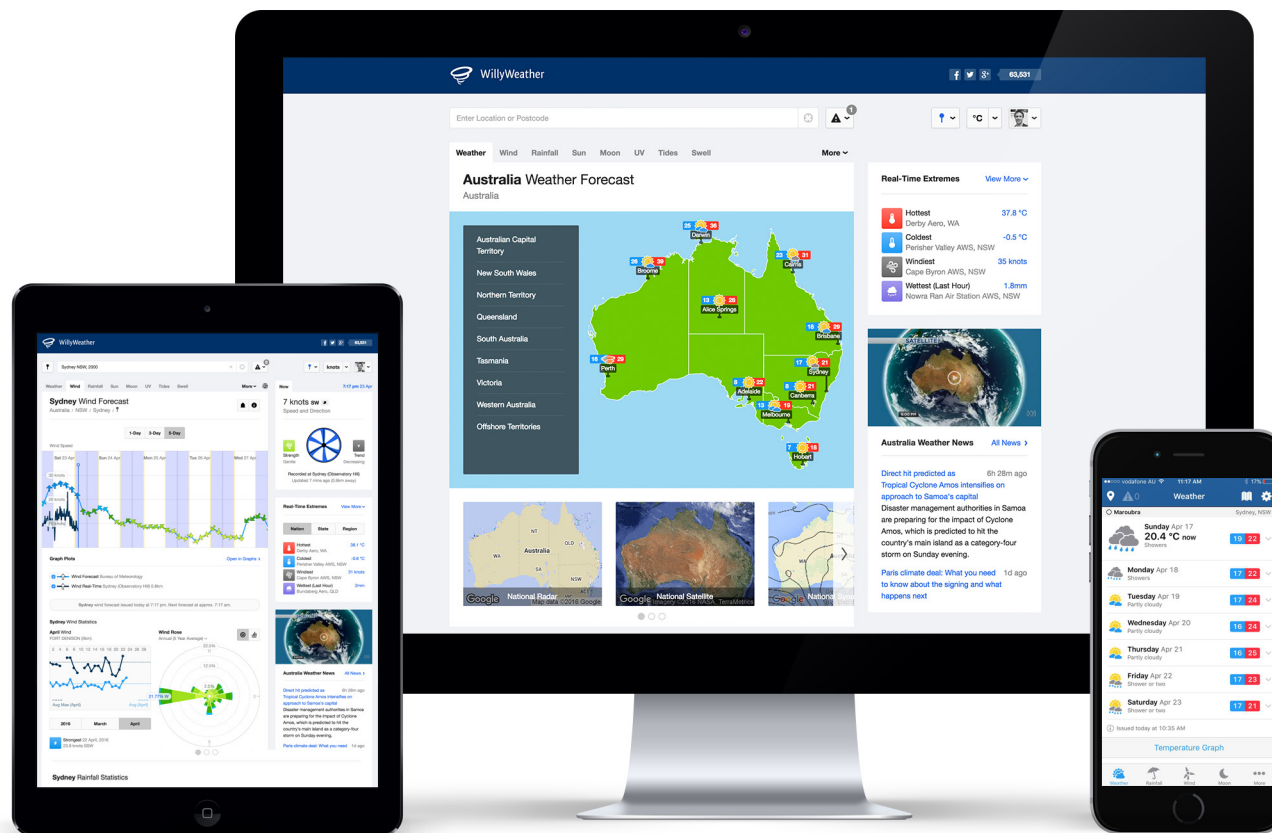# WillyWeather

MEDIA KIT 2016

OVERVIEW

WillyWeather is a feature rich weather website and mobile app that delivers the most accurate local weather data from best in class data sources including the Australian Bureau of Meteorology. Going beyond the average weather service, we process and fine-tune forecasts to the specific coordinates of over 30,000 Australian locations.

WillyWeather

TRAFFIC

Since the service was founded in 2009, WillyWeather has generated a considerable following of loyal users, with 60% having discovered WillyWeather through word of mouth.

