



WillyWeather

MEDIA KIT 2020

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.



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.



ONE OF THE
LARGEST
AUDIENCES
IN AUSTRALIA



60,000
FACEBOOK LIKES

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.

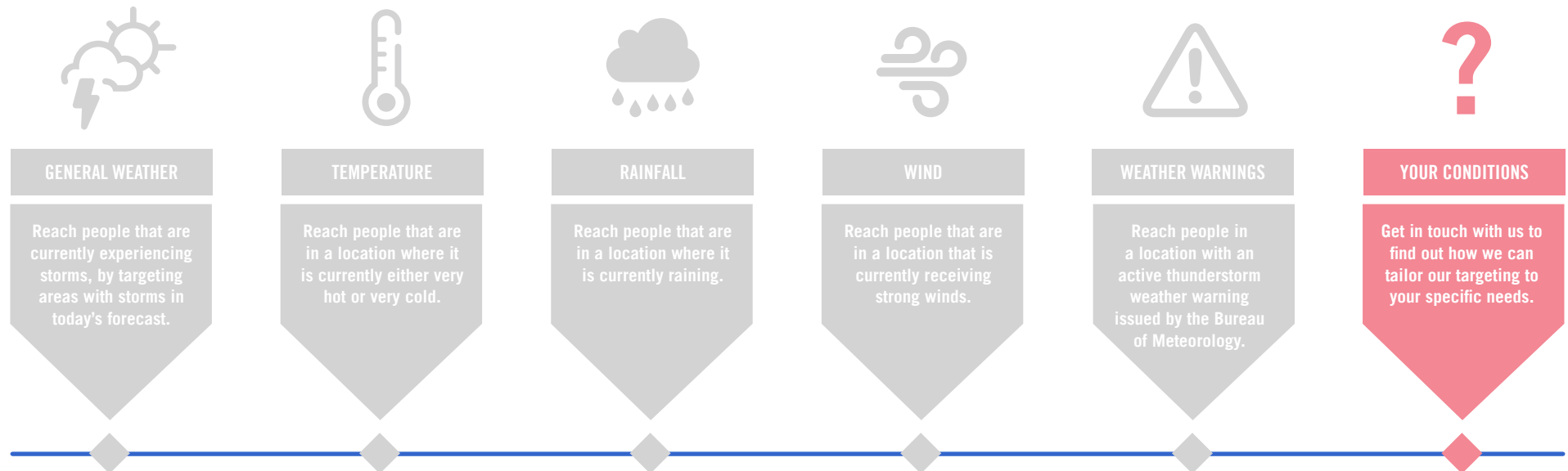
PROXIMITY TARGETING EXAMPLES FOR DEMOGRAPHICS



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.

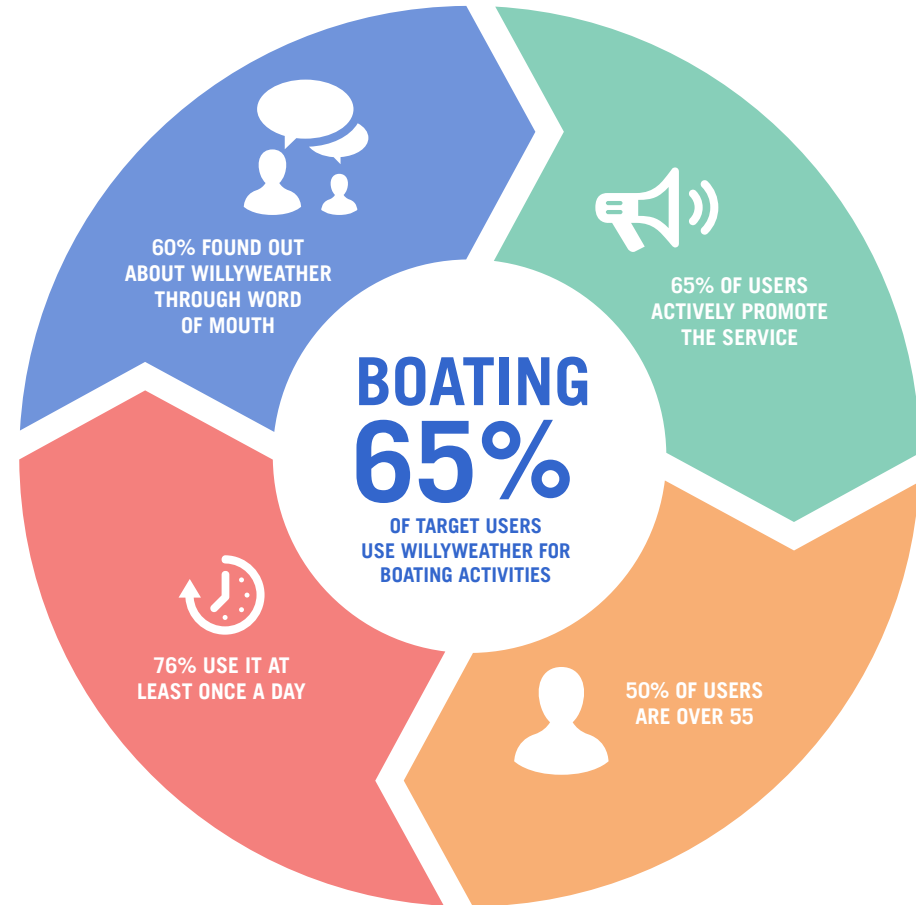
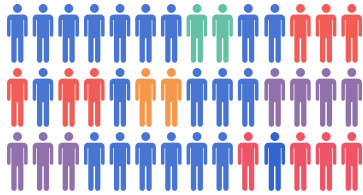
PROXIMITY TARGETING EXAMPLES FOR WEATHER CONDITIONS



AUDIENCE

WillyWeather has one of the largest boating audiences in Australia.

With the most comprehensive tide forecast database in Australia, combining data from state based marine agencies with forecasts from the National Tide Tables, WillyWeather is the number 1 choice for boating enthusiasts.



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- 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



CASE STUDY 3 - 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.



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



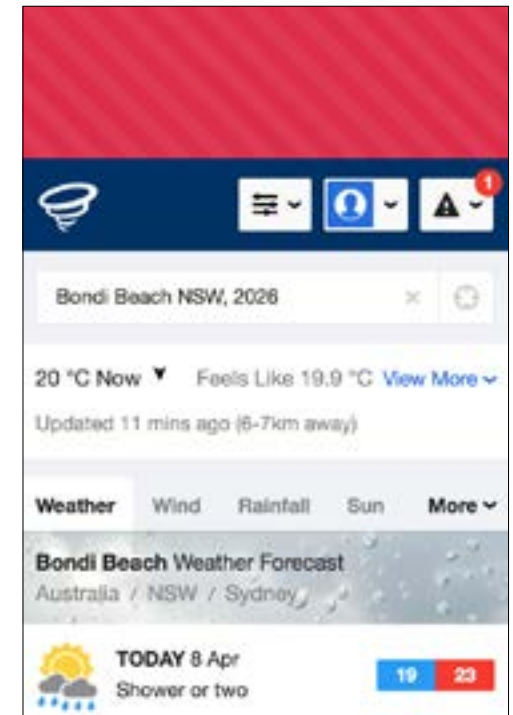
BILLBOARD



FORECAST HEADER



MOBILE DOUBLE HEADER



CONTACT

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

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