

Media Deck

2024/2025



Who are we?

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.



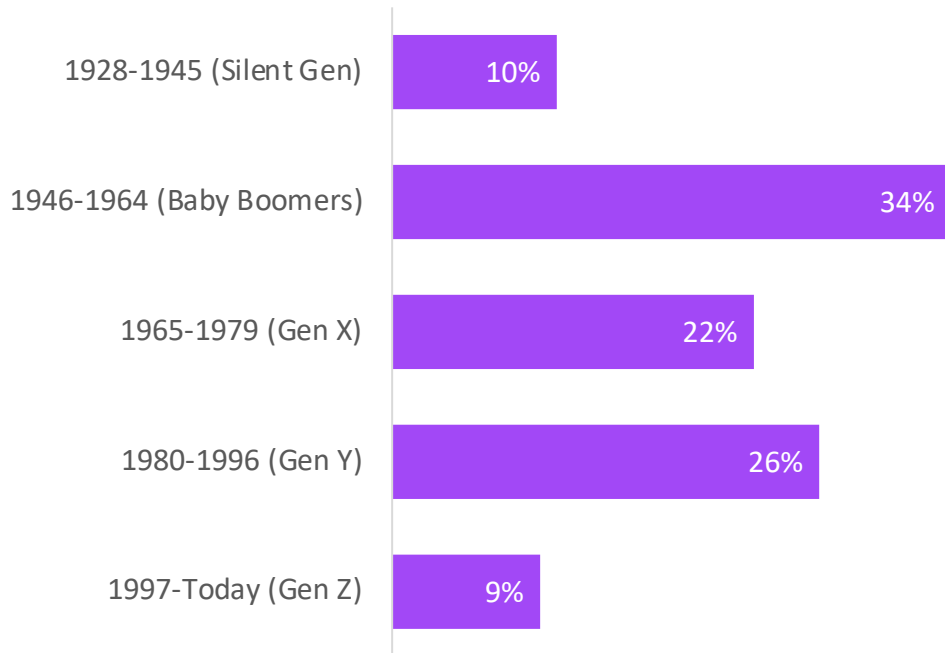
Our Audience



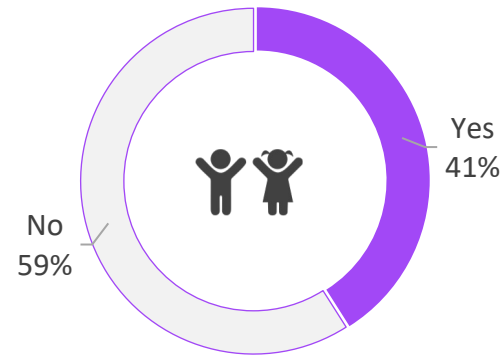
Demographics

Who are our users?

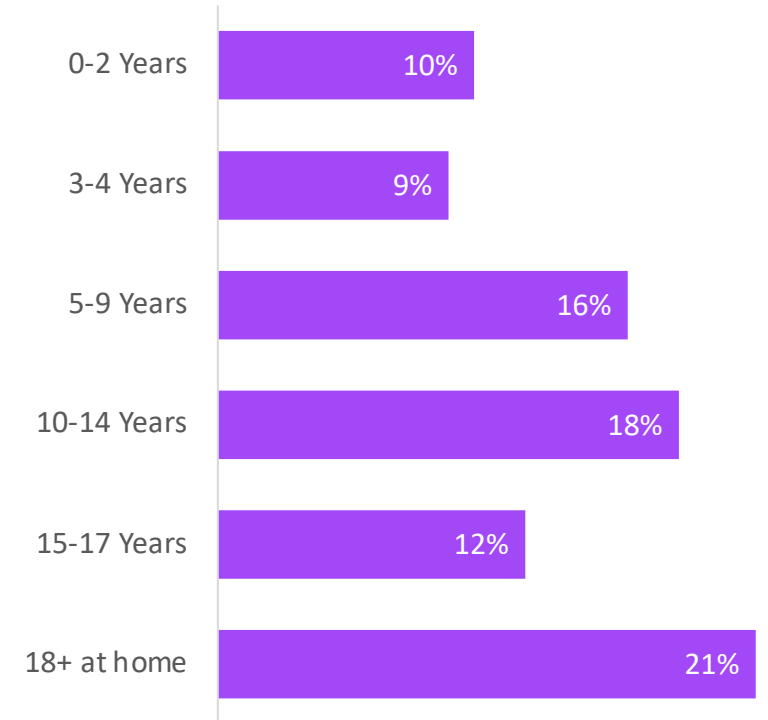
GENERATIONS



PRESENCE OF CHILDREN IN HOUSEHOLD

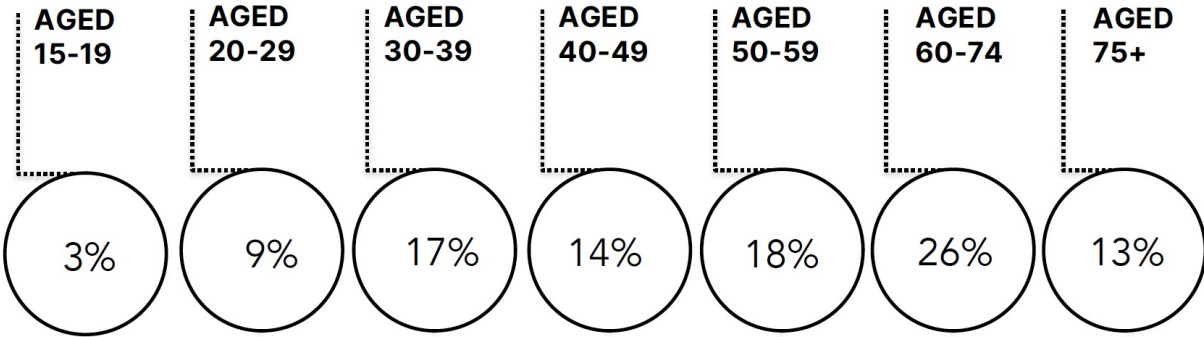


AGE OF CHILDREN



Demographics

Who are our users?