THE FASTEST GROWING
WEATHER SERVICE IN AUSTRALIA

2 MILLION
UNIQUE USERS PER MONTH

ONE OF THE
LARGEST
AUDIENCES
IN AUSTRALIA

60,000
FACEBOOK LIKES

WillyWeather

TARGETING - DEMOGRAPHICS

Unlike most other online publishers, due to high traffic numbers and a unique location structure, WillyWeather can target many different demographic groups to suit a variety of campaign requirements. Get in touch with us to find out how we can tailor our targeting to your specific needs.
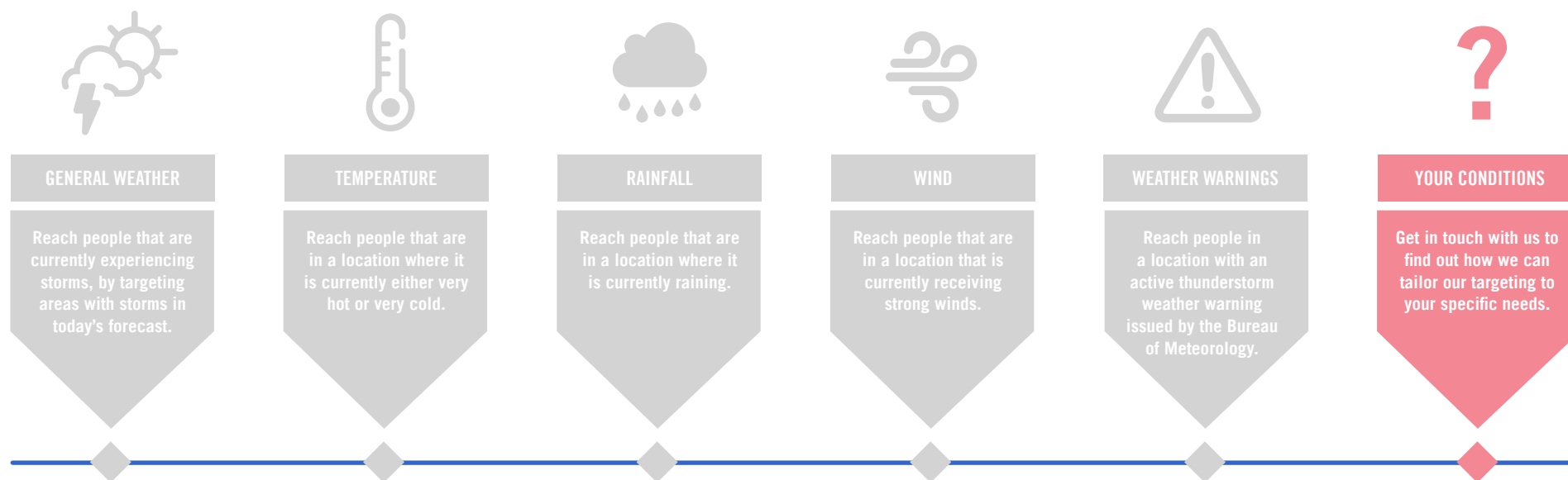
PROXIMITY TARGETING EXAMPLES FOR
DEMOGRAPHICS

MARINE	FISHING	FARMING & LIVESTOCK	HIGH INCOME EARNERS	EDUCATION	YOUR DEMOGRAPHIC
Reach the vast number of boaties that use WillyWeather by targeting coastal locations where boat usage is highest	Reach the vast number of fishermen that use WillyWeather by targeting tidal locations.	Reach sheep farmers by targeting the specific areas in Australia that have the highest wool production.	Reach high income earners, by targeting specific suburbs in Australia.	Reach people with the highest level of education, by targeting specific suburbs in Australia.	Get in touch with us to find out how we can tailor our targeting to your specific needs.
WillyWeather has one of the largest boating audiences in Australia.	WillyWeather has the largest fishing audience in Australia.	WillyWeather uses detailed commodity maps based on census	WillyWeather uses detailed demographic maps based on census data.	WillyWeather uses detailed demographic maps based on census data.	

