (with advert);
- Advertisers also benefit from daily circulation of the pre-show issue throughout the event - with copies at every entrance, on the magazine's dedicated booth, booth drops throughout the hall, etc;
- Special cover positions available for advertisers to amplify brand awareness, new product launches and promote their booth number, etc;
- Take an ad in the official show guide - the on-site catalogue used by visitors to navigate the show;
- Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event;
- Reserve a banner on the magazine website and/or e-newsletter before, during or after the event;
- Secure an on-site exclusive video interview (limited availability) with our editorial team, filmed by our expert video team for publication on the magazine website and promoted via the weekly e-newsletter, social channels, etc;
- Book an exclusive webinar (before or after the event) for highly targeted lead generation/ brand awareness, with full e-newsletter/ social media promotion included.

**PROMOTE
YOUR
COMPANY
HERE!**



**EXCLUSIVE
EXHIBITOR
AND SPEAKER
INTERVIEWS**



**LIVE VIDEO
INTERVIEWS**

**ADVERTISE
IN THE
SHOWGUIDE**