Demographics

User behaviour

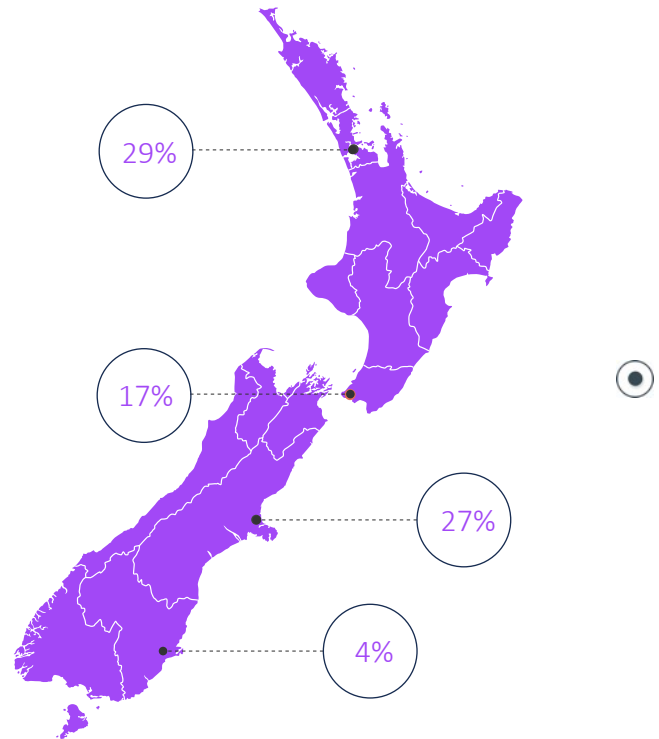
Users are extremely engaged, visiting multiple times a week or day especially when warnings are in place.

Traffic spikes at 6-9am, 12-2pm, 5-9pm



Demographics

Where are they from?



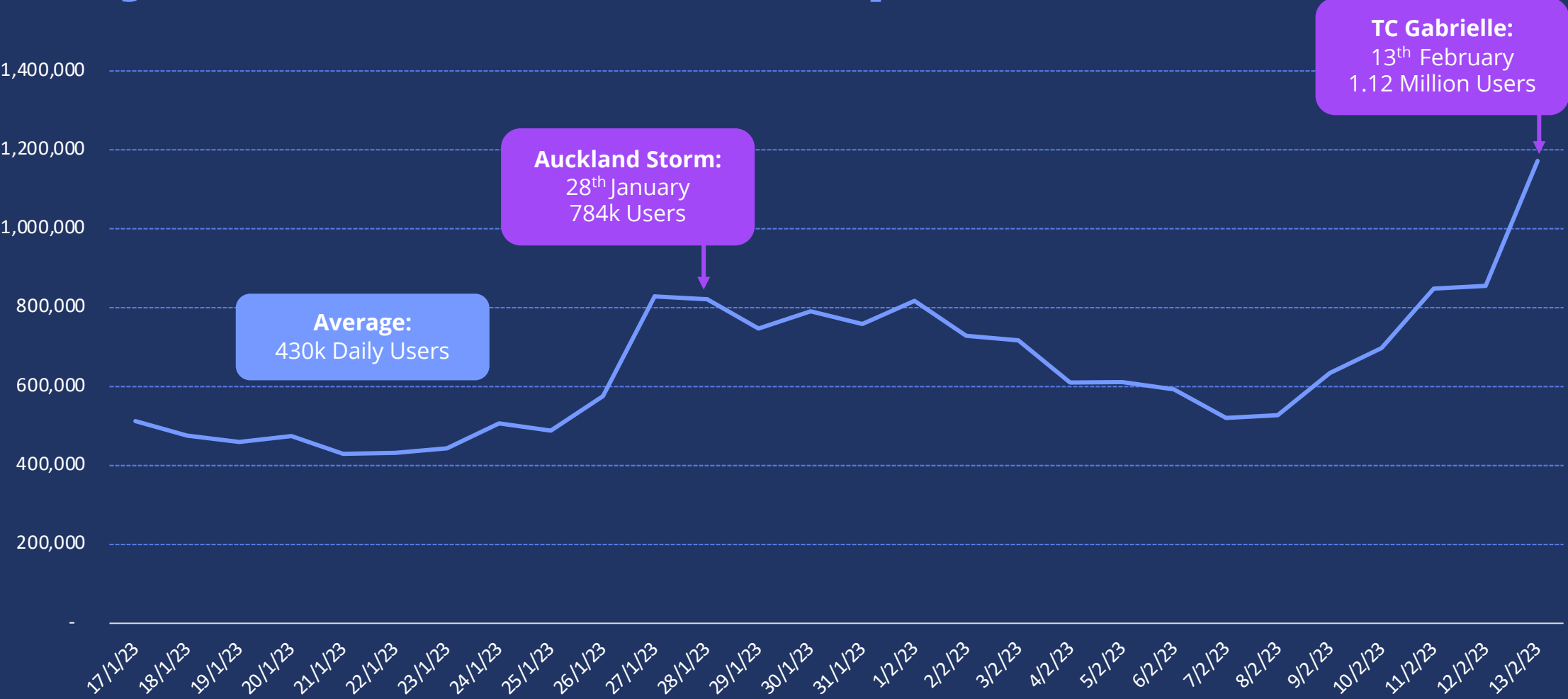
Every day we help

544,000

kiwis make decisions



Major Weather Event Impacts



Opportunities



Why advertise with MetService



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 every day. Advertising with MetService gives you the ability to 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.



