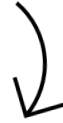


Check us out in action!



# weatherzone<sup>o</sup>

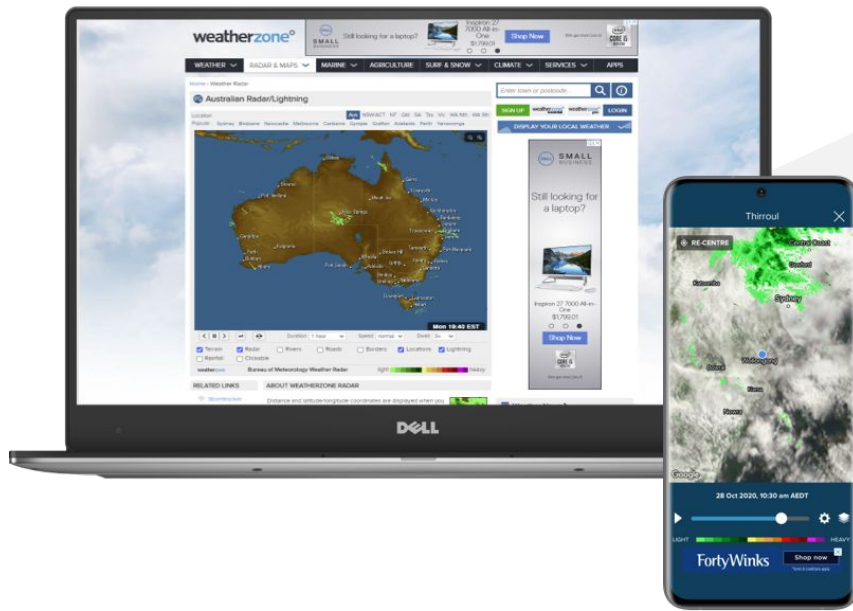
*Australia's most comprehensive and user focused  
weather service*

[www.weatherzone.com.au](http://www.weatherzone.com.au)



[mwooldridge@weatherzone.com.au](mailto:mwooldridge@weatherzone.com.au)

Weatherzone is the leading provider of weather services to 'weather engaged' Australians  
**delivering information that is credible, insightful and tailored to each individual.**



#### **Widest data sources**

That deliver an accurate and complete view of the weather as it happens



#### **Most advanced formats and functions**

Complex data displays that are easy to consume in intuitive tools



#### **Tailored and useable information**

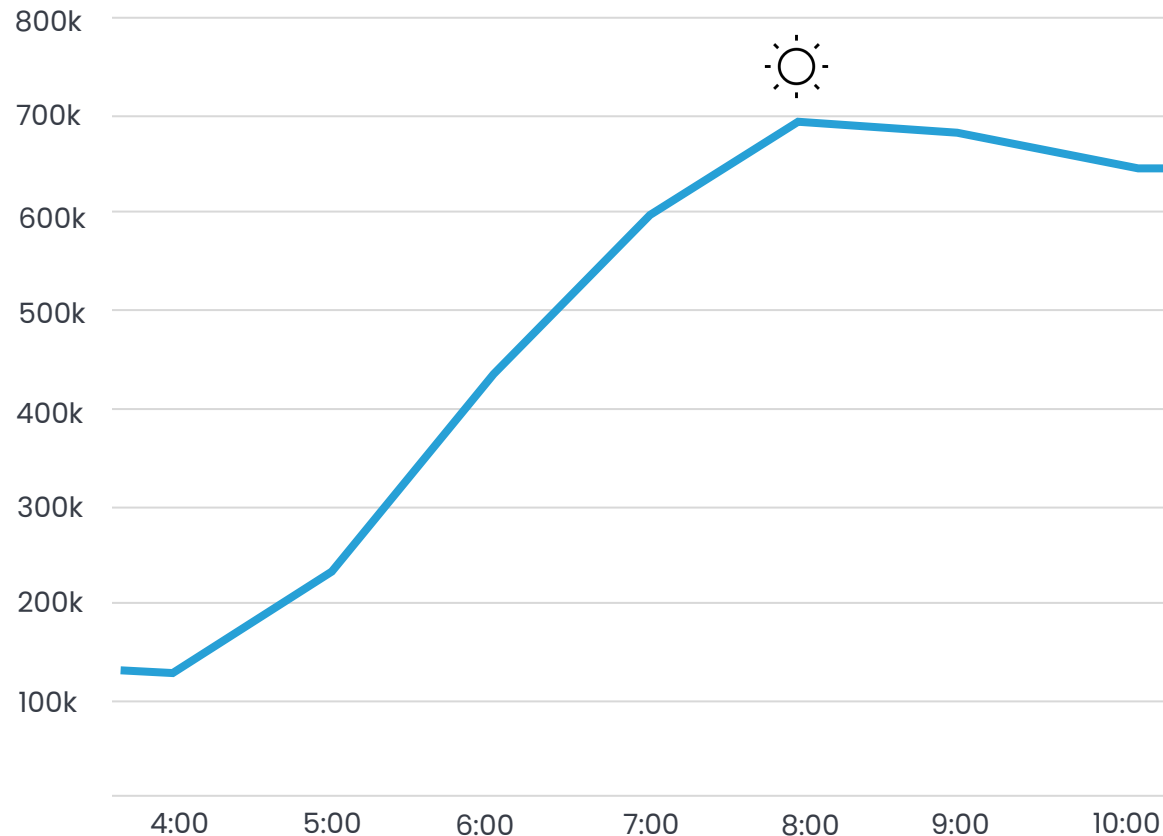
Weather data that is customisable to the individual regardless of skill level



