



ADVERTISING MEDIA KIT 2022

ADVERTISING OPPORTUNITIES WITH CANTERBURY WEATHER UPDATES



CANTERBURY
WEATHER UPDATES

All weather is local



The website www.cwu.co.nz is one of the most popular websites in New Zealand despite catering for just one region.



Canterbury Weather Updates is a household name in Canterbury. We're now one of New Zealand's most renowned and sourced weather providers, providing hundreds of thousands of people each year with highly personalised weather content on social media and on our website.

Our focus is purely on the Canterbury region meaning our detail and accuracy is of a high standard. We're unique in the way we operate; we don't use computer generated models and maps but take into account real, current observations and reports from throughout the region, meaning we get all the latest on what's happening, and crucially, what's about to happen.

All our content is personally moderated; we 'feed' no computer generated or generic content into our forecasts.

Cantabs tune in every day online, whether it's planning their day, doing something active on the Port Hills or the Southern Alps, gardening, moving livestock or just hanging out the washing - Canterbury is engaging daily with Canterbury Weather Update on special media and on our website.

With a growing visitors base and over 550,000 unique visitors in the last year, our online presence is significant across the Canterbury Region; not just in our major towns and cities but smaller rural communities which now have highly moderated content at their fingertips.

Our weather forecast content attracts a large and varied visitor base as outlined in our media kit and provides fantastic and unique opportunities for reaching a significant audience online here in the Canterbury region.

Our products and service are continuously being updated with new information, functionality and features to ensure Canterbury Weather continues to offer highly detailed, comprehensive and valuable weather content for the people of Canterbury. We're flexible and adaptable to meet your specific request.

AT A GLANCE WHAT WE DO / QUICK-FIRE STATISTICS

A growing visitor base, with over **500,000+** unique visitors in the last year.

Over 116,000+ followers on Facebook.

A top 5 followed page here in Canterbury and arguably the most engaged in social media page in Canterbury.

We provide fully professional personalised forecasting for some of Canterbury largest 'operations' in a range of fields; from construction to tourism and entertainment to name a few.

A growing online membership with thousands of subscribers across the Canterbury region; now one of the most popular online subscriptions in New Zealand.

Operating professionally for over 7 years

Media work in television and radio with various media providers. Regular weather segment, with More FM, Canterbury.

Sponsoring events.

We provide a more detailed, comprehensive, intensive and personalised weather service for the people of Canterbury.

We have significant plans and developments for 2022 around new features, new towns and supplementing our forecast content with computer generated numbers.

WHY ADVERTISE WITH CANTERBURY WEATHER UPDATES.



Canterbury Weather Updates is a household name; our content is being engaged in daily by tens of thousands of Cantabrians every day online, via our website and social media.

We provide a significant reach and audience here in Canterbury through highly detailed and engaging content daily. We have tens of thousands of users online each day sourcing our content and equally our growing membership base, now in the thousands, who seek out our content with high levels of intensity and engagement. Our online advertising is cost effective and can be easily tailored to meet your specific needs.

We have a range of advertising options available to suit a wide range of budgets. Your content will be readily accessed and sourced on multiple platforms and devices.

We're highly flexible and adaptable and can adjust to meet your specific needs.

WHO'S ADVERTISED OR ADVERTISING WITH CWU?

In short, everyone. We've had advertising from a wide range of businesses from the agricultural sector, events, tourism, local councils, gyms, outdoor clothing, just to name a few. Our audience is wide and varied. Our followers on our special media page are high income earners; see our demographics for more specific details.

WHO CAN BENEFIT FROM ONLINE ADVERTISING?

It's easy and highly effective. Gone are the days of purely traditional print media and advertising. Your customers are spending more and more time on their electronic devices. Information can be accessed in seconds. Create and generate direct transfers from our social media page and our website to your desired website or Facebook page.