Why our audience choose MetService

Accessing weather information is a **habitual part of the daily routine for many people** – and for the most part, people feel that the information they access meets their daily needs.

Many are looking for **quick, easy to access and view information** to guide the choices they make on a daily basis – what to wear, whether to take an umbrella, how to get to work... and this can impact on their choice of site/brand, particularly the use of default phone apps.

I check the forecast properly **every morning** and **every evening**. And feel it would be mostly accurate (say 80%)

“The **weather app** on my phone is the preferred method as it’s **convenient** and give weather predictions for each hour of the day, I can also **check it at any time.**”



The impact of weather on decision making

People are **seeking information** about the weather **on a regular basis** in order to make decisions and **plan for their day**, the **weekend**, or for **specific activities** coming up that may be weather dependent

How New Zealanders engage with weather information

Day-to-day and medium-term decision making

- *What I will be doing today and how I will be doing it?*
- *What am I doing in the next couple of days? Will it be weather affected? – Checking routinely*
- *Daily habit/routine*

Different activities require different weather needs

- *Personal reasons*
- *Recreational reasons*
- *Business reasons*

Needs change based on life-stage

- **Different range of professional and personal responsibilities:**
 - *Having children – additional consideration and thought that goes into decision making.*
 - *Senior roles at work- responsible for planning*

Location creates different needs

- *Auckland's 4-seasons in a day*
- *Wellington's southerlies*
- *West Coast rain*



What are the outcomes of our forecasts

People use weather information for a **range of different reasons** – including weather information for both where people are 'now' and where they are 'going to be' (mainly if out of town or work-related)

Personal Reasons

Often day-to-day/quick fire decisions



- **Work from home or not/What time to leave**
- **Mode of transportation** e.g., scooter & bike vs car or train
- **How to dress yourself-** whether to take extra layers, a coat, lighter clothes, an umbrella
- **How to dress the kids** – “when I take my son to day care, what outfit do I choose for him”
- **Washing-** to put the washing on the line or in a dryer

Recreational Reasons

Can be short & medium-term



- **Kid's activities** – what to do with them on the weekend (indoor vs. outdoor planning), safety-related (no wet weather camping)
- **Sports-related** – wind speed or rain effected sport
- **Hobbies** – drone flying
- **Events** – BBQs, birthday parties, Christmas parties
- **Outdoors-** Whether to go camping, fishing

Business (or other) Reasons

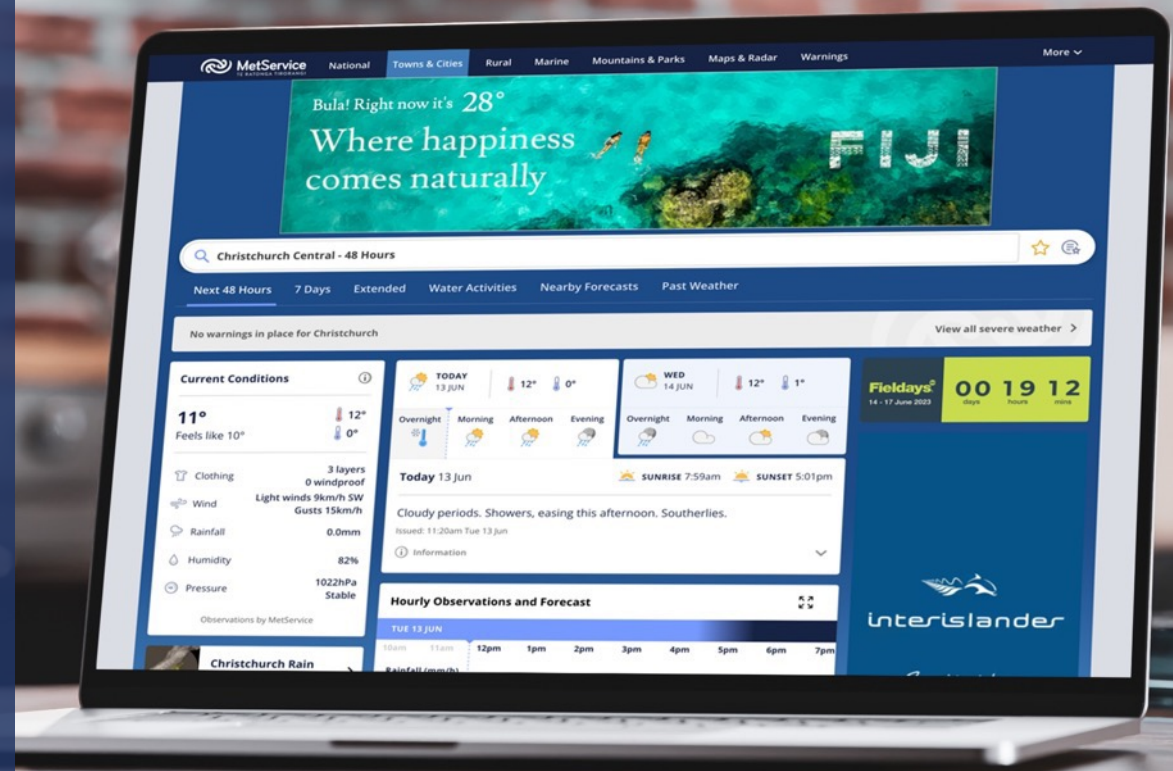


- **Booking in contractors for outdoor work (roofing, painting, repairs)**
- **Job-related** e.g. navy diving (tides, sea conditions, impact on boats, what to wear)
- **Home DIY**
- **Large event planning**
- **Travel-related** – Wellington Airport, Cook Strait crossing
- **Farming/ Gardening** – planting, making hay, contractors



Our platforms

- MetService.com
- New Zealand Weather App
- Rural App
- Marine App



Desktop Ads

MetService.com features fully responsive design which customises its layout to suit your screen.

