



# MetService Media Kit

August 2022

# About MetService

We are New Zealand's national weather authority, providing comprehensive weather information for Aotearoa, New Zealand 24 hours a day, 365 days a year.

From the storm warning that safeguards a fishing fleet, to a commuter's decision to wear a coat. Whether you're staying dry, staying safe or staying ahead of the competition, MetService is right there with you.

We are trusted, and relied upon, for accurate weather insights which help New Zealanders live their lives.



# New Zealand and the weather

New Zealand's weather is unique. An island nation, nestled in the 'roaring forties', our weather is dominated by wind, mountains and sea.

Our position in the South Pacific Ocean exposes us to Antarctic outbreaks, with snow to sea level in the colder months, but also puts us at risk of Tropical Cyclones drifting southward to our shores in the warmer months. The geography of our mountain ranges means prevailing westerly wind can bring downpours to the West Coast while temperatures soar in eastern areas at any time of year.

New Zealanders have a strong connection to the weather and it plays an important part in daily life. As the nature of our geography means our weather can change suddenly, reliable forecasting is invaluable, particularly for the many Kiwis that make a living off our land and sea.

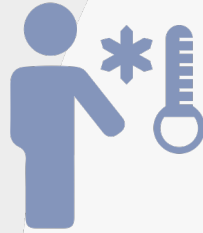


# Why advertise with us?



## Reach

MetService has users right across the country. We offer unrivalled regional targeting capability, giving you the ability to reach your audience, wherever they are or where they're going.



## Relevance

Weather impacts our decisions everyday. Advertising with MetService gives you the ability be part of that daily decision making moment. Advanced targeting options allow you to make that message relevant and timely based on those conditions.



## Reputation

MetService has been providing forecasts for New Zealand since 1851. As New Zealand's only authorised provider of severe weather information we have a responsibility to the people of New Zealand, and our platforms are a trusted source of reliable weather information.



A group of diverse people, including men and women of various ethnicities, are sitting on a wooden bench. They are all engaged with digital technology. From left to right: a woman in a white shirt uses a laptop; a man in a light blue shirt uses a tablet; a woman in a red sleeveless top uses a smartphone; a woman in a blue top uses a tablet; a man in a tan blazer uses a laptop; and a woman in a green sweater uses a smartphone. The scene is brightly lit, suggesting an indoor setting like a cafe or office lounge.

# Our platforms



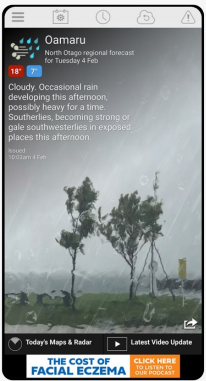
# Our Platforms



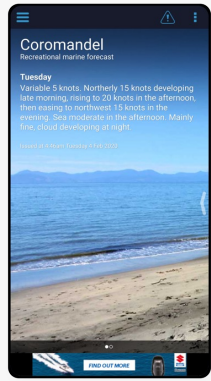
MetService.com



New Zealand Weather App



Rural



Marine



# Desktop

MetService.com features fully responsive design which customises it's layout to suit your screen. Desktop and laptop users experience fully interactive maps, forecasts and expandable weather tools to help make good decisions based on the weather.

This design gives us flexibility to display beautifully rich integrated advertising campaigns alongside the weather message. If you have a creative idea **we'd love to hear it.**

