

Check us out in action!
Download us in the app store.



weatherzone^o

ENGAGEMENT AND BRAND SAFETY AT SCALE



www.weatherzone.com.au



adsales@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

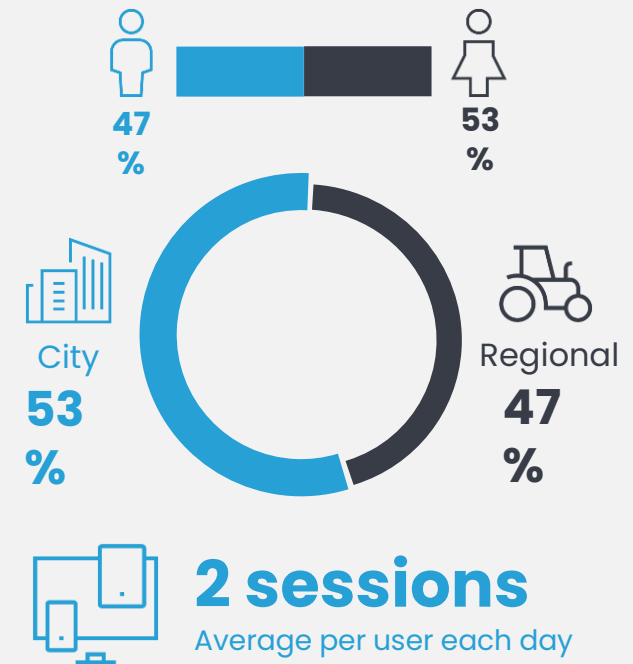
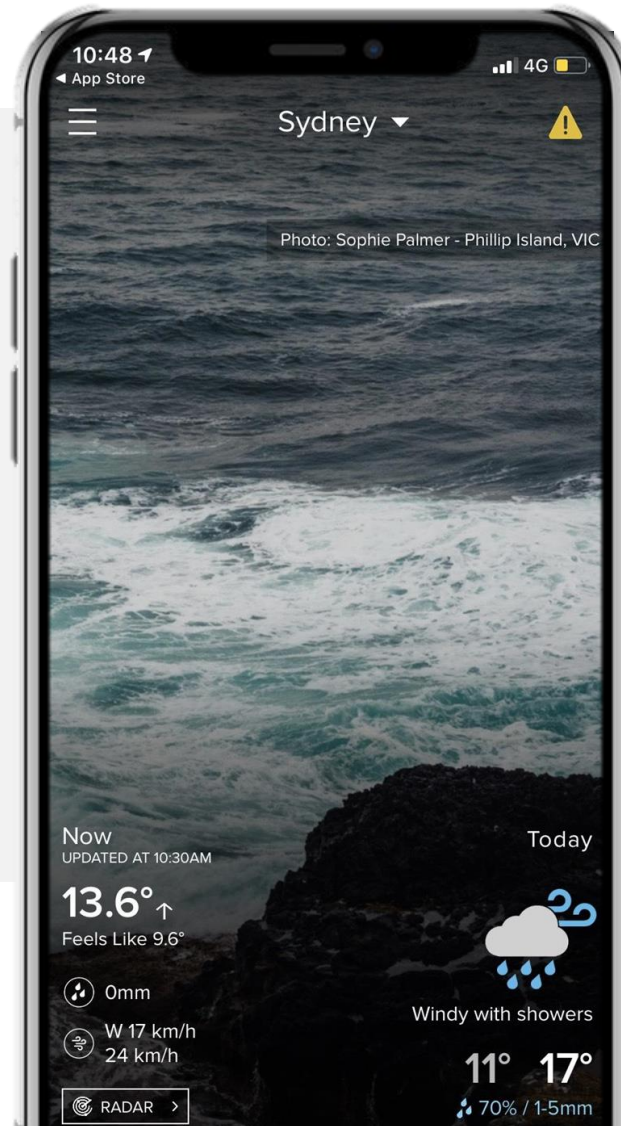
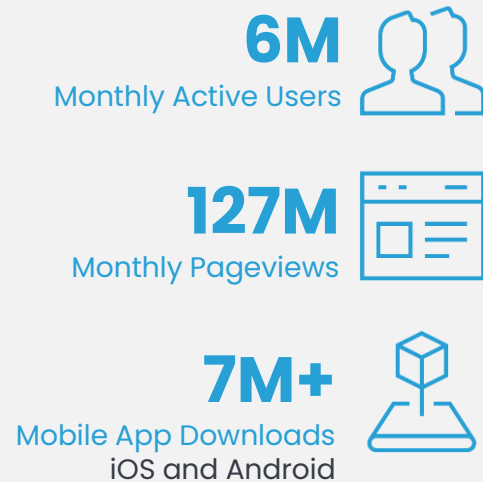
Weather data that is customisable to the individual regardless of skill level