Desktop and laptop users experience interactive maps, forecasts and expandable weather tools to help make decisions based on the weather.

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

Opportunities

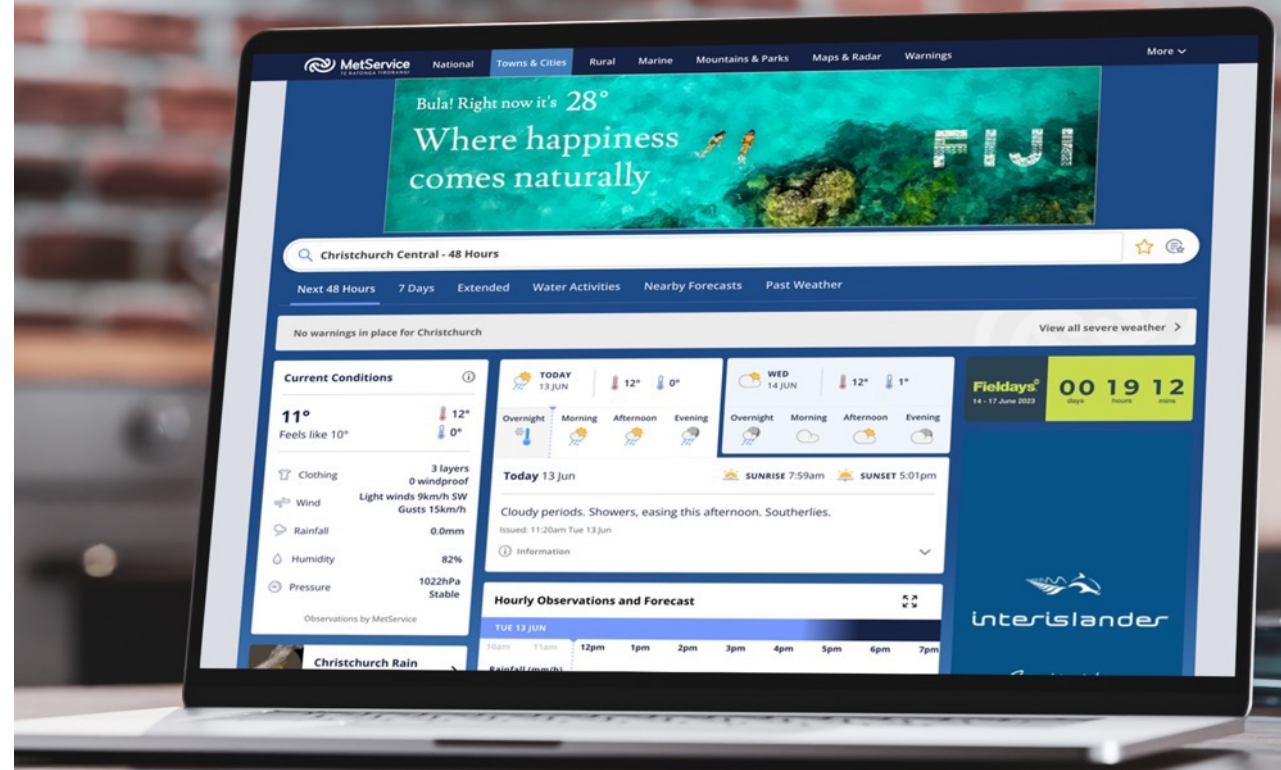
- Billboard, big banner and Mrec advertisements
- Full page takeovers
- Content sponsorships
- Map takeovers
- Weather targeting
- Location targeting

937k

Av Monthly Desktop Users

10.2m

Av Monthly Desktop Impressions



Mobile Ads

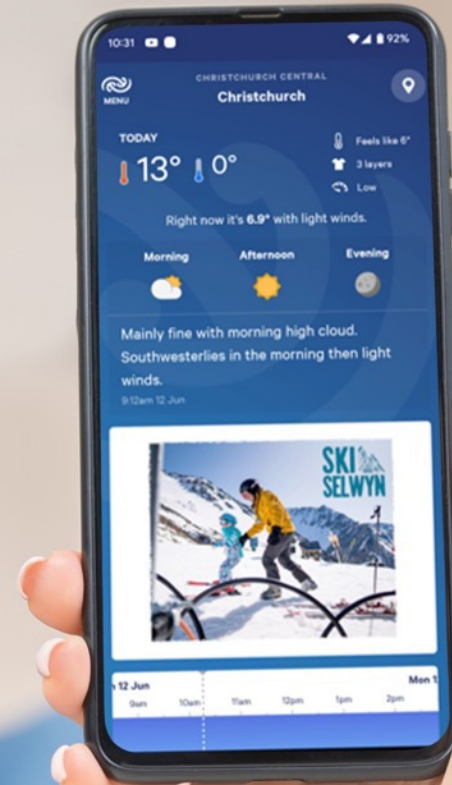
Across our Apps and mobile website, MetService reaches an average of 376,000 users every day.

The mobile website has been designed to put MetService.com in your pocket, giving access to the full suite of MetService forecasting information.

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.