#### **Trusted by major businesses**

Relied on by major businesses who use Weatherzone as a critical part of their operations

**Each day, you only get one chance to make a first ad impression.** Weatherzone users rise with the sun each day, checking conditions prior to them leaving the house.



**The average person is  
bombarded with an average of  
5,000 advertisements each day\*.**

With so much information delivered  
the brain starts screening and  
ignoring advertisements

Be fresh in the consumer's mind and  
give your brand the best chance of  
being remembered by appearing right  
at the start of their day – **before TV,  
before OOH and before Radio.**

**Source:** Weatherzone Internal Data, Google Analytics, May 2020  
**Source:** Forbes, ["Finding Brand Success in a Digital World"](#)\*

**weatherzone**<sup>o</sup>



# Weatherzone is the **ultimate brand safe environment.**



**Customers are 3x less willing to associate with brands that advertise alongside unsavoury content** – the power of context makes audience assume placement is intentional



**There is 5x more reader attention in PGC environments than on social feeds.** Higher attention translates to engagement – with content and brands.



All of our content is professionally produced, **meaning that all of our pages are safe for every category.**

**Source:** *The Halo Effect: Ad environment and Receptivity May 2019*

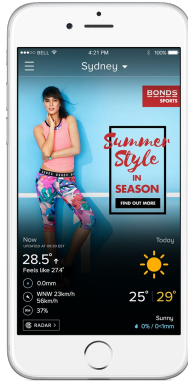
**weatherzone<sup>o</sup>**

We have digital storytelling formats available for every advertiser's message.



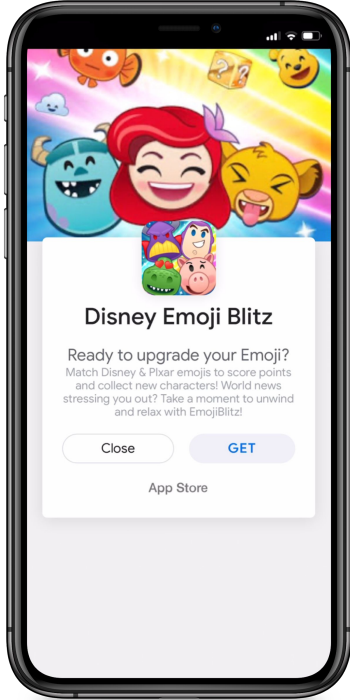
**Full page takeover**  
Skin plus all display

- ✓ Brand safe
- ✓ High viewability
- ✓ 100% S.O.V
- ✓ High impact
- ✓ Direct Sponsorship
- ✓ \$50CPM Market Rate



**Eclipse**  
High Impact Mobile

- ✓ Brand safe
- ✓ High viewability
- ✓ 100% S.O.V
- ✓ Enrich with data
- ✓ Direct
- ✓ \$50CPM Market Rate



**Mobile Interstitial**  
High Impact Mobile

- ✓ Direct | PMP | PG
- ✓ Capped at 1 view/session

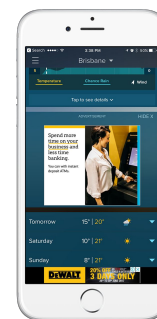
We have digital storytelling formats available for every advertiser's message.



