



MEDIA KIT // WINTER 2011

Delivering the snow to your office, home, schools and mobiles 24/7.
The market leaders in snow reports, webcams, information and forecast technology.

BRINGING THE SNOW TO YOU!

Knowledge is 'KEY'. After 14 years of pioneering the internet way, we are proud to be the **leading snow reporting website in NZ** – supplying the likes of the METSERVICE, tv3.co.nz, msn.co.nz and a host of other sites all 26 NZ ski areas snow reports. With exclusive access to a handful of ski area webcams, we have successfully cornered the market and are proud to present a **COMPLETE** snow resource and allow our browsers the **ULTIMATE** snow experience. Our service is also multi-tiered and integrated through the website, Social Media, Edm and Mobile.



OUR AUDIENCE*

Gender

51% Male (10 % higher than market aggregate)
49% Female

Annual household income

20.8% \$60 - \$100K
43.6% Over \$100K

Top 3 occupations: (top 40%)

14.6% Professional/Senior Govt official
13.8% Business Manager or executive
11.4% Business proprietor or self employed

Age Breakdown

7.7% Under 20
25.7% Aged 20 - 29
22.9% Aged 30 - 39
24.3% Aged 40 - 49
18.5% Aged 50 +

(*All demographics are correlated using Nielsen Net Ratings and were taken in September 2008)

23,037

Number of unique visitors in the week of 9th August 2010

891,762

Page impressions in August 2010

67,534

Unique browsers in August 2010

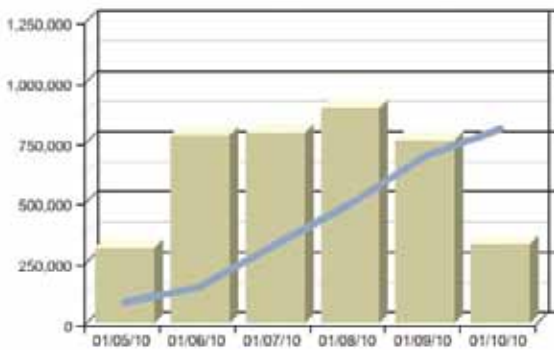
192,924

User sessions in July 2010, average session duration for July 2010 was 3min, 52sec

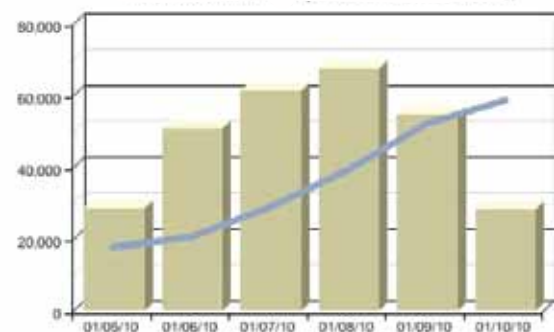
OUR TRAFFIC

Nielsen Net Ratings audits our site and has recorded the following stats from 1st April 2010 to 31st October 2010.

Our annual winter trend begins in May and grows until peaking in July, lowering again in September and October as the snow melts.



Impressions (number of page loads) per month



Unique Browsers (individual IP addresses) per month

Unique browsers are counted as an individual visitor to the site. When calculating the number of 'hits' we multiply (unique visitors x number of visits) to work out how many people visit the site each month = 192,000 'HITS' a month .

OUR NEWSLETTER

Sent weekly to 31,000 drooling snow fanatics with a consistent open rate of around 20%, we combine event info, news, photos, videos, forecasts, competitions and advertising to create the **ULTIMATE** snow newsletter.



Geotargeting

NZ's snow is legendary worldwide and so is our website – Nielsen records that 20% of our traffic was international eyeballs, specifically **12%** were **Australian**. Act quickly to capitalize on reaching this lucrative audience with geo-targeted advertising.

SNOW.CO.NZ ADVERTISING OPTIONS

Big Banners

Highly visible and above the fold – 760 x 120 display ads appear across all 1000 web pages and are available to purchase by week on specific page. Target the homepage, all webcams, forecasts or just appear on specific ski areas or across a variety of pages as a 'share-of-voice'; the choice is your. Costs per thousand ad views are \$40; negotiable depending on the frequency and duration of your campaign.

Super Skyscrapers

The is a 300 x 600 advert appearing on the far right hand side of all our pages, these extra large ad spaces are sought after highly. Costs per thousand ad views are just \$30 and the placement is similar in size to a full page magazine ad.

Islands/Rectangle

Island ads appear across all our 'webcam' pages and the homepage only. This 'below-the-fold' ad placement is priced at \$20 per thousand ad views.

Buttons

These are the squares that appear share of voice at the bottom of the pages alongside the Google ads. Buying by the month, you will receive a high number of page impressions and are cost effective ways of getting your brand noticed for a significant period of time.

Webcam banners

Available to buy weekly, monthly or seasonally, these highly sought after spots are customized to suit the width of the webcam window.

Email Newsletter Advertising

Database of 31,000 subscribers and a Solus email database of 23,000. Advertising options include... 'Whats Hot' (top and bottom), Mini towers, text and link inclusions.

Rich Media/Sponsorship

Expanding banners, page takeovers, eyeblasters, interactive video and pre-rolls now means the internet is now more interactive than ever. Recent campaigns with Vodafone, Nokia, National Bank, Gillete, Hyundai, Coke and many more now mean this method is now common place on our sites. Sponsorships are low cost and high reach with great site integration and last the season.

Social Media/Mobi advertising

Multi platform growth is vital, why limit your exposure to display advertising when we can create a diverse campaign across several platforms. Our new mobi sites and applications are coming and a great way of adding value to your spend, get your brand on them.

YOUR NEXT STEP

Give us a call to discuss how to reach our pro-active skiing and snowboarding community. Alternatively if you have a specific idea on event coverage or just want to talk snow...

Tim Armstrong > 027 5737 840 // tim@snow.co.nz