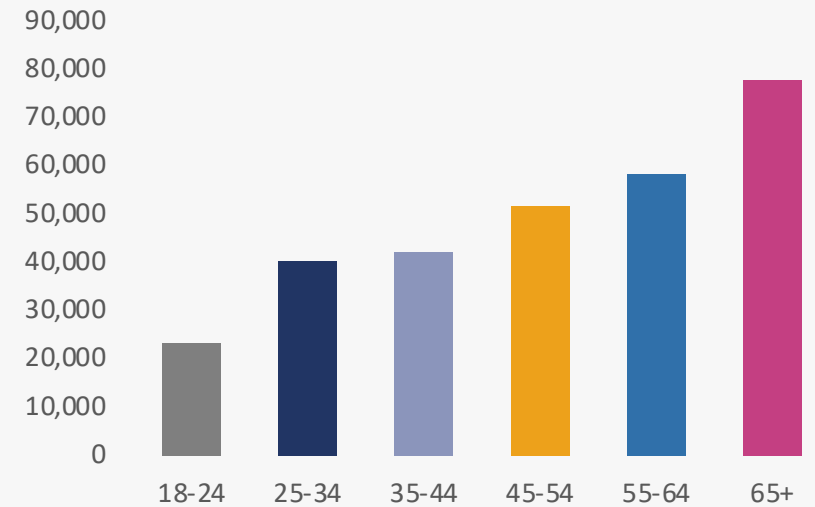
**127,328**

Av Daily Users

**20.6M**

Desktop Impressions

Users by Age



## Opportunities

- Billboard, big banner and mRec advertisements
- Full page takeovers
- Content sponsorships
- Map takeovers
- Weather targeting
- Location targeting



# Mobile

Across our apps and mobile website, MetService reaches an average of 335,000 users everyday to help them plan meals, outfits, activities and more.

The mobile website has been designed to put fully featured metservice.com in your pocket, giving mobile access to the full suite of MetService's forecasting tools.

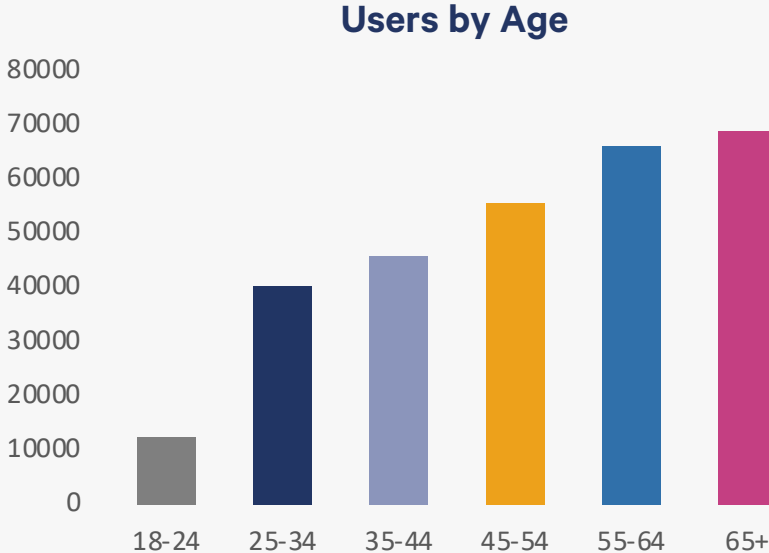
The MetService NZ Weather App is available on both iOS and Android. It displays information from hundreds of rural and urban locations around the country, giving a snapshot of the information you need day to day.

The most popular downloaded weather app in New Zealand.

**Opportunities:**

- Mrec advertisements
- Sponsorships
- Interstitials
- Weather targeting
- Geo-targeted advertising