Take advantage of Canterbury Weather Updates significant marketing reach. It's cost-effective, engaging and one of the quickest and most interactive ways to advertise.



THE 'NUMBERS'



WEBSITE WWW.CWU.CO.NZ

550,000+

unique visitors in 2021.

45-60,000

regular users per month on average over the last 12 months.

97 PERCENT



of users are in New Zealand. 95 percent in Canterbury.

4.5 MILLION

page views in the last 12 months.

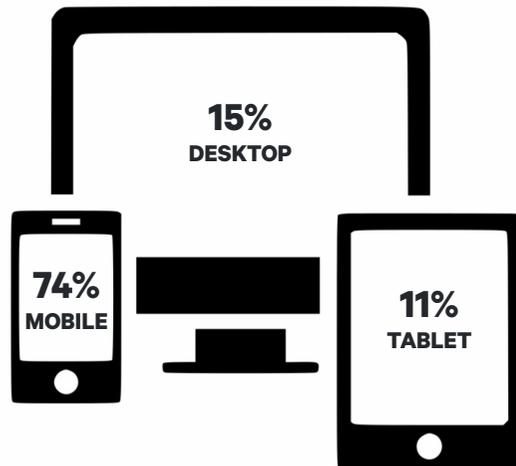
1.16 MINUTES

average time spent online.

GENDER



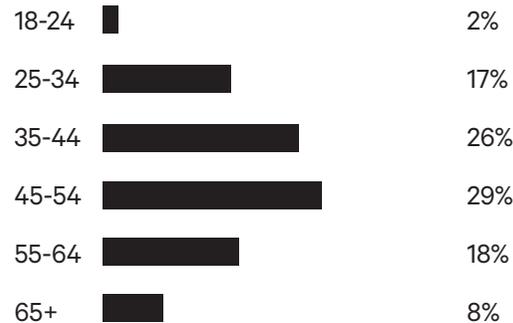
53% female
47% male



DEVICES

Operating system: 59% IOS | 41% Android.

AGE RANGE



SOCIAL MEDIA / FACEBOOK

116,000 +

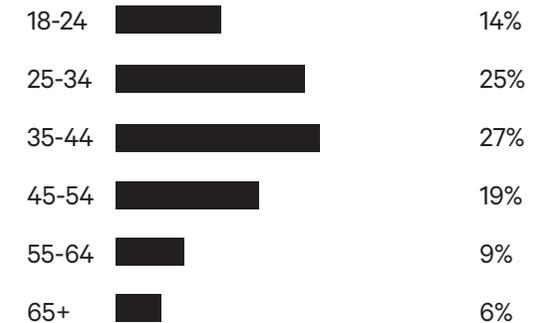
A growing social media page. Canterbury's most sourced social media weather page and the second most sourced weather page in New Zealand despite catering for just 1 region. A top 5 social media page across all sectors and businesses in the Canterbury Region.