Trusted by major businesses

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

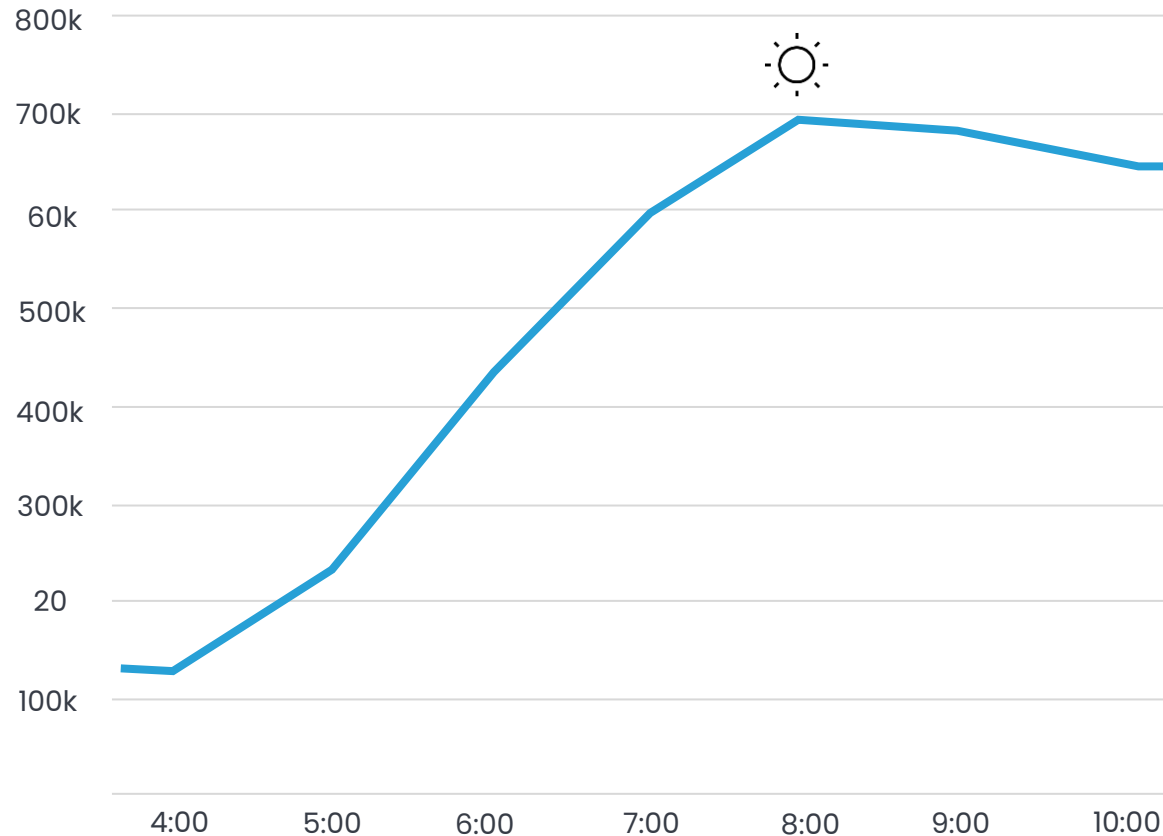
Each month more than 6 million Australians visit Weatherzone across our desktop site and our mobile applications.



Source: Weatherzone internal audience numbers

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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

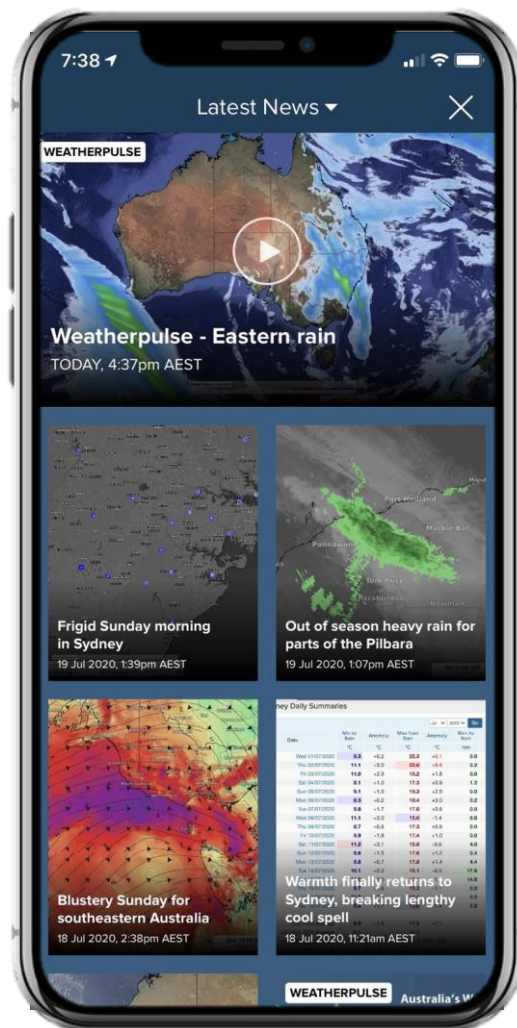


Be fresh in the consumer's mind and
give your brand the best chance of
being remembered by appearing right
at the start of their day – **before TV,**
before OOH and before Radio.