<b>327k</b> Av Daily Users
<b>32.7M</b> Impressions





# Our Audience



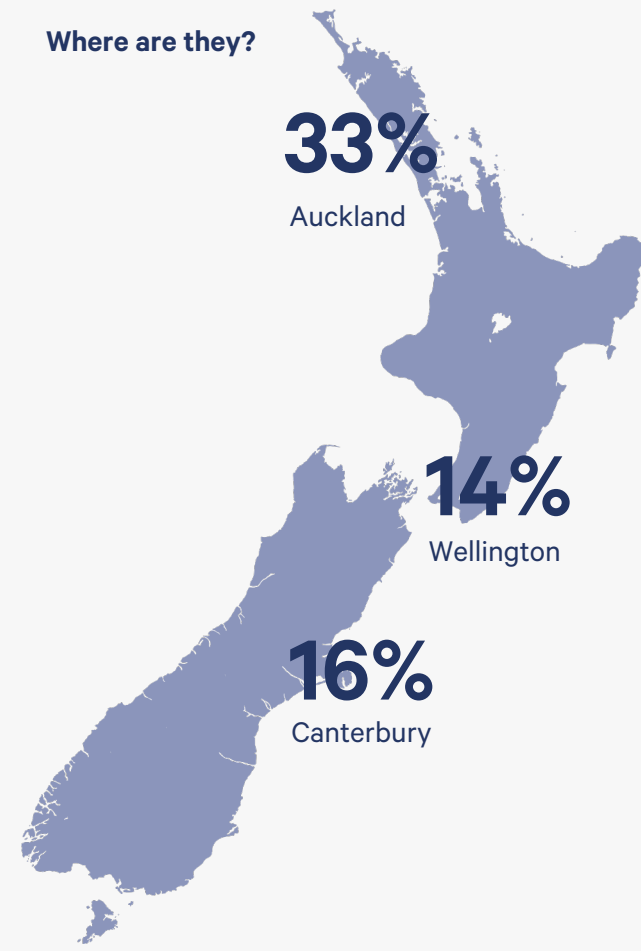
On average we help

**466,000** people

pick their outfit each day!



Where are they?





# Our Sections



# Towns & Cities

## Opportunities on Desktop, Mobile website & New Zealand Weather App

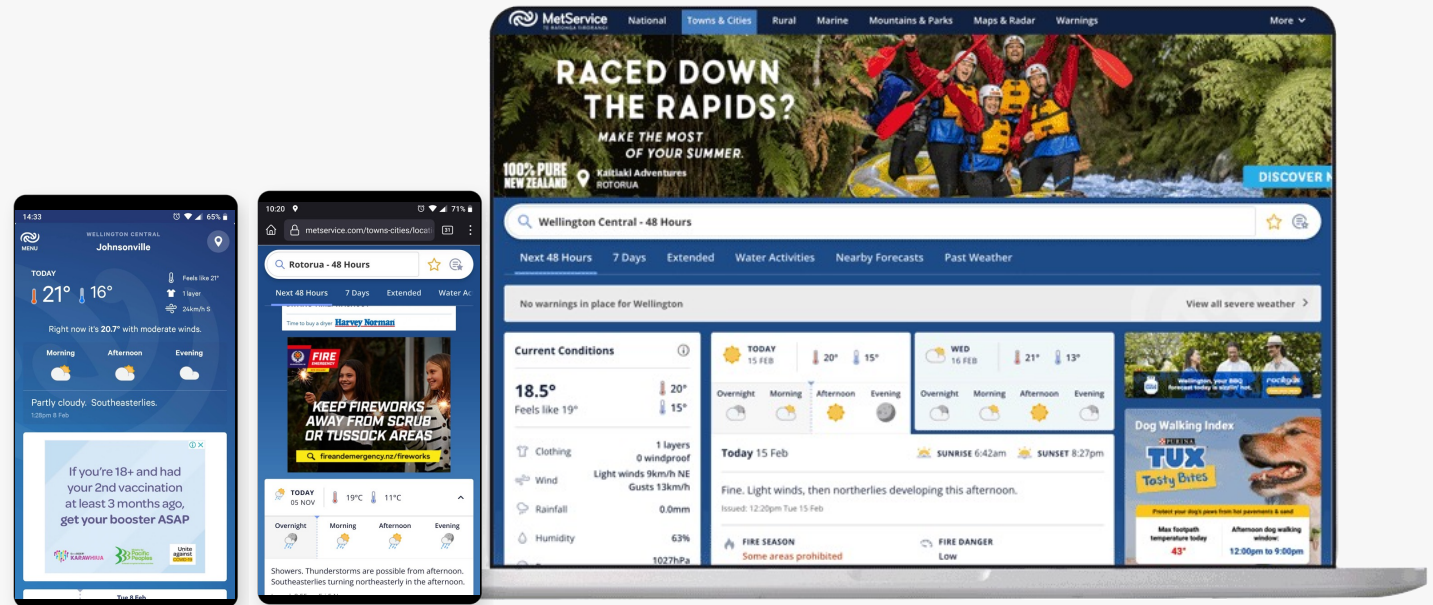
Town & City forecasts help kiwis living in the city whether it be on their commute, hanging out the washing or planning for the weekend.