### Standard display

728x90 | 300x250 | 970x250

- ✓ Brand safe
- ✓ Enrich with data
- ✓ Programmatic
- ✓ Direct
- ✓ \$18 | \$25 | \$50  
Market CPMs

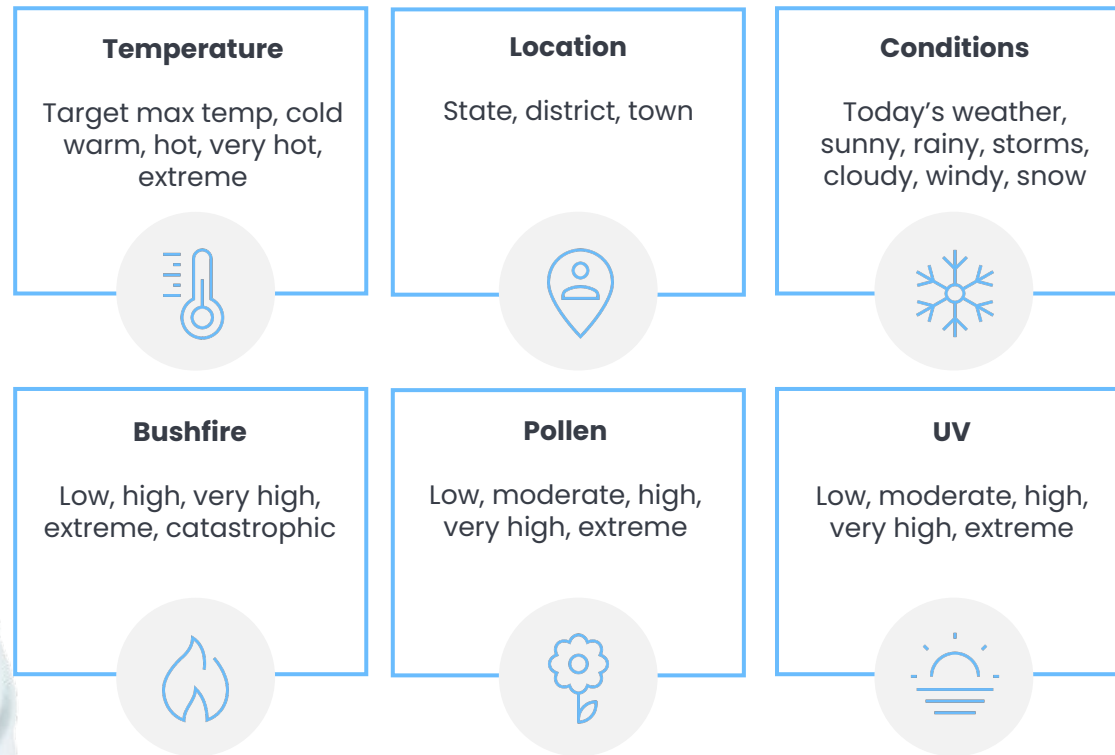


### Mobile display

Sticky 300x50 & 300x250

- ✓ Brand safe
- ✓ High viewability
- ✓ Enrich with data
- ✓ Programmatic
- ✓ Direct
- ✓ \$18 | \$25  
Market CPMs

Utilise the same data set that feeds the consumer weather experience **to supercharge your brand's advertising campaigns.**





## Weatherzone is a truly unique advertising platform for brands.



Weatherzone is the **leading provider of weather services** to 'weather engaged' Australians.



Studies have proven that **an increase or decrease in temperature can influence buying habits** for consumers.



Reach your target audience with **our brand safe, high impact creative solutions that can be overlayed with data.**

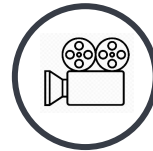


Extend beyond traditional advertising and **integrate your brand into the wider Weatherzone consumer product** and tools.

# Weatherzone Data:



**Weather forecast API – clients can use this data to inform their wider media campaigns**



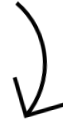
Weatherzone can create a videos series – curating a combination of weather triggers into a Weather report



Includes shooting, editing and production. We will supply you with the raw video for use on other channels

This is bespoke forecast data by an experience meteorologist – **HUGE, UNRIVALLED CREDIBILITY**

Check us out in action!



# weatherzone°

**CONTACT US FOR FURTHER INFORMATION:**

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