# weatherzone°

Australia's leading commercial weather-information provider



## Mass Reach & Frequency



#### **2M BROWSERS**

2m unique monthly browsers\*



#### DAILY VISITORS

Over 80% of users return to the site daily\*





#### **40M MONTHLY PIs**

30-40 million page impressions per month\*



#### SESSION TIME

20 minutes session time per visit\*



Source: \*GA March 2015 ~Fairfax Media's Weatherzone Audience Study, November 2014 (n=1096) Q. You have indicated that you access Weatherzone content on the below device/s. How frequently do you access this content?

### Audience Overview

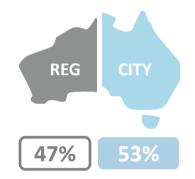
**Å** 44% 56%

Male Skewed



Daily Usage

80% of people visit the site daily, with 42% visiting multiple times a day



#### Even Geo Reach

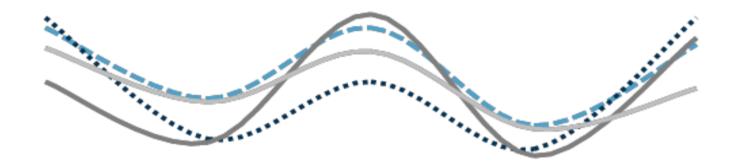
33% live in NSW,28% live in VIC,16% live in QLD



Source; Fairfax Media's Weatherzone Audience Study, November 2014, based on access Weatherzone on smartphone/tablet app or m-site, n=977. Q. What is your gender. And Q. Do you live ...\*emma, TM conducted by Iposs MediaCT, all people 14yrs+, Nov 14. Q. You have indicated that you access Weatherzone content on the below device/s. How frequently do you access this content?

## Time of Day Usage

Desktop Usage peaks during the day whilst Tablet and Mobile are used during Morning and Evenings.



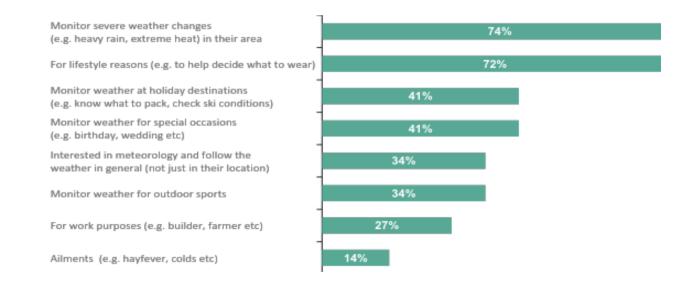


Fairfax Media

Source; Fairfax Media's Weatherzone Audience Study, November 2014 (n=1096)Q. At what times during the day would you normally access Weatherzone content on the below device/s? Please select all that apply.

### Audience Insights

66% Access Weatherzone to help make lifestyle choices and make them be equipped for the day





Source; Fairfax Media's Weatherzone Audience Study, November 2014 (n=1096) Q. What are your main drivers for checking the weather? Please select all that apply. Q. Is there a particular occasion where you find your usage of Weatherzone increases.