



### ABOUT SOUTH AFRICAN WEATHER

The South African Weather website has been attracting web traffic since 2006 and was created with the aim of presenting crisp, up to date and easy to use weather information to our users. Our most popular feature is the 7 day extended forecast which includes high and low temperatures, wind speed, humidity and comfort levels, UV index and an estimation and probability of rain. For the sea loving, we offer a marine forecast with sea temperature, wave height and period, high and low tides as well as wind and wave direction.

In 2010 we introduced our Mobi site, giving our users a mobile, fast and convenient way to get weather updates while on the go or outdoors. Our weather data is fresh and is updated 4 times daily, and our marine data is updated every day. Our users tend to be goal driven and visit our site to get specific information for specific reasons. Please see our Demographics and Psychographics for more information.

- Web:** <http://www.southafricanweather.co.za>  
**Mobile:** <http://southafricanweather.mobi>  
**Facebook:** <http://www.facebook.com/southafricanweather>



### SITE TRAFFIC INFORMATION



#### Web:

Average visits per month: **136,986**  
Average unique visits per month: **61,608**  
Average page views per month: **262,405**

#### Mobile:

Average visits per month: **34,176**  
Average unique visits per month: **19,724**  
Average page views per month: **90,643**

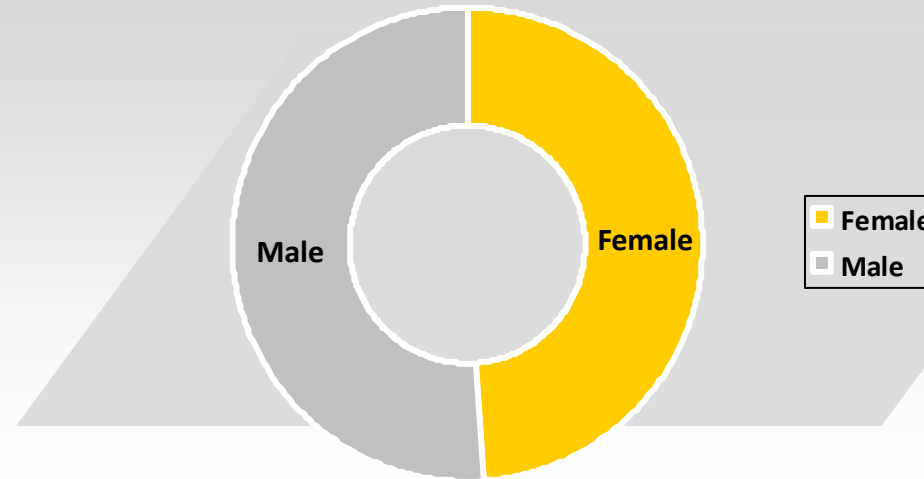
*The above stats show the average over the period April 2011 up to and including July 2011.*

# Demographics

All data is based on South African Weather website (excluding mobile) registered user data, up to and including March 2011

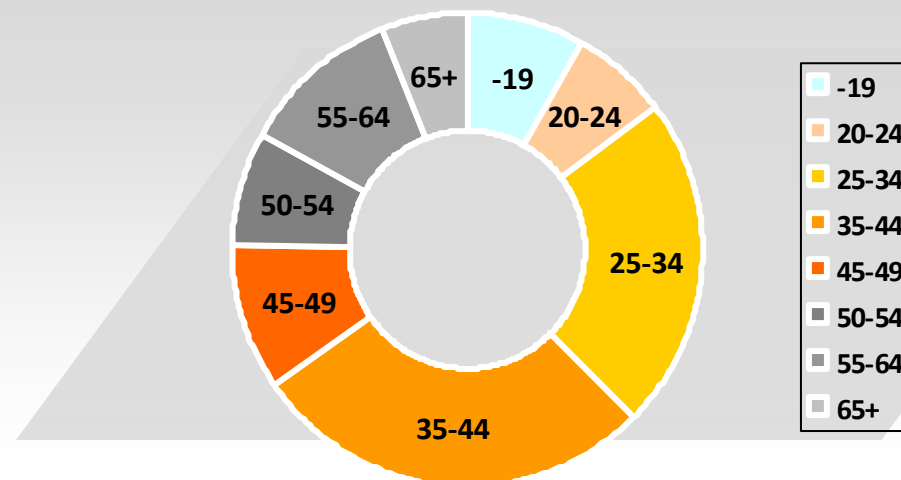
## GENDER

Gender	%
1. Male	51%
2. Female	49%



## AGE GROUP

Age Group	%
-19	8%
20-24	7%
25-34	23%
35-44	28%
45-49	10%
50-54	8%
55-64	11%
65+	6%