FOLLOWERS



55% female
45% male

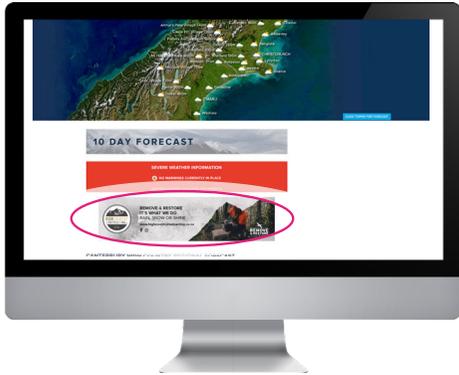
AGE RANGE



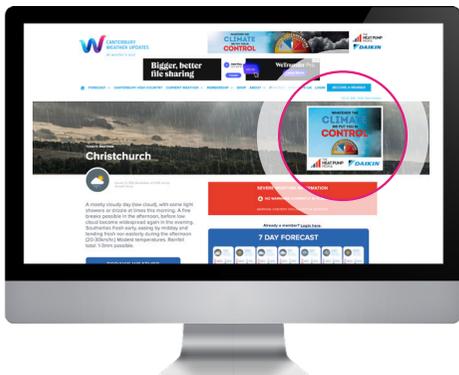
SOCIAL MEDIA & WEBSITE PROMOTION



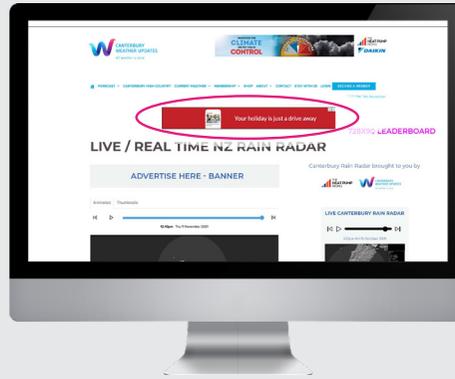
Whether you're a big business, small business or somewhere in between, Canterbury Weather Updates can help you get your brand in front of the people of Canterbury. Our advertising rates are extremely competitive, and our approaches are innovative and hugely engaging.



W Banner Advertisement – town pages



W Square Advertisement – town pages



W Rain Radar Advertisement /Sponsorship – coming early 2022

The rain radar is an extremely popular and sourced weather product.

Only a few weather providers have access to rain radar imagery. You'll have brand presence on all our town pages and a designated rain radar image on our website. You'll also have social media promotion and brand awareness when we share these rain radar images on Facebook.

There is the option to run multiple adverts and you can of course change adverts up monthly. This position is limited to two businesses, or you can be the sole advertisers/sponsor.

A top tier and unique opportunity to have brand presence on all our town pages and have social media promotion.

W Facebook Promotion

The daily 'highs' sponsor/advertising position. This provides a great platform for presenting your brand to tens of thousands of people daily on our Facebook page and website. This is a really popular and engaging addition, with over 25 locations presented daily, which really captivates Canterbury, given 1 News & Newshub provide 4-5 locations in Canterbury. Great value and significant online presence. We can also provide some advertising on town pages for free, if we have spaces available.

Webcam snaps of the day. A popular addition daily where we showcase one or several weather webcam images across the region. Your Facebook page will be tagged into each post, with a blurb of your choice. You'll also have 2 advertising slots on our extremely popular webcam pages, with transfer to your designated page on your website. A great tool for having significantly online presence daily.

Weather photo of the week. Each Sunday evening, we provide the photo of the week. Your Facebook page will be tagged into each post.

Event promotion. Whether it's a sporting event or Saturday market, we can promote your event on our incredibly popular Facebook page. We can provide a photo, or several photos and key information in the post to help promote your event. The post will also 'tag' your Facebook page and provide website links to increase awareness, provide more information and increase 'ticket' sales. We can also do a competition post; for example, provide 2 free tickets to increase overall engagement. We're flexible and have had significant success with our event promotions over the last few years. We can also include an event forecast, leading up to the important day- increasingly overall value. Facebook cost: \$79.99+ GST per post. Depending on 'post' frequency, duration of campaign.

Monthly Competitions on Facebook. One, if not the most powerful way of promoting your product, service, or accommodation. We have worked with dozens of businesses across Canterbury and the results have been significant, from increasing sales to increasing your social media following significantly, sometimes over 8,000 followers a month. We're flexible and have great options. Our monthly competitions reach hundreds of thousands of people. You simply provide a free night or two, or provide a free product or service and we do the rest, increasing your social media followers and website traffic and awareness of your product or service.

Get in touch and we'll come back with the best options to suit your requirements.

ADVERTISING OPTIONS



W HOMEPAGE

The Home page of www.cwu.co.nz is the entry page for a lot of people and it attracts a wide range of people needing to check different types of forecasts for their daily activities.

Banner position available on desktop and mobile devices.