Our most popular pages, the Towns & Cities section is where people get their local forecasts & observations, UV and pollen info, tides, gardening tips, radar and local weather maps to help make planning life around the weather easy.

There are a number of ways to customise your advertising on the Towns and cities pages. We have the ability to integrate live weather information into your ad placements, or show different creative based on the weather\*. You can choose to advertise on specific locations to limit your advertising to those regions which are relevant to your business. There are also opportunities on the MetService mobile website, which is a popular channel – particularly over long weekends and holidays.

### Opportunities

- Display advertisements
- Full page takeovers
- Sponsorships
- Expandables
- Weather targeting
- Location targeting
- Custom forecast modules



# Rural

## Opportunities on Desktop, Mobile website, Rural App & Rural forecasts on New Zealand Weather App

Metservice.com is the preferred New Zealand website for rural content with 31.5% of the rural sector check MetService at least once a day.

There's no doubt that weather is a top concern for farmers needing to manage risk to land, livestock and machinery, 76% of New Zealanders in the rural sector use the internet to look up weather forecasts & analysis in an average month. The rural section on metservice.com is bigger than any other rural website in New Zealand and 46% of visitors are male.

63% of New Zealand's rural sector visit MetService.com each month.

### Advertising opportunities

- Mrec/banner advertisements
- Sponsorships
- Interstitials
- App tile and Splash
- Rural Homepage takeovers and section takeovers

The Rural App is available on both iOS and Android devices.

Rural locations are also targetable on the New Zealand Weather App.