WillyWeather

TARGETING - WEATHER CONDITIONS

WillyWeather can also target ads based on the weather, so that they are served to locations that are experiencing or forecast to experience a variety of different weather conditions.
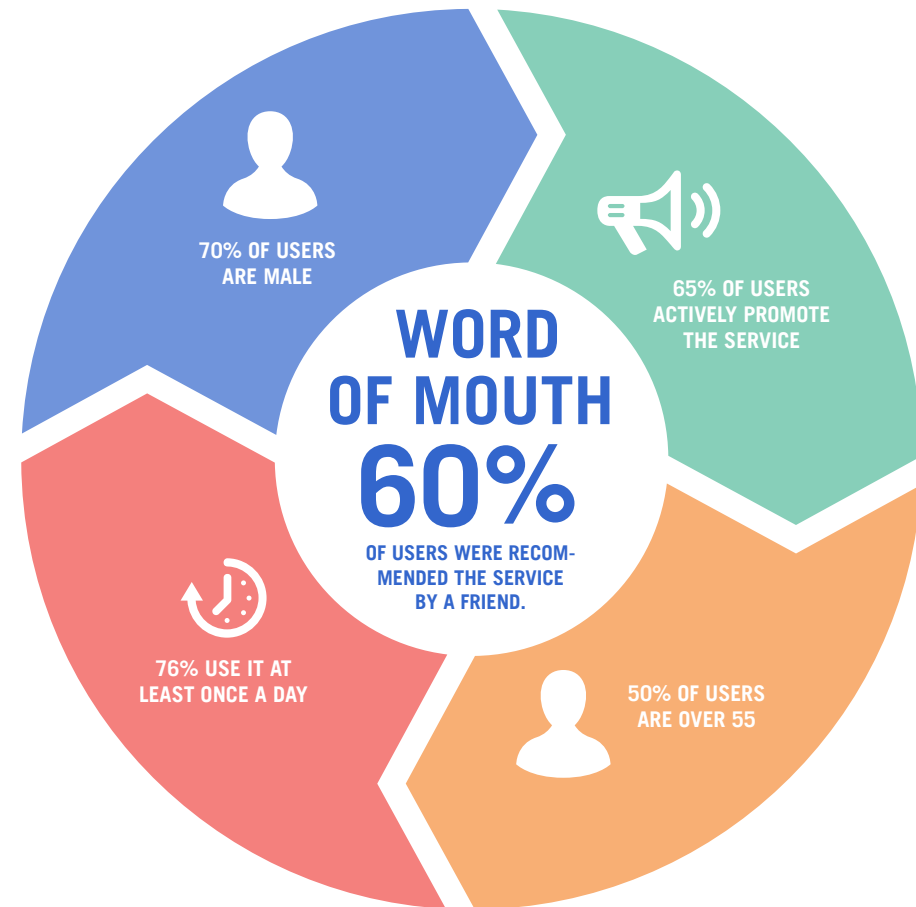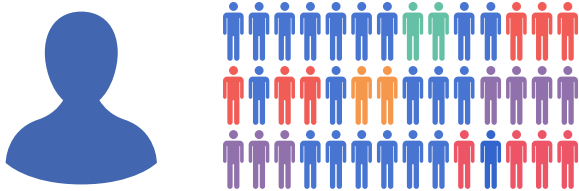
PROXIMITY TARGETING EXAMPLES FOR
WEATHER CONDITIONS

GENERAL WEATHER	TEMPERATURE	RAINFALL	WIND	WEATHER WARNINGS	YOUR CONDITIONS
Reach people that are currently experiencing storms, by targeting areas with storms in today's forecast.	Reach people that are in a location where it is currently either very hot or very cold.	Reach people that are in a location where it is currently raining.	Reach people that are in a location that is currently receiving strong winds.	Reach people in a location with an active thunderstorm weather warning issued by the Bureau of Meteorology.	Get in touch with us to find out how we can tailor our targeting to your specific needs.

WillyWeather

AUDIENCE

With over 2 million locals using our service each month, WillyWeather has one of the largest audiences in Australia.

Unlike other online publishers, WillyWeather can use its location database to match any demographic. For instance, we can target fishermen using tidal locations, or wheat producers by targeting to areas with the highest wheat production. Let us show you how we can refine our audience to suit any campaign.

70% OF USERS ARE MALE

65% OF USERS ACTIVELY PROMOTE THE SERVICE

WORD OF MOUTH
60%
OF USERS WERE RECOMMENDED THE SERVICE BY A FRIEND.

76% USE IT AT LEAST ONCE A DAY

50% OF USERS ARE OVER 55

WillyWeather

CASE STUDY 1- MOUNTAIN DESIGNS

Mountain Designs aimed to build brand equity and increase consumer consideration for their next outdoor adventure. The campaign was extremely successful and thoroughly embraced by their target audience, with the skin garnering a record 3% click-through rate, a whopping 60x higher than the industry standard.

Campaign click through rate of 1.26%
Skin click through rate of 3%

Wet weather gear targeted to areas receiving rain.

Warm winter gear targeted to areas receiving temperatures below 15°C

Windy jackets targeted to areas receiving high winds.

Summer gear targeted to areas receiving temperatures above 30°C

CASE STUDY 2 - SUNCORP

Suncorp Insurance wanted to gain exposure of their 'Proud to Protect' content videos over the 2015/16 summer. Their campaign successfully generated over 20,000 clicks and utilised WillyWeather's location based targeting.