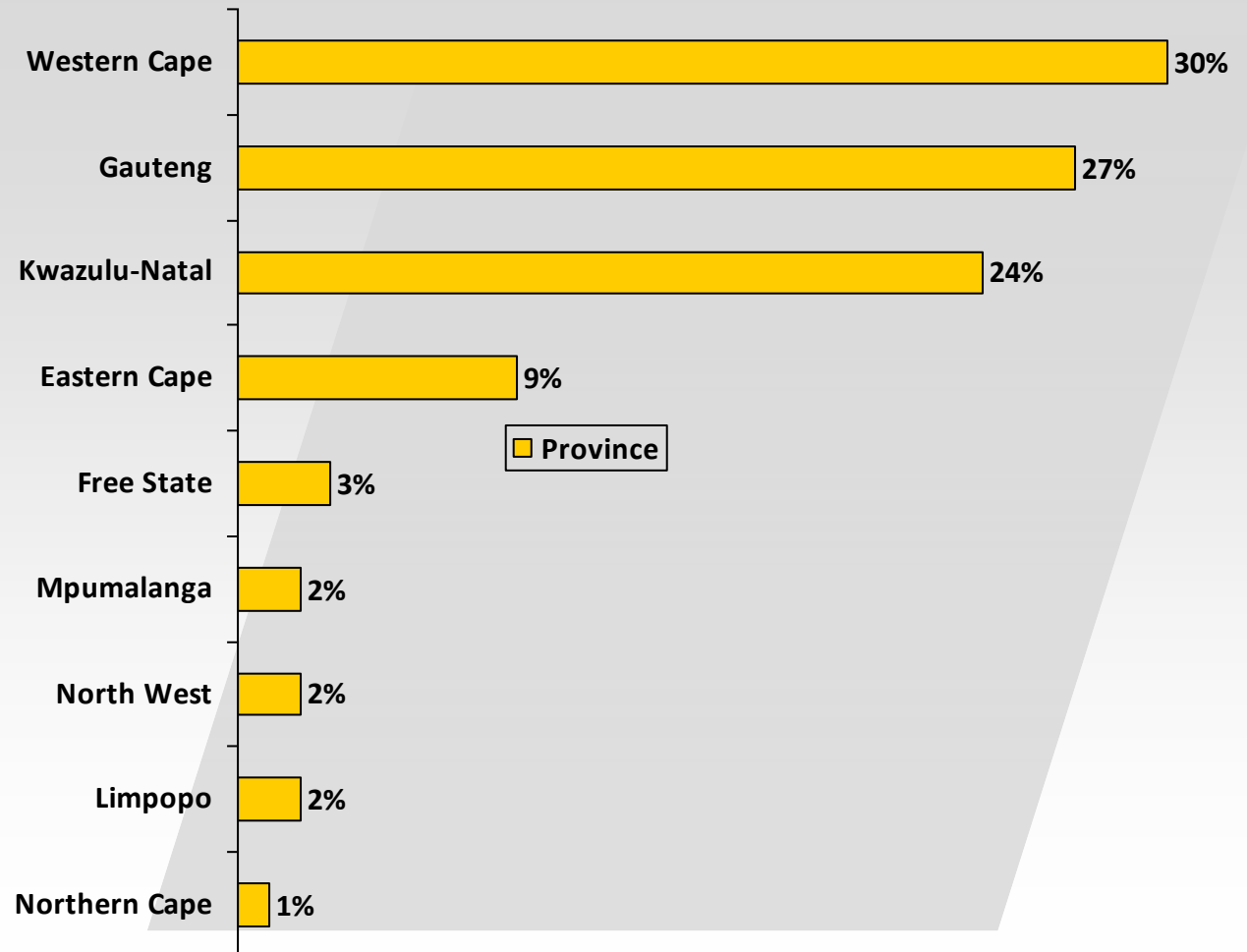
# Demographics

All data is based on South African Weather website (excluding mobile) registered user data, up to and including March 2011