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

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Capture lightning in a bottle with **Weatherzone advertising** and reach our diverse audiences with unique solutions.



Brand safe

The audience reach of news, with none of the risks



High Impact

Creative ad solutions that stand out amongst content



First Impression

Reach audiences in their first interaction of the day



Audience Targeting

Utilise proprietary weather targeting options for campaigns



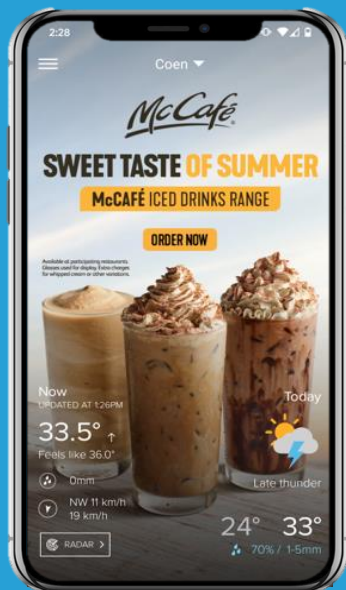
Weatherzone to increase Awareness – 1m users/day

The Eclipse is the perfect balance between high impact and targeted relevance.

The dynamic creative is targeted to a selected weather condition.

A Full screen high impact, static unit, displayed 100% SOV on screen. **Delivering both great branding and performance for brands.**

We recommend (via creative) making a link to weather conditions and time to specific products or offers.



The Eclipse is a strong performing ad unit
delivering CTRs up to 2%

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



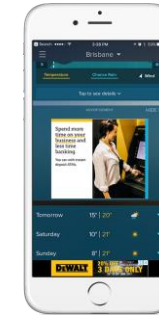
Eclipse
High Impact Mobile

- ✓ Brand safe
- ✓ High viewability
- ✓ 100% S.O.V
- ✓ Enrich with data
- ✓ Direct
- ✓ \$60CPM Market Rate



Standard display
728x90 | 300x250 | 970x250

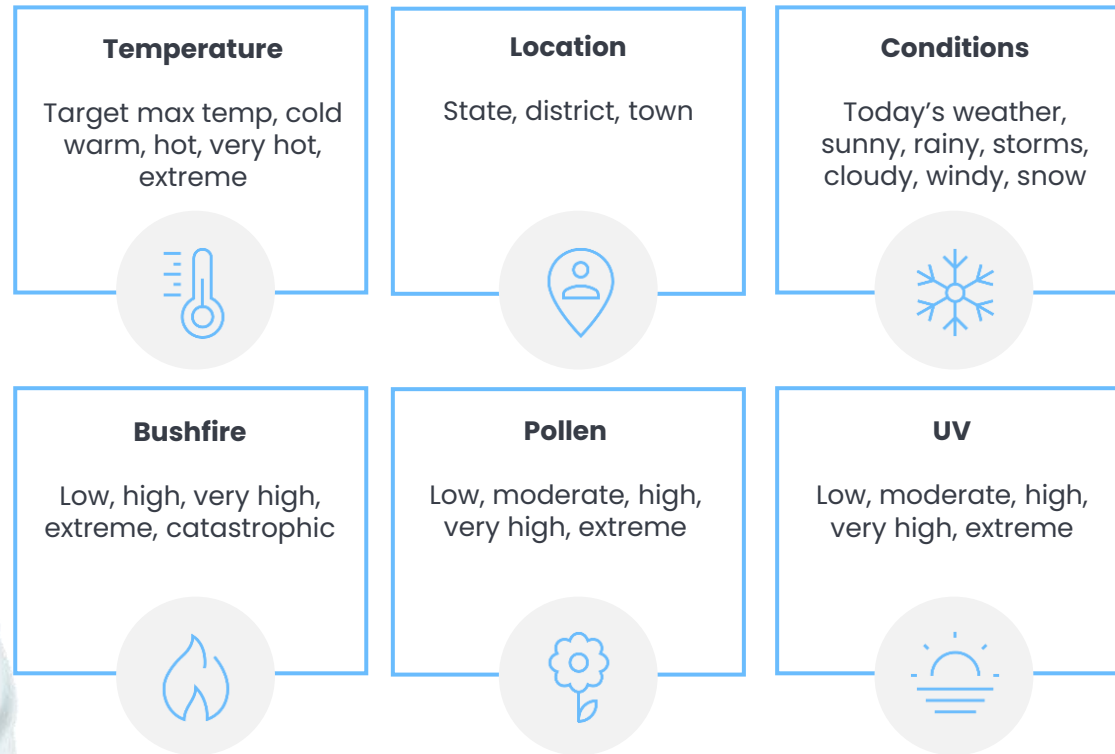
- ✓ Brand safe
- ✓ Enrich with data
- ✓ Programmatic
- ✓ Direct
- ✓ \$18 | \$25 | \$50
Market CPMs



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.

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