



The Weather Station Experts

theweatherstationexperts.com

weatherwhys.show

[@theweatherstationexperts](https://twitter.com/theweatherstationexperts)

2025

MEDIA KIT



Video



Newsletter



Podcast

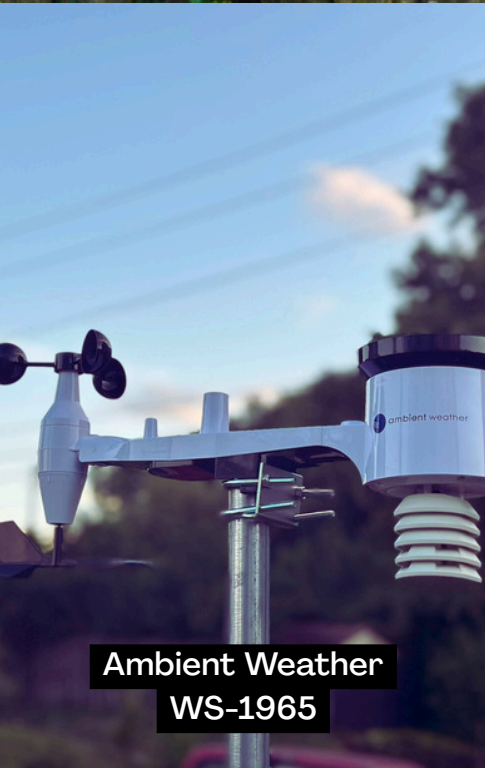


Web

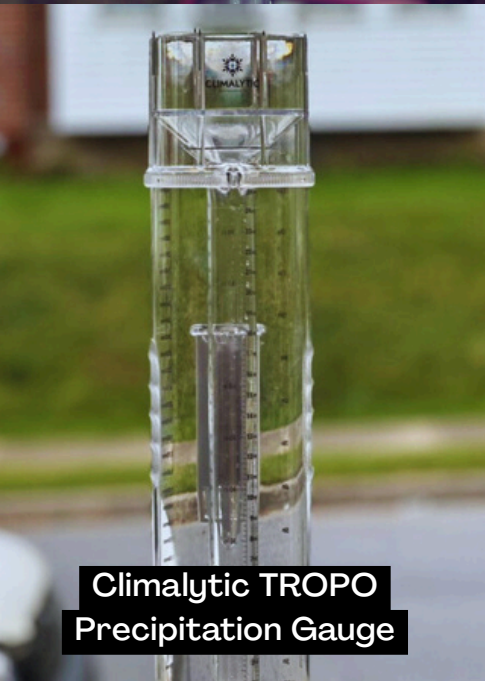
Weather changes *fast.*



KestrelMet 6000



Ambient Weather WS-1965



Climalytic TROPO Precipitation Gauge

ABOUT US

Founded in 2021, The Weather Station Experts is now the largest home weather station reviews site on the web. Operated by science and technology journalist Ed Oswald, TWSE aims to make STEM, and specifically weather, accessible to everyone regardless of age or education.

While our focus is weather stations, we also explain the “whats and whys” of weather through *The Weather Whys Podcast* and YouTube, and share home and garden tips and gadgets during the warmer months. Weather changes fast, and TWSE editors keep our readers ahead of the storm.

PARTNERSHIPS

Advertising: Journey by Mediavine
Affiliate Marketing: Amazon Associates, Impact, ShareASale, Sovrn, Tempest

25 FOCUS AREAS

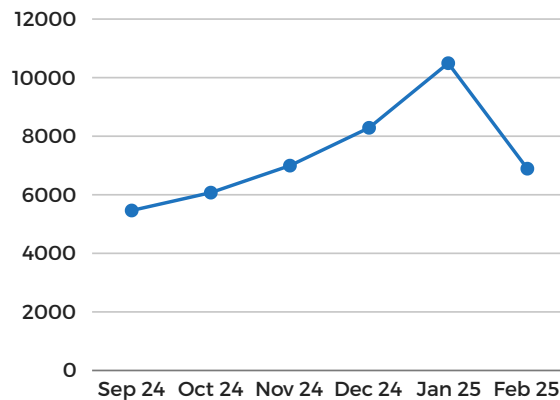
- Direct affiliate partnerships
- Sponsorships (web, video, podcast)
- Review opportunities

SITE STATS

Following Google's September 2023 Helpful Content Update, TWSE undertook a year-long effort to refocus on our core niche and adding video content.

Average monthly pageviews increased 33% YoY, with the holiday quarter the best since 4Q 2022, and record revenue in December.

Monthly Unique Pageviews, Sep '24- Feb '25



Source: Matomo Analytics, internal data

FIND US ON YOUTUBE

youtube.com/@theweatherstationexperts

TWSE's growth wouldn't have been possible without video, specifically YouTube. Our channel launched in August 2024, and in January 2025, the channel was accepted into the YouTube Partner Program. Some highlights:



1.1k+ Subscribers



6,000 Hours Watched



50+ Videos



150k+ Views

Source: YouTube Analytics, VidIQ

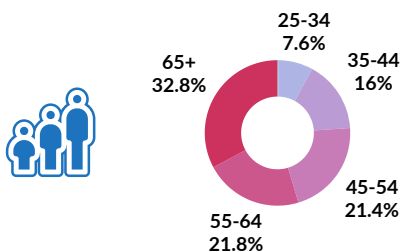
ED OSWALD

JOURNALIST AND CONTENT CREATOR

For 20 years, Ed has written about the cutting edge of technology for publications including *Popular Mechanics*, *PC World*, and *Digital Trends*. However, his first love was weather. Over the past decade, he has become one of the Internet's most prolific reviewers of home weather stations and gadgets.



YouTube



46.4%

Average View Duration

19.1%

Returning Viewers



Home & Garden, Smart Homes

Best Performers



Ambient Weather
WS-2902



La Crosse
C-85845



Midland
WR-120



Climalytic
TROPO

Web

Top Countries



3 min

New average visit duration

6.5 min

Returning avg. visit duration

200+

Active Monthly Newsletter Subscribers

12+

Podcast Episodes Produced

Source: YouTube and Matomo Analytics, Mailerlite, internal data

Potential Partnerships

- Product Reviews (Unpaid)
- Video Production (Final Cut Pro)
- Brand Ambassadorship
- Sponsorships
- Giveaways

Contact Information



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Our commitment to transparency: We disclose all paid sponsorships clearly to our users in accordance with FTC regulations and our Terms of Service and Privacy Policy. To avoid the appearance of conflicts of interest, we do not accept direct monetary compensation for any review. See our Manufacturer and Partner Policy for more details: <https://theweatherstationexperts.com/manufacturer-partner-policy>

OUR EDITORIAL CALENDAR

We constantly seek new and innovative products for our readers, **especially weather stations and gadgets**. To maximize your chance of sending the right pitch at the right time, below you'll find content that our editors are most likely to be working on each season. We receive a lot of pitches, so following our editorial calendar when pitching is strongly encouraged.



Winter

Gift Guides/CES

**BLACK
FRIDAY**

Our gift guides generate a majority of our traffic and revenue during the all-important holiday season.



Spring

Home and Garden

Our focus moves outdoors as the weather warms, including weather radios, garden gadgets, and more.



Summer

Disaster Prep/Prime Day

prime day

Our readers gravitate to disaster prep content early on, with a secondary peak during Prime Day.



Fall

Indoor Comfort

As our readers spend more time indoors, they turn to home comfort topics and early holiday deals.

Got a great pitch that fits our readers and viewers' interests? E-mail us: info@theweatherstationexperts.com.