W SOCIAL MEDIA

More and more people are using social media; in fact by 8am every day over 20,000 people have read and engaged in our social media posts.

Our social media page attracts significant attention with around 1-3 people in Canterbury on social media engaging in our content weekly.

We can provide innovative and highly interactive options to boost your brand and social media following.



W URBAN TOWN PAGES

The Towns and Cities section is where people get their local forecasts. We have a significant following in Christchurch, Ashburton and Rangiora and a growing online presence in Timaru and Geraldine.

Banner position available on desktop and mobile devices.
Square/side position available on desktop and mobile devices.

W RURAL CANTERBURY

Canterbury Weather Updates provides more moderated content for rural Canterbury than any other provider in New Zealand. Our rural towns have significant following online at www.cwu.co.nz and equally on Facebook.

Farmers managing weather risk, livestock and machinery are engaging in our content daily. We provided moderated content for a range of smaller rural towns from Waimate in the south to Kaikoura in the north.

We have a significant following online in all our smaller rural towns, with a high percentage of members living in smaller rural communities. Check the full list on our website.

Banner position available on desktop and mobile devices.
Square/side position available on desktop and mobile devices.

W SPONSORSHIP

We provide some fantastic sponsorship opportunities to build your online presence and present your services and products. We can be flexible and adaptable in our approach.

- Direct links to your website on social media.
- 'Tagging' of your social media business.
- The Daily 'highs' issued every day.
- Webcam image of the day issued every day.
- Canterbury Weather Live <https://cwu.co.nz/canterbury-live>
- Sponsoring the rain radar image. Used on our homepage, town pages and social media.

W CANTERBURY WEATHER UPDATES TV – coming soon

Currently in the design process and talks with professional media agencies here in Canterbury.

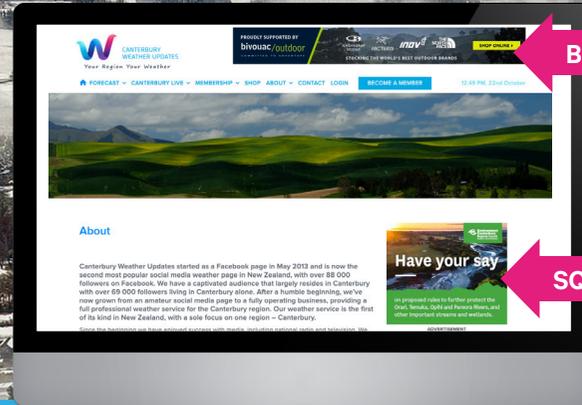


This will be a special and unique service for the people of Canterbury.

There are a lot of opportunities to get involved with Canterbury Weather Updates TV from sponsored shows, to pre-roll advertising.

Sponsorship and advertising opportunities can be integrated with our social media and advertising on www.cwu.co.nz

If you would like to know more – please get in touch for a formal meeting.



BANNER ADVERT

SQUARE ADVERT

NEXT STEP



We would love to hear from you. Get in touch via email, phone or alternatively book an appointment to discuss possible options and how we can help you achieve specific goals.

CONTACT

Owner and Director:

Russell Voice

P: 027 381 8395

E: weather.canterbury@gmail.com

Ad specifications

BANNER:

728px by 90px - FILESIZE 40kb

SQUARE:

300px by 250px - FILESIZE 40kb

You design the advertisement & provide the link URL and we'll look after the rest.

Terms and conditions

Rates are effective from January 2022 until further notice. All materials are due no later than 3 working days before campaign start date. Rates are in New Zealand dollars and exclusive of GST. Canterbury Weather Updates reserves the right to reject any advertising for reasons of suitability or relevance. Advertising is subject to availability.

Payment

Canterbury Weather Updates will invoice for advertising served upon commencement of the campaign. Payment is due by 20th of month following invoice. Cancellations within one week of booked campaign date bear a 50% penalty fee. Banking information will be provided with campaign invoice.