Opportunities

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



**Most popular
Weather app in
New Zealand**

1.28m

Av Monthly Mobile
Users

30.6m

Av Monthly Mobile
Impressions

Our Website & App Sections

The screenshot displays the MetService website interface. At the top, there is a navigation menu with options like 'National', 'Towns & Cities', 'Rural', 'Marine', 'Mountains & Parks', 'Maps & Radar', and 'Warnings'. A search bar is prominently featured below the navigation. The main content area is divided into several sections:

- Search for a location:** A search bar with a magnifying glass icon.
- Weather Alerts:** A row of alerts including 'Heavy Rain Warning - Orange', 'Heavy Rain Watch', 'Thunderstorm Outlook', and 'Severe Weather Outlook', with a 'View all severe weather' link.
- My Favourite:** A section titled 'My Favourite' with a star icon. It states 'You don't have a favourite location yet' and shows 'TODAY 23 JUN' with weather icons for 'NA'.
- Current Extremes:** A section titled 'Current Extremes' listing various weather records:
 - HIGHEST: Auckland (Hunua) 16.4°
 - LOWEST: Alexandra 1.8°
 - WINDIEST: Waiouru 33km/h
 - WETTEST: Kaitiaki Airport 8.0mm
- Map:** A map of New Zealand with temperature callouts for various locations:
 - Kaitiaki 12°
 - Whangarei 16°
 - Auckland 16°
 - Hamilton 15°
 - Rotorua 13°
 - New Plymouth 16°
 - Palmerston North 14°
 - Nelson 14°
 - Westport 16°
 - Franz Josef 11°
 - Queenstown 2°
 - Invercargill 7°
 - Stewart Island 13°
 - Whangarei 16°
 - Tauranga 16°
 - Gisborne 11°
 - Taupō 13°
 - Napier 8°
 - Masterton 12°
 - Wellington 13°
 - Blenheim 13°
 - Christchurch 9°
 - Timaru 11°
 - Chatham Islands 13°
 - Dunedin 13°
- Advertisement:** A promotional banner for kayaking forecasts with the text 'Planning a day out on the water? Check out our new Kayaking forecasts' and a 'Find out where to go' button. It is brought to you by MARITIME.



Towns & Cities

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 several ways to optimise your advertising on the towns and cities pages. Targeting options can provide geographic targeting or show different creative based on weather conditions the viewer is experiencing at that time.

Ad Opportunities

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

405,806

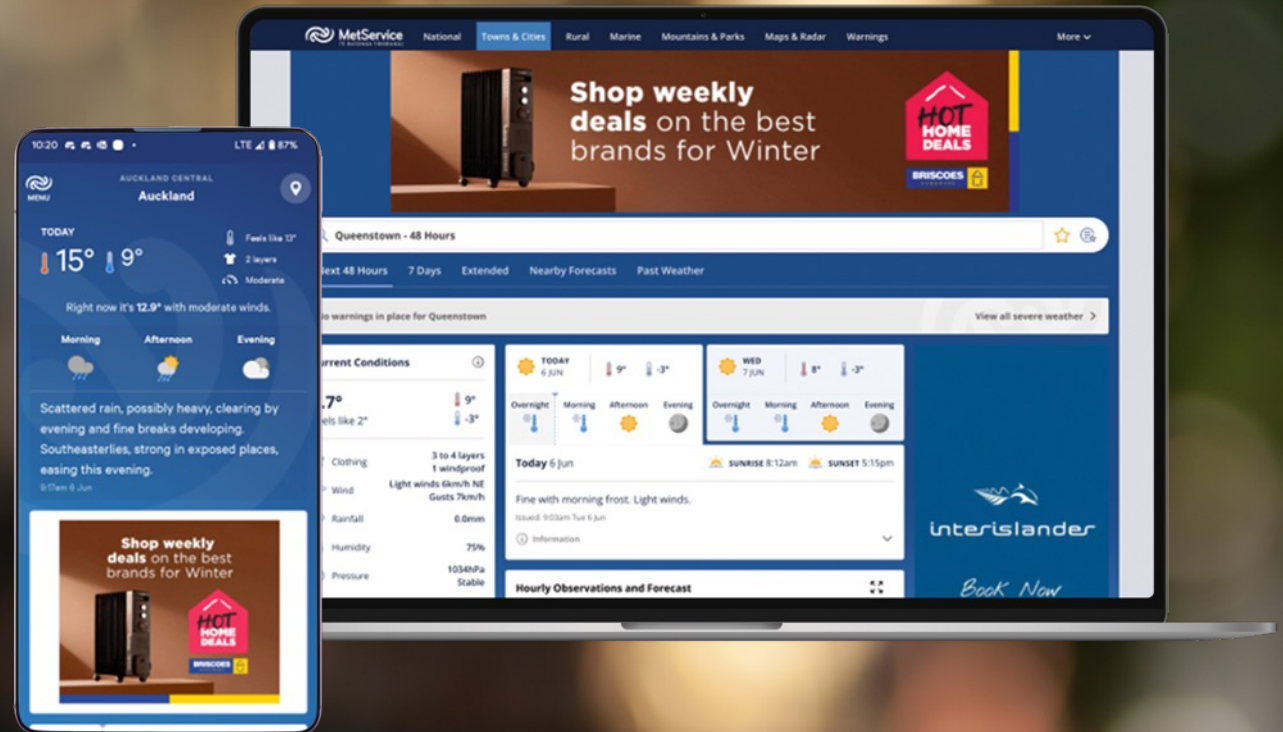
Av Website & App
Daily Users

13.9m

Av Monthly
Website Impressions

16.7m

Av Monthly App
Impressions



Rural

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

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.

