



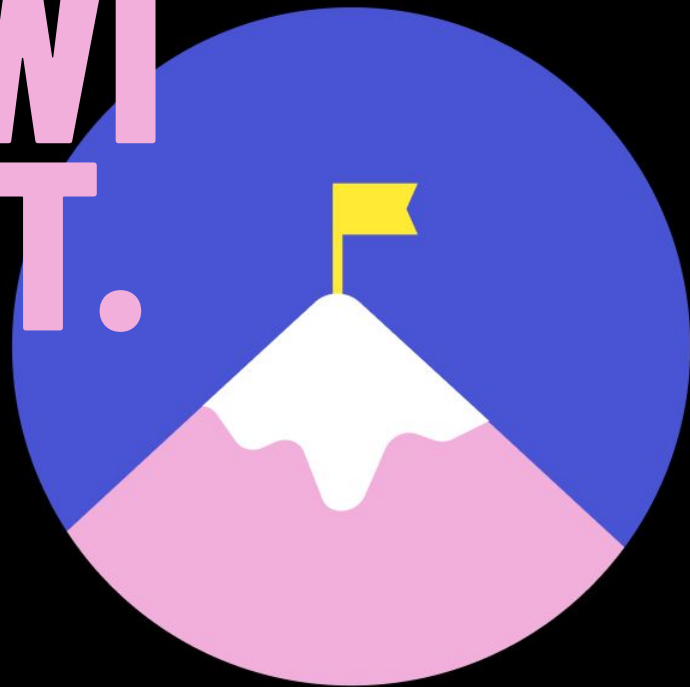
MEDIA KIT

JULY 2023

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Advertising



**WHERE KIWI
LOOK FIRST.**





We reach New Zealand as they buy and sell

Over 2.3 million active users are visiting Trade Me in a month.



NZ's leader in audience data

Our data tells a billion stories through interest and intent indicators throughout the path to purchase.



Kiwis trust us

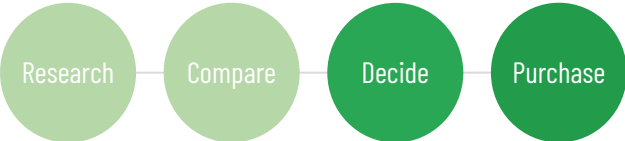


We're a trusted New Zealand brand that offers a brand safe environment







Context and relevance

We deliver relevant messaging at the right time to the right audience throughout their research and purchasing journey.

WHAT MAKES US UNIQUE

NZ Publishers	Unique Monthly Visitors	Audience Behaviour	In market, intent-driven data
Trade Me	2,384,901		
Stuff	2,520,627		Out of market, passive data
NZ Herald	2,262,594		

TRADE ME VERTICALS

	Unique Audience	Watchlist Adds	Trade Me Sessions	Competitor Sessions
 trademe property	884,000	2.6M	15.8M	Realestate.co.nz 3.7M OneRoof 3.4M
 trademe motors	798,000	3.5M	12.1M	Turners 592k AutoTrader 350k
 trademe jobs	354,000	443,000	3.2M	Seek 6.6M Indeed 694k
 trademe marketplace	1.3M	12.6M	22.8M	AliExpress 11.6M Temu 7.7M

DATA & TARGETING

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SMARTER DATA SOLUTIONS

Customise our member profile and behavioural **data from over 3.1 million Kiwis** to create **custom-built audiences** and targeting solutions.

Member Profile

Gender, age, bank provider, mobile phone provider, location (address, not IP), postcode, household, deprivation index.

Category Audiences

We have **over 400 categories** and subcategories across our verticals. Target members showing **strong interest** as they search and view listings.

Watchlist Targeting

Target our members demonstrating the **strongest intent** to purchase, those who have added an item to their watchlist from a category.

Persona Targeting

Choose from **over 200 audiences** built from our first-party data building blocks to identify and target your audience across Trade Me.

Data from

Member profiles

- + Address
- + Age
- + Gender
- + Bank



Data from

Member behaviours

- + Views
- + Searches
- + Watchlists
- + Purchases

Customer Data Platform (CDP) creates a comprehensive aggregated customer database for you to target.