## Where do our users live?

### LOCATION

Location	%
Western Cape	30%
Gauteng	27%
Kwazulu-Natal	24%
Eastern Cape	9%
Free State	3%
Mpumalanga	2%
North West	2%
Limpopo	2%
Northern Cape	1%



# Demographics

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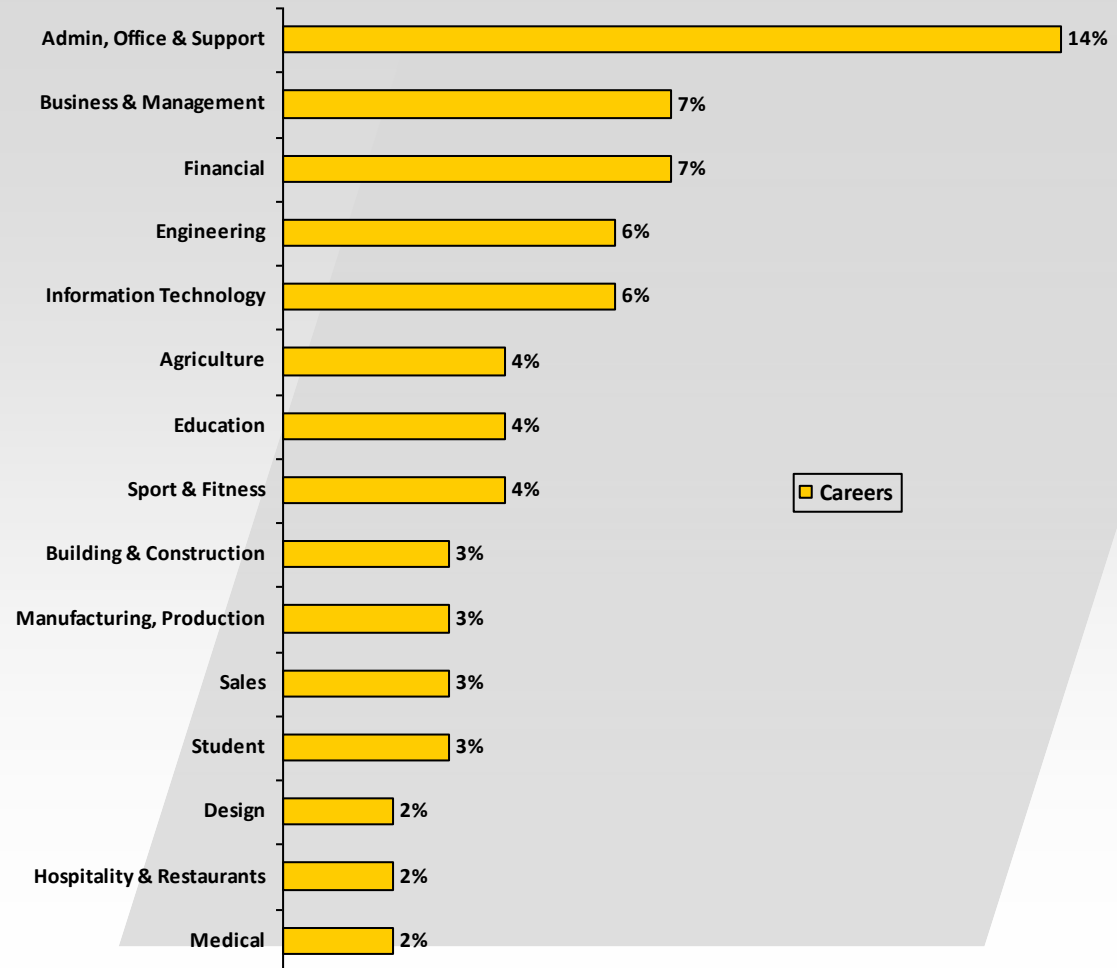
## What career sectors are our users employed in?