39,609

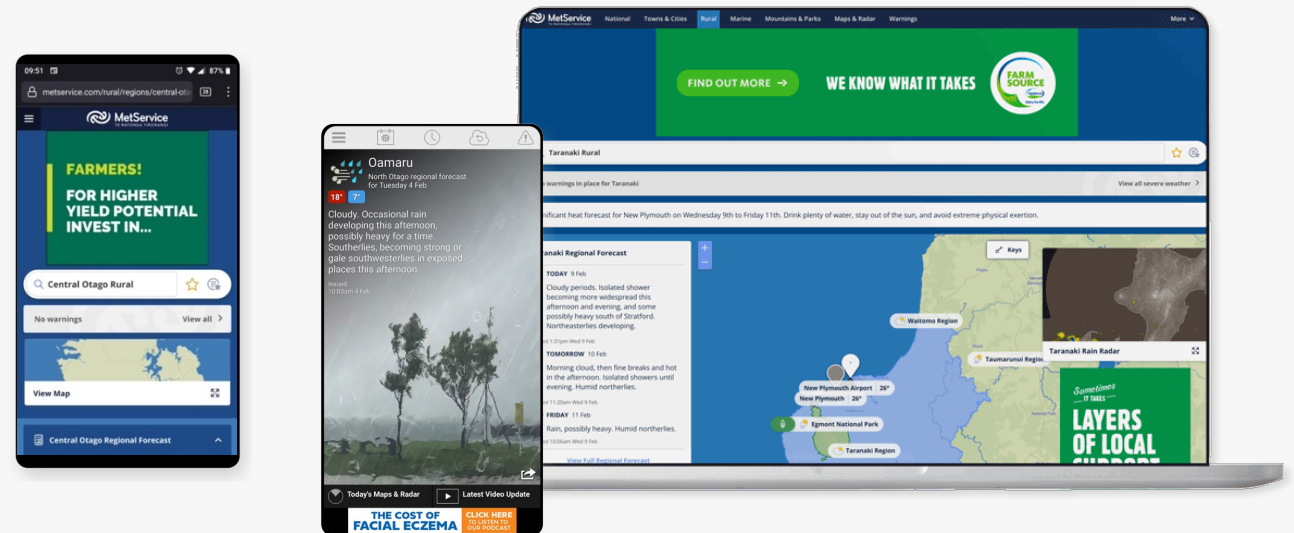
Av. Daily Users

2.9M

Impressions

276,456

Rural App Impressions



Source: Google Analytics, June 2022



# Marine

## Opportunities on Desktop, Mobile website & Marine App

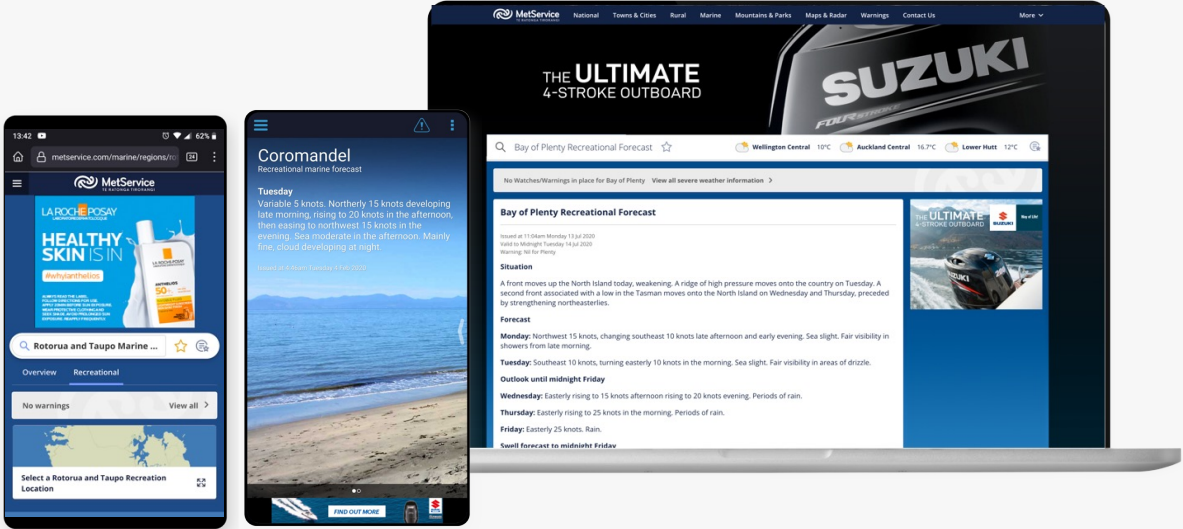
The MetService marine section is popular for boaties, fishing enthusiasts, surfers and many other water sports hobbyists.

Recreational fishing is the 5th most popular recreation activity for adult New Zealanders and it's estimated trip related spending equates to over \$352M per annum, nationally.

This section is particularly popular from October to April.

## Advertising Opportunities

- Mrec/banner advertisements
- Sponsorships
- Interstitials
- App tile and Splash



Source: Google Analytics, December 2021 (Summer)



# SwellMap

## Opportunities on Desktop & Mobile

SwellMap's high-resolution data captures current weather conditions and calculates forecasts based on local features such as ocean depths and variances in the coastline bays and headlands.

The forecasts provide boaties, paddleboarders and surfers with 7 days of information, updated 4 times per day to ensure viewers have the latest marine data before heading out. This is a very popular marine site for people who like specific local information for the area they're undertaking recreational water activity in.

