



OCTOBER 2026

SPONSOR MEDIA KIT

Updated October 6

REACH MAINE WHEN WEATHER MATTERS.

Maine's largest meteorologist-led Facebook community | #2 in New England

AMS Certified Broadcast Meteorologist | 24+ years of experience

Ranking based on publicly visible Facebook follower counts | October 6, 2026

AUDIENCE AT A GLANCE

93.3M

Facebook views

2026 year to date | October 1

113K+

Followers + subscribers

Across seven social platforms

85,731

Facebook followers

As of October 1

25,478

Net new followers

Facebook | 2026 YTD

75,961

Facebook shares

2026 year to date

STORM COVERAGE THAT TRAVELED

4.13M

FACEBOOK VIEWS IN ONE DAY

September 26, 2026

4,130,620 total daily views across Facebook content

One Kennebunk storm photo: 3,194,946 views as of October 1

MAINE FIRST. NEW ENGLAND REACH.

The five leading Facebook audience cities are all in Maine.

Portland, Lewiston, Saco, Bangor and South Portland.

Forecasts, NappiCast, storm coverage, app and website placements.

LET'S BUILD A WEATHER PARTNERSHIP

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