### CAREERS

#### Careers

%

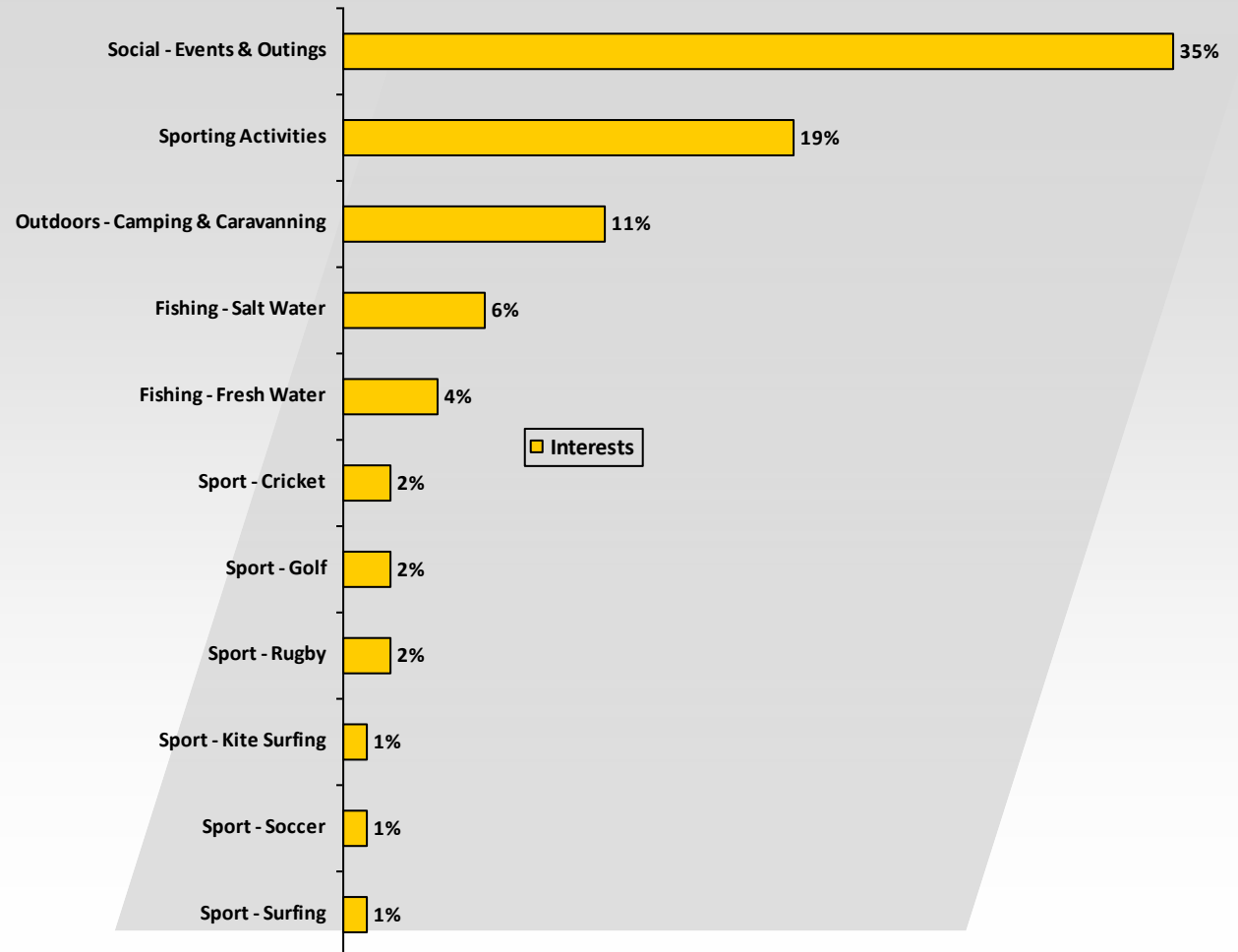
Admin, Office & Support	14%
Business & Management	7%
Financial	7%
Engineering	6%
Information Technology	6%
Agriculture	4%
Education	4%
Sport & Fitness	4%
Building & Construction	3%
Manufacturing, Production	3%
Sales	3%
Student	3%
Design	2%
Hospitality & Restaurants	2%
Medical	2%



## What do our users use South African Weather for?

### LIFESTYLES

Lifestyles	%
Social - Events & Outings	35%
Sporting Activities	19%
Outdoors - Camping & Caravanning	11%
Fishing - Salt Water	6%
Fishing - Fresh Water	4%
Sport - Cricket	2%
Fishing - Fresh Water	4%
Sport - Rugby	2%
Sport - Kite Surfing	1%
Sport - Soccer	1%
Sport - Surfing	1%



