



weatherzone^o

Australia's leading commercial
weather-information provider

Mass Reach & Frequency



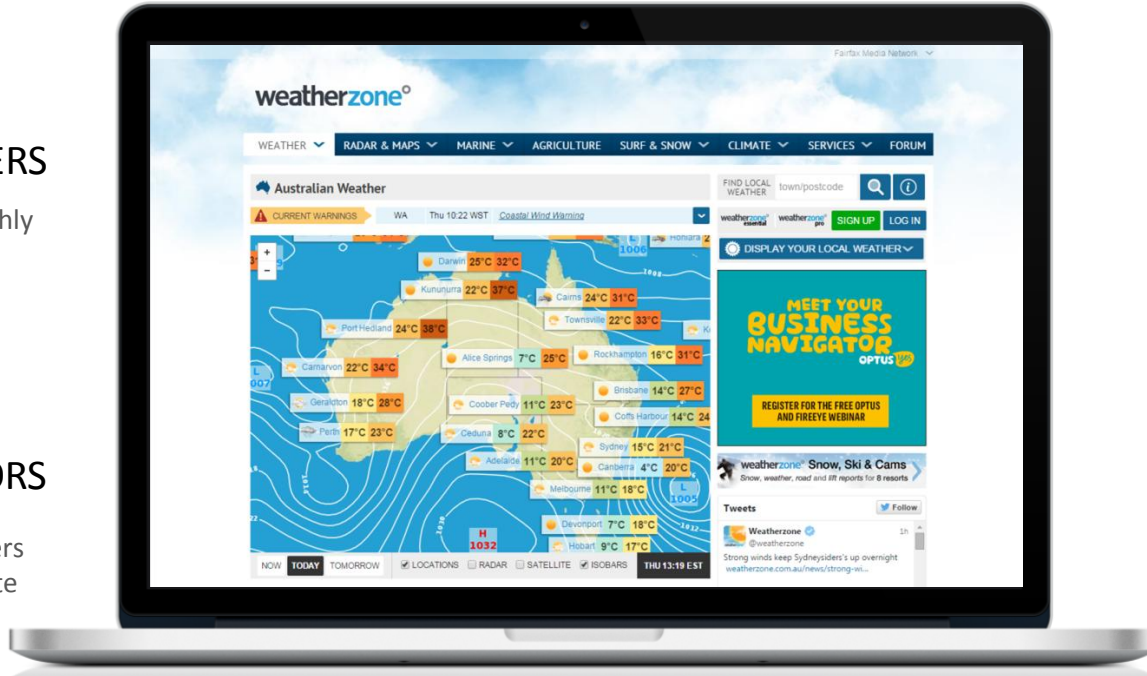
2M BROWSERS

2m unique monthly browsers*



DAILY VISITORS

Over 80% of users return to the site daily*



40M MONTHLY PIs

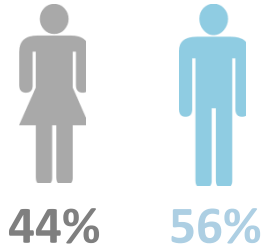
30-40 million page impressions per month*



SESSION TIME

20 minutes session time per visit*

Audience Overview

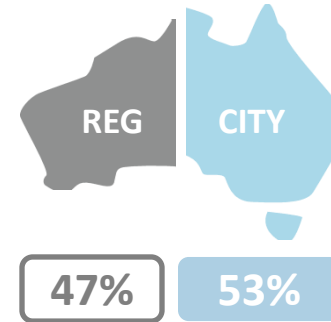


Male Skewed



Daily Usage

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

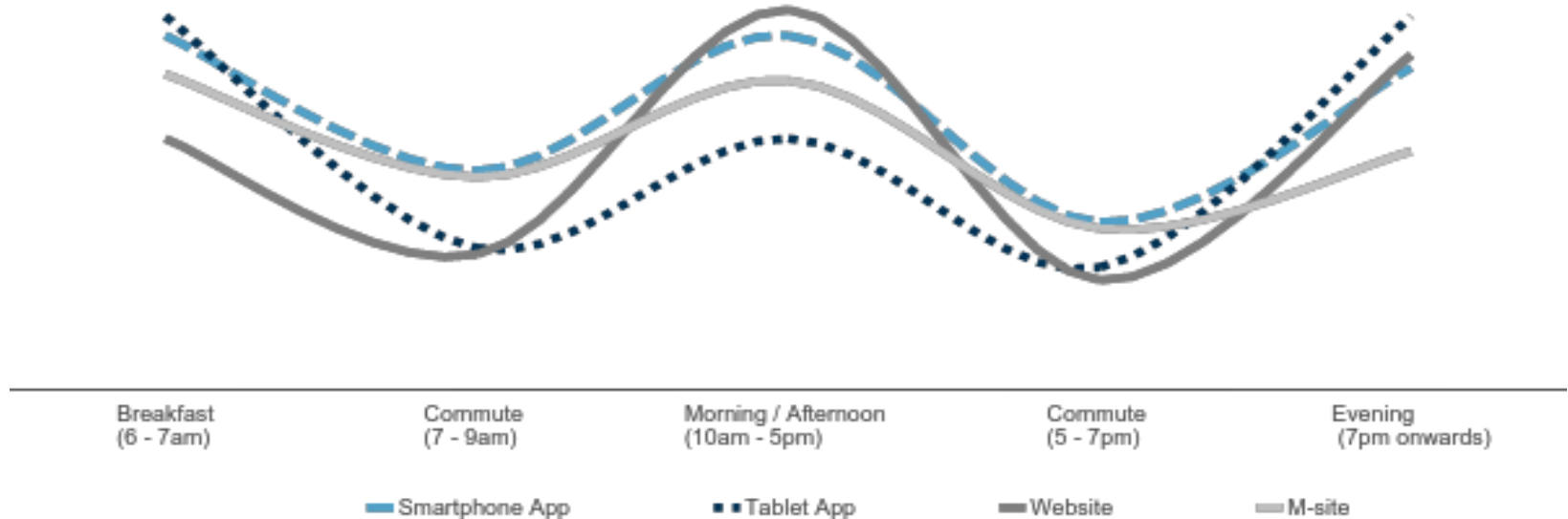


Even Geo Reach

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

Time of Day Usage

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



Audience Insights

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