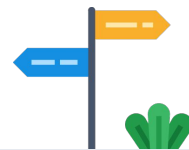
Property



Car buyers



Jobs



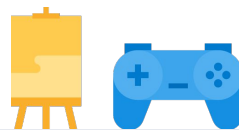
Lifestyles



Life stages



Farmers



Hobbies & interest



Home & living



SMEs



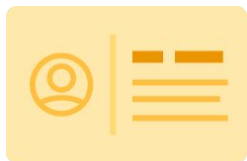
Sports & recreation



Retail

Trade Me offer **over 200 personas to target**

HOW A PERSONA IS CREATED



Data from
member profiles

+



Onsite **Interest & intent** indicators

+



Other
variables

=



Audience
Persona

Static Demographic
Member Data e.g. Age 35+
or location Auckland

+

Searching, viewing & watchlisting
behaviour within specific
categories Eg. Trade Me Property

+

Time period look back
Eg. 15 views OR 5 watchlists
in the last 30 days

=

Trade Me
Audience
Persona

TRADE ME AD PLACEMENTS

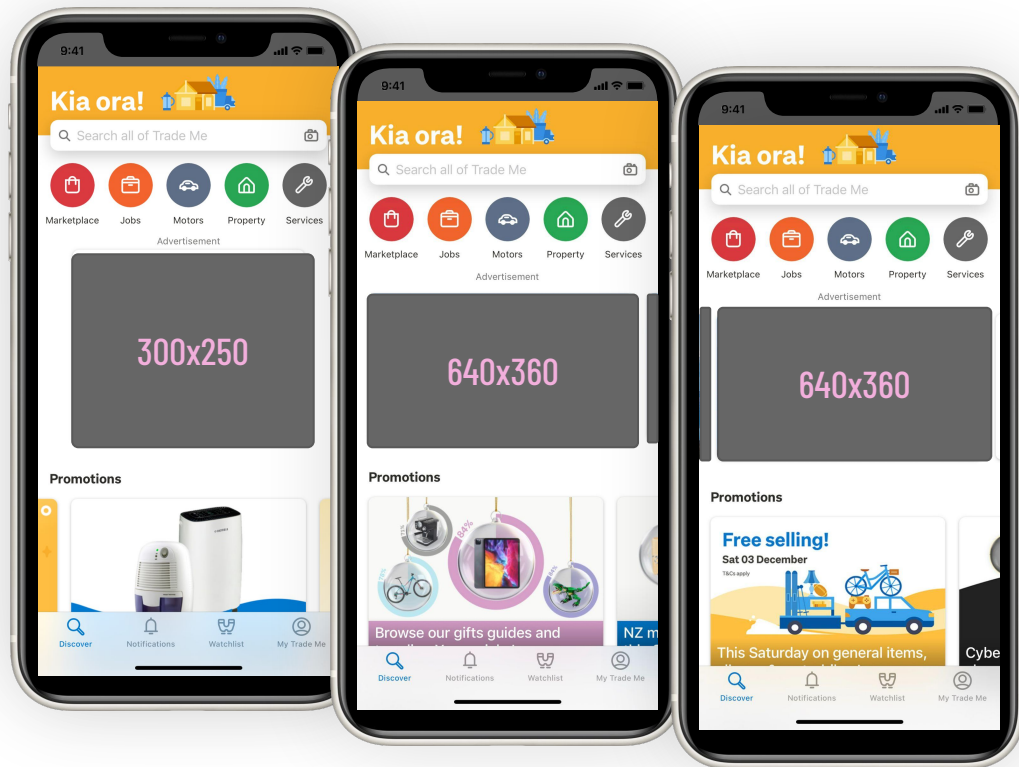
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APP HOMEPAGE

+ CPM Buy

+ Daily Buy



App Homepage
300x250 Banner or
640x360 multi-tile

MAIN HOMEPAGE

+

CPM Buy

+

Daily Buy

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Browse ▾

♥ Watchlist ♡ Favourites ✍ Start a listing My Trade Me 👤

KIA ORA! READY TO FIND YOUR NEW?

🔍 Search all of Trade Me

Search

Marketplace

Jobs

Motors

Property

Services

Advertisement

970x250

Featured

Shop new &
refurb tech!

Shop now



Discover

New stuff for
every you!

Shop now



Featured

Sweet new home
& living!

Shop now



Desktop Homepage
970x250