# Ad Rates

## WEB RATES

Web	Ad Type	Position	CPM			Creative Size	Max File Size
			*Short Term	*Medium Term	*Long Term		
	Full Banner ( <b>Strip Banner 1</b> )	Top	R290	R260	R240	468 / 60	25 KB
	Medium Rectangle ( <b>Button 1</b> )	Right - Top	R295	R265	R245	300 / 250	35KB
	Medium Rectangle ( <b>Button 2</b> )	Right - Bottom	R295	R265	R245	300 / 250	35KB

Notes		
	*Short Term	Minimum number of impressions is 15,000
	*Medium Term	Minimum number of impressions is 25,000
	*Long Term	Minimum number of impressions is 35,000
	VAT	All prices are quoted excluding VAT
	Rates Validity	Rates are valid for Jan 2011 – December 2011

The screenshot shows the South African Weather website interface. At the top, there's a navigation bar with links like HOME, MAP OVERVIEW, CLOUD COVER, DAILY EMAILS, FREE DATA, CONTACT US, and MOBI WEATHER. Below that, a location selector is set to Johannesburg. The main content area displays a 7-day extended forecast table with columns for day, weather description, temperature, wind speed, humidity, comfort level, UV index, 24hr. Precip. Total, and Prob. of rain. Below the forecast, there are sections for 'Current Conditions' (reporting 26°C) and 'Tomorrows Forecast' (reporting 27° | 15°). On the right side, there are social media icons for mobile, email, and Facebook. Two large black ad buttons are overlaid on the right: 'Strip Banner 1' at the top and 'Button 1' and 'Button 2' below it.

# Ad Rates

## MOBI RATES

	Ad Type	Position	CPM			Creative Size	Max File Size
			*Short Term	*Medium Term	*Long Term		
Web	Mobi Banner <b>(Banner 1)</b>	Home Page	R220	R210	R200	300 / 50	15 KB
	Mobi Banner <b>(Banner 2)</b>	Weather Page - Top	R250	R240	R230	300 / 50	15 KB
	Mobi Banner <b>(Banner 3)</b>	Weather Page - Bottom	R250	R240	R230	300 / 50	15 KB

Notes	*Short Term	Minimum number of impressions is 15,000
	*Medium Term	Minimum number of impressions is 20,000
	*Long Term	Minimum number of impressions is 25,000
	VAT	All prices are quoted excluding VAT
	Rates Validity	Rates are valid for Jan 2011 – December 2011

The screenshot displays the South African Weather website interface for Johannesburg. It features three distinct banner ad locations:

- Banner 2:** Located at the top of the page, above the weather forecast section.
- Banner 1:** Located in the middle of the page, to the right of the weather forecast, near the province selection menu.
- Banner 3:** Located at the bottom of the page, above the footer navigation links.

The website content includes a header with the South African Weather logo, a location-specific header for Johannesburg, a weather forecast for Thursday, Friday, and Saturday, and a navigation menu for selecting provinces and accessing additional services like barometric pressure and suggestions.

## STANDARD TERMS AND CONDITIONS

- 1) Standard South African Weather (SAW) and Conditions will apply. Full download available on:  
URL: <http://www.aat.co.za/legal>
- 2) All bookings are subject to availability with the receipt of a SAW Insertion Order.
- 3) Cancellations: Campaign cancellations must be received by SAW in writing, no less than seven days prior to the scheduled start date. Failure to comply will result in 50% of campaign value being charged.
- 4) Postponements: Campaign postponements outside the scheduled duration must be received by SAW in writing no less than seven days prior to start date. Failure to comply will result in 50% of campaign value being charged.
- 5) Payment: Payment must be received by SAW before the Campaign start date and as such payment must be made upfront.
- 6) SAW reserves the right to reject creative/s if not suitable to our audience.
- 7) No discussions will be entered into with regards to 3rd party report discrepancies.
- 8) A maximum of 10% under or over delivery is acceptable as an industry standard. If impressions are delivered 10% over or 10% under the number of booked impressions as signed on the Insertion Order (IO), the originally agreed amount as per the IO will be invoiced in full.



# Contact Details

## CONTACT SOUTH AFRICAN WEATHER

If you would like to advertise on the **South African Weather Web** or **Mobi Site**, please contact Alan at [advertise@southafricanweather.co.za](mailto:advertise@southafricanweather.co.za) or on **031 100 0237**.

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Weather**