Campaign click through rate of 0.75%

Targeting southern QLD regions only.

WillyWeather

CASE STUDY 3- FISH LIFE

FishLife magazine wanted to reach a new audience of potential subscribers. Through a series of ad placements on WillyWeather targeting those interested in tides and wind, they were able to increase online subscriptions by 300% over the duration of the campaign.

Click through rate of 0.50%

Graph watermark

Graph banner positioned adjacent to vital forecasts

AD UNITS

Below is a taste of some of the premium ad units we offer at WillyWeather. Please go to the **Ad Specifications Page** for more in-depth information on each ad unit and for a preview using our **Preview Tool**.
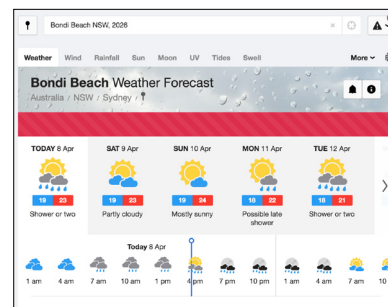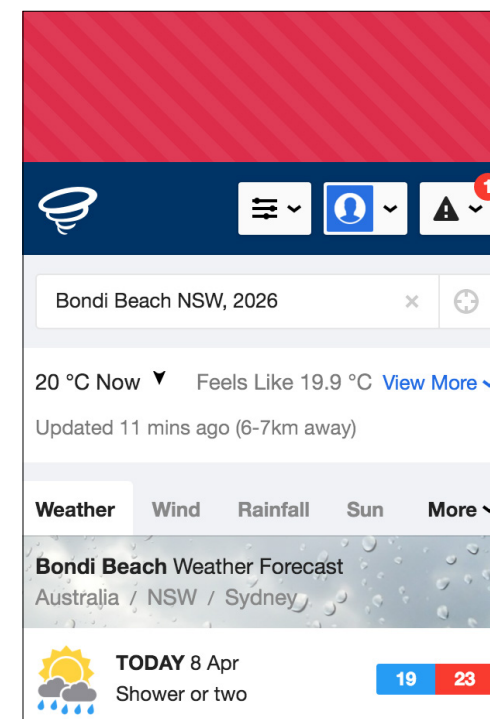
AD SPECIFICATIONS PAGE

SKIN
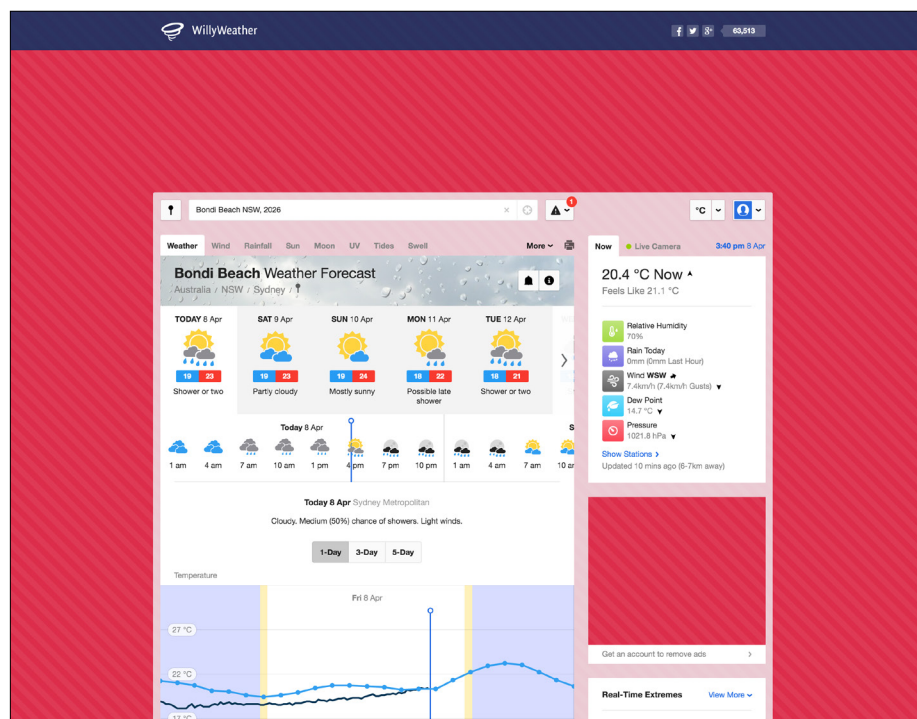
BILLBOARD
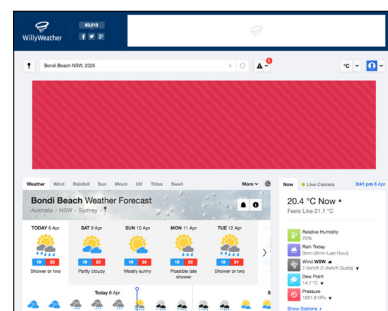
FORECAST HEADER