Ad Opportunities

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

309k

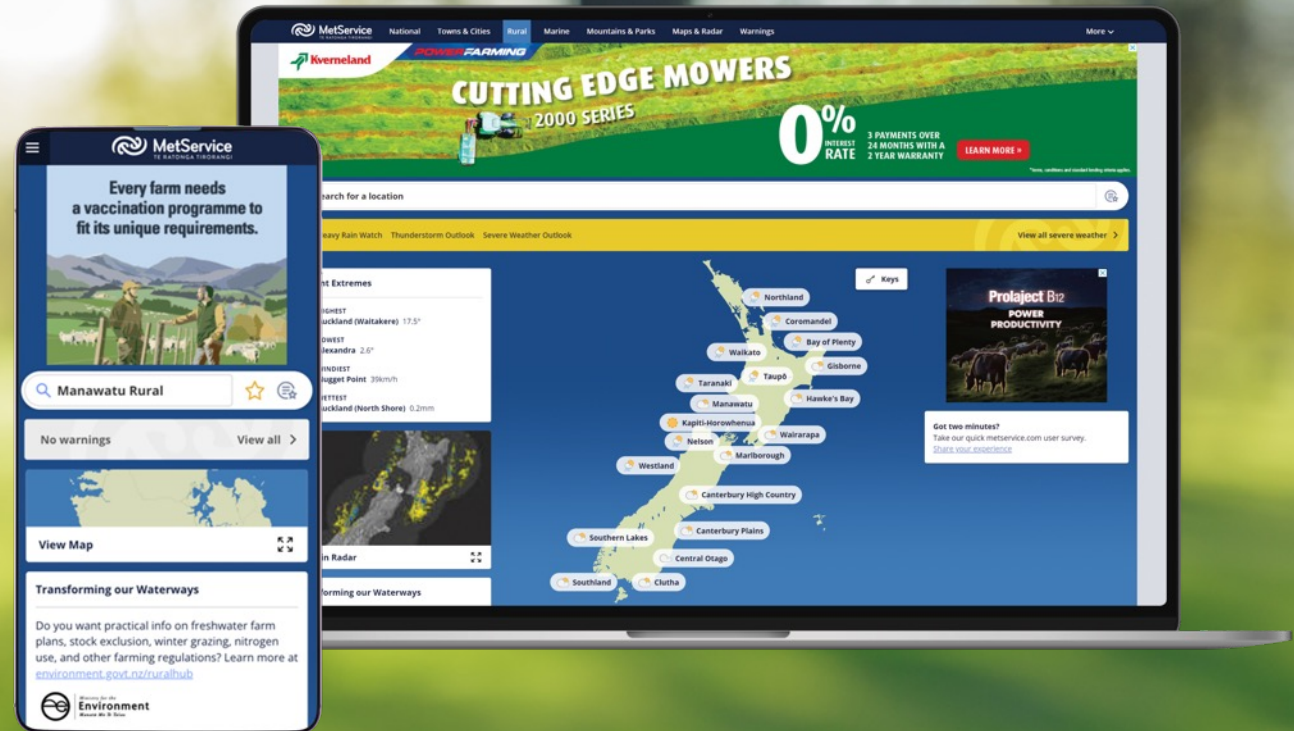
Av Monthly Website Users

1.5m

Av Monthly Website Impressions

399,047

Av Monthly Rural App Impressions



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 a \$2.9 billion per annum*, nationally.

This section is particularly popular from October to April.