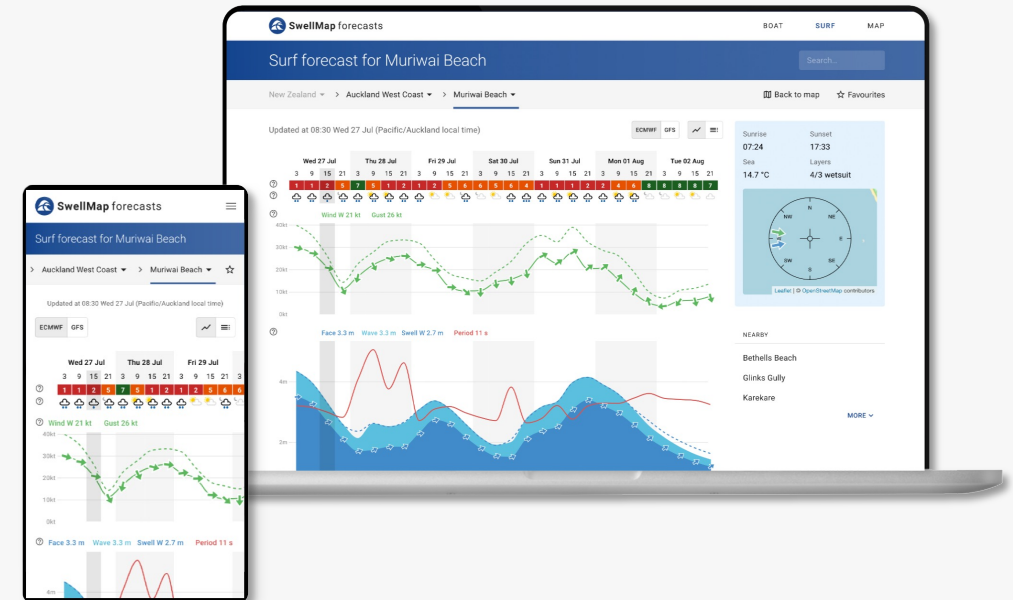
Developed by MetOcean, this section is particularly popular from October to April.

## Advertising Opportunities

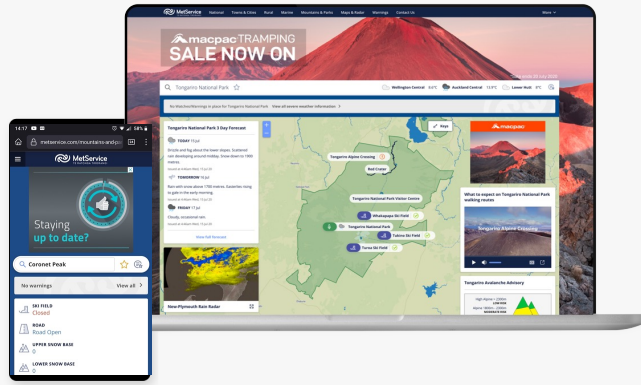
- Mrec/banner advertisements
- Sponsorships
- Interstitial

**30,700**  
Monthly Users

**353,534**  
Impressions



# National Parks



3,751

Av Daily Users

256k

Impressions

## Opportunities on Desktop, Mobile website & National Park forecasts on the New Zealand Weather App

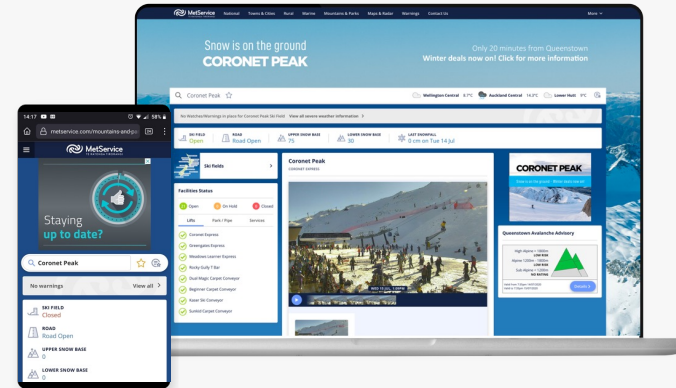
From multi-day hikes to day walkers, the National Parks section is popular particularly in the summer with adventure seekers who like to get outdoors.

### Advertising Opportunities

- Mrec/banner advertisements
- Map takeover
- Section takeover
- Sponsorships
- Interstitial

National Park locations are also targetable on the New Zealand Weather App.

# Snow



3,263

Av Daily Users

306k

Impressions

## Opportunities on Desktop & Mobile website

From skiers and snowboarders to trampers and day walkers, the snow section is popular with adventure seekers who like to get outdoors.

Integrated with daily updates direct from the ski fields the MetService ski section provides both forecasts and facilities updates to give you all the info you need for a great day on the slopes.

### Advertising Opportunities

- Mrec/banner advertisements
- Section takeover
- Homepage map takeover
- Sponsorships
- Interstitial





# Contacts

**Please get in touch for more information.**

A rate card is also available on website or on request.

## Auckland Contacts

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