MOBILE DOUBLE HEADER

WillyWeather

MEDIA KIT 2016

RATES

Each ad unit links to our **Online Preview Tool**. Please contact us with your campaign details to obtain final pricing and bulk discounts.

STANDARD DESKTOP	PRICE (CPM)	PLATFORM
Medium Rectangle	$20	Desktop, Tablet
Half Page	$30	Desktop, Tablet
Leaderboard	$15	Desktop, Tablet
Super Leaderboard	$20	Desktop, Tablet
STANDARD MOBILE	PRICE (CPM)	PLATFORM
Mobile Medium Rectangle	$10	Mobile Web
Mobile Banner	$10	Mobile Web
iOS & Android Banner	$10	Mobile App
PREMIUM DESKTOP	PRICE (CPM)	PLATFORM
Billboard	$40	Desktop, Tablet
Skin	$60	Desktop, Tablet
Forecast Header	$30	Desktop, Tablet
Forecast Header	$30	Desktop, Tablet
PREMIUM MOBILE	PRICE (CPM)	PLATFORM
Mobile Double Banner	$20	Mobile Web
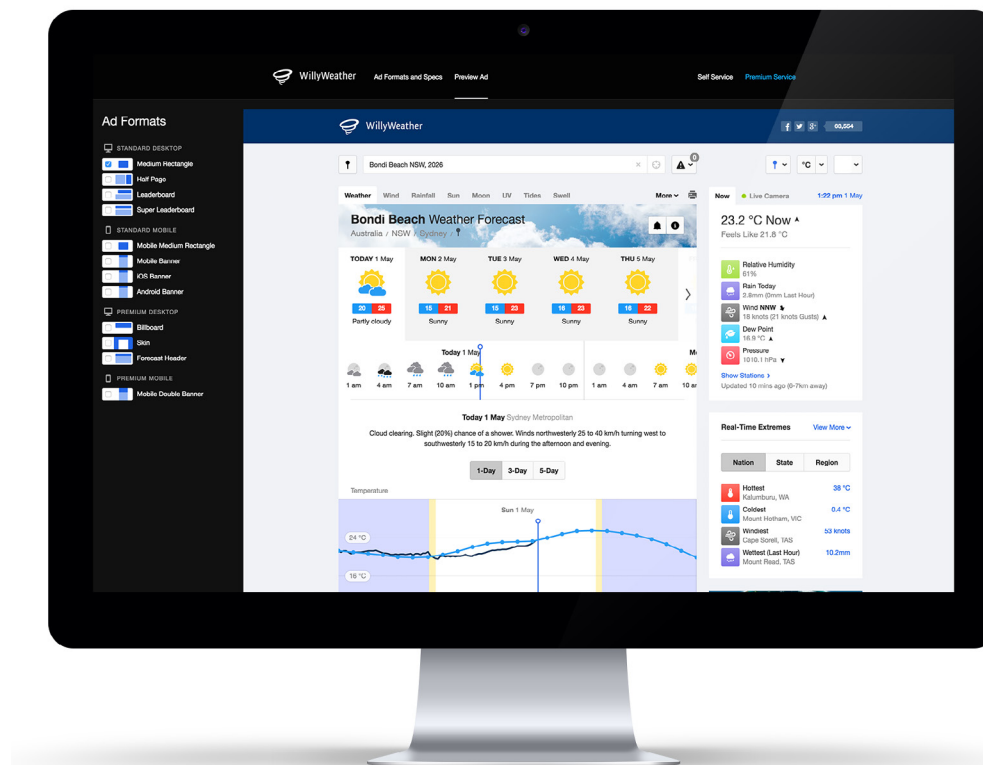
NOTE: All prices are in $AUD

CONTACT

Please don't hesitate to get in touch on how we
can most effectively reach your target audience.

advertising@willyweather.com
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Bondi Junction NSW 2022

WillyWeather