Ad Opportunities

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

32,342

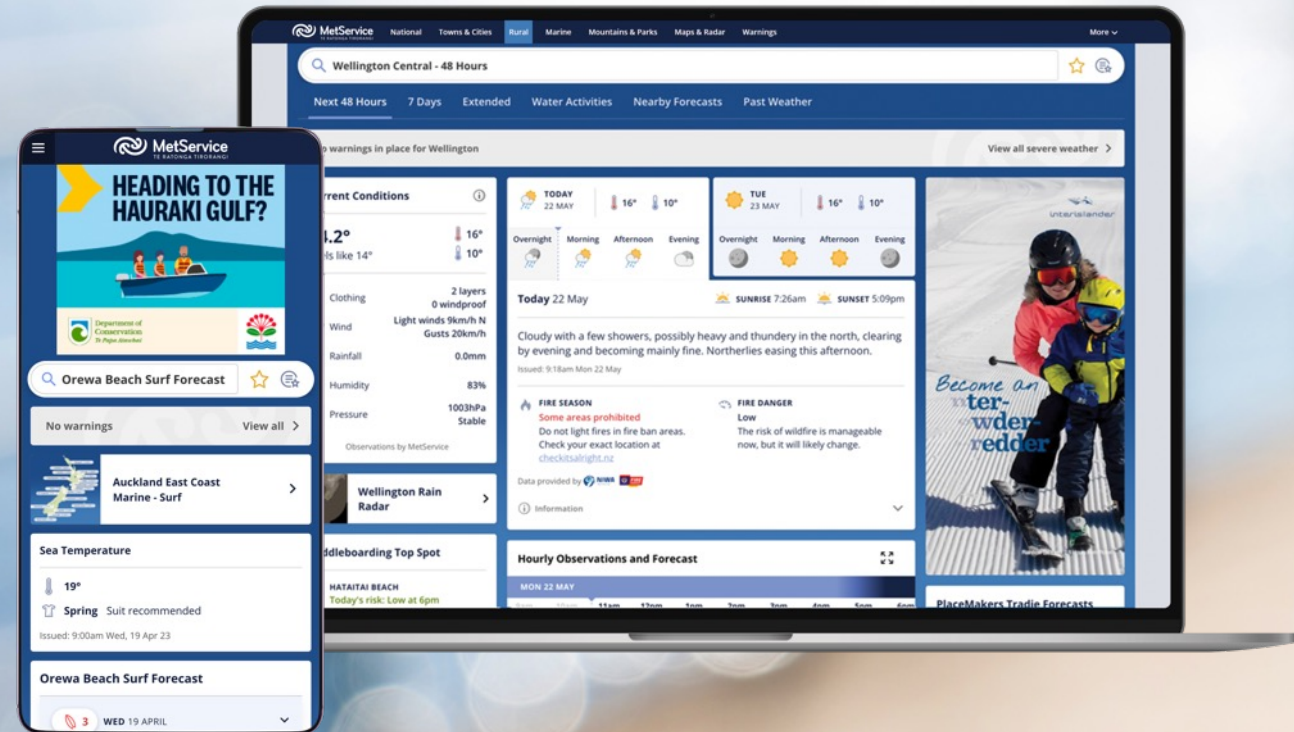
Av Daily Users

2.1m

Av Monthly Website Impressions

475,469

Av Monthly Marine App Impressions



Source(s): Google Analytics, Jan-Mar 2024,

* <https://www.sail-world.com/news/254953/Survey-says-40pc-of-Kiwis-are-boaties>

SwellMap

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.

Ad Opportunities

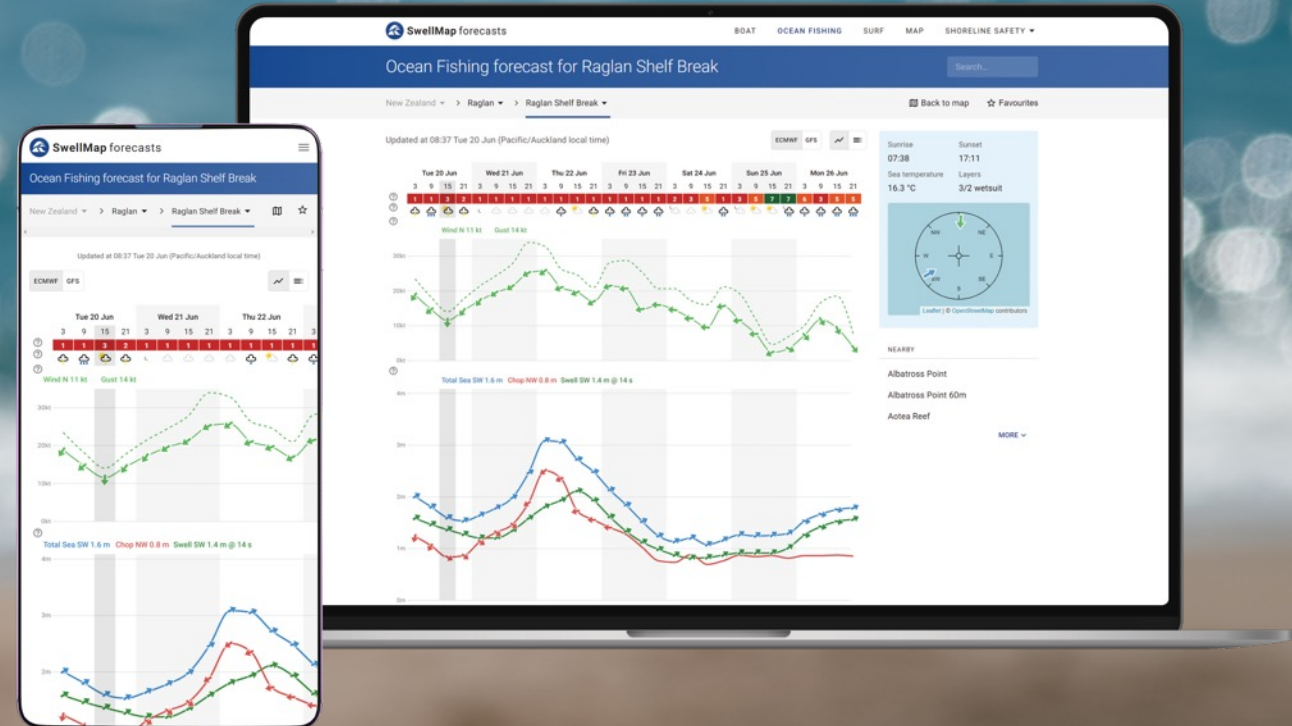
- Mrec/banner advertisements
- Sponsorships
- Interstitials

66,746

Av Monthly Users

1.33m

Av Monthly Website Impressions



National Parks

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.

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

Ad Opportunities

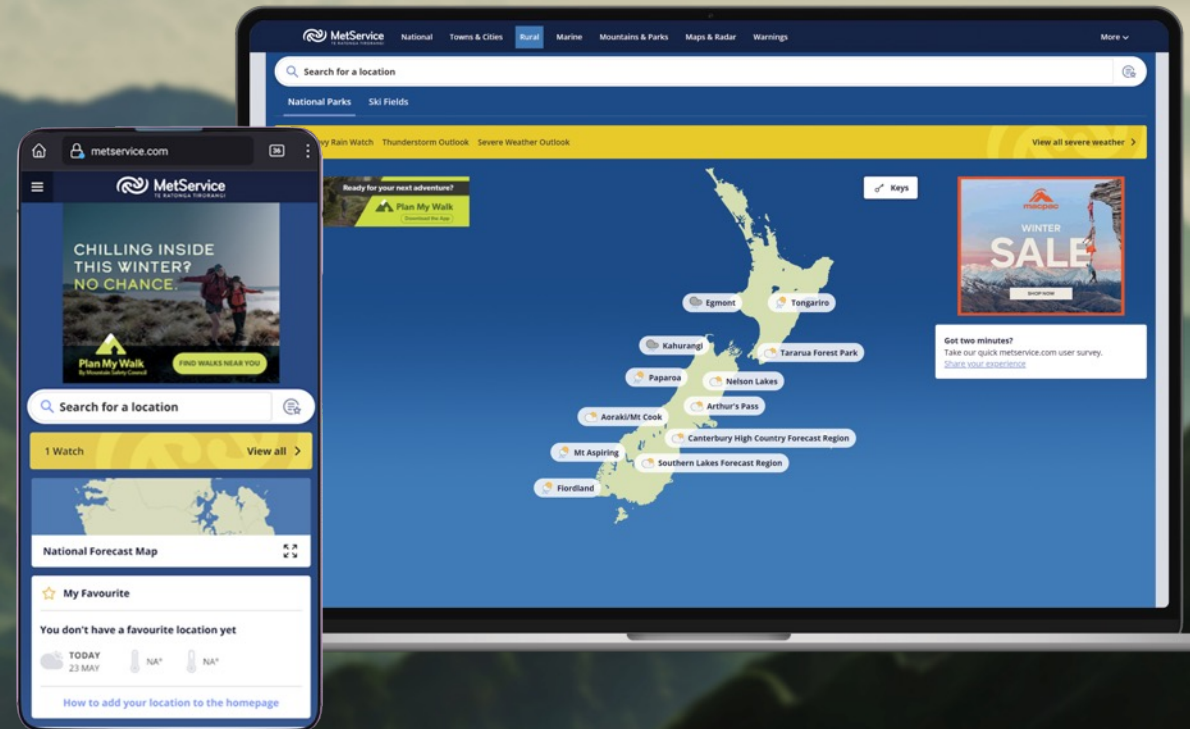
- Mrec/banner advertisements
- Map takeover
- Section takeover
- Sponsorships
- Interstitial

46.1k

Av Monthly
Website Users

132,293

Av Monthly
Website Impressions



Snow

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.

Ad Opportunities

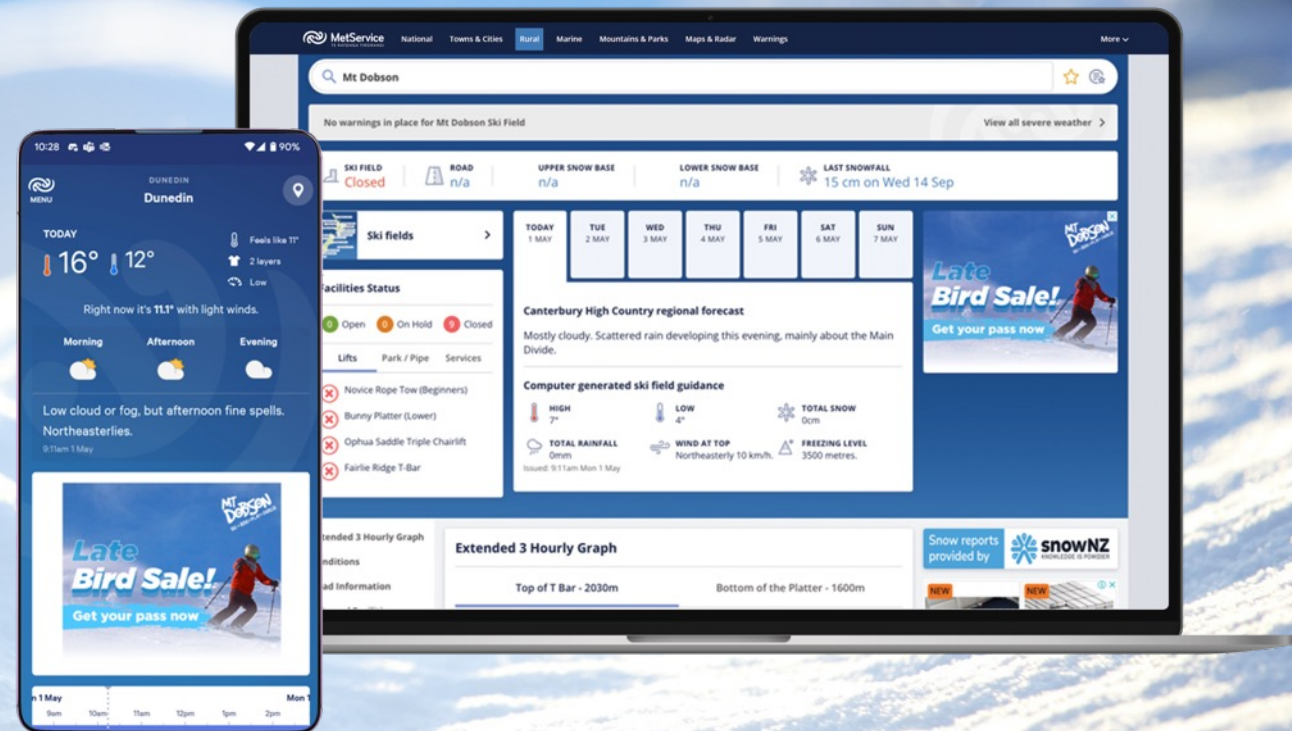
- Mrec/banner advertisements
- Section takeover
- Homepage map takeover
- Sponsorships
- Interstitial

9,048

Av Daily Users

694,181

Monthly Website Impressions



Contact

Contact advertisingsales@metSERVICE.com for additional
information & bookings



Thank you!



MetService
TE RATONGA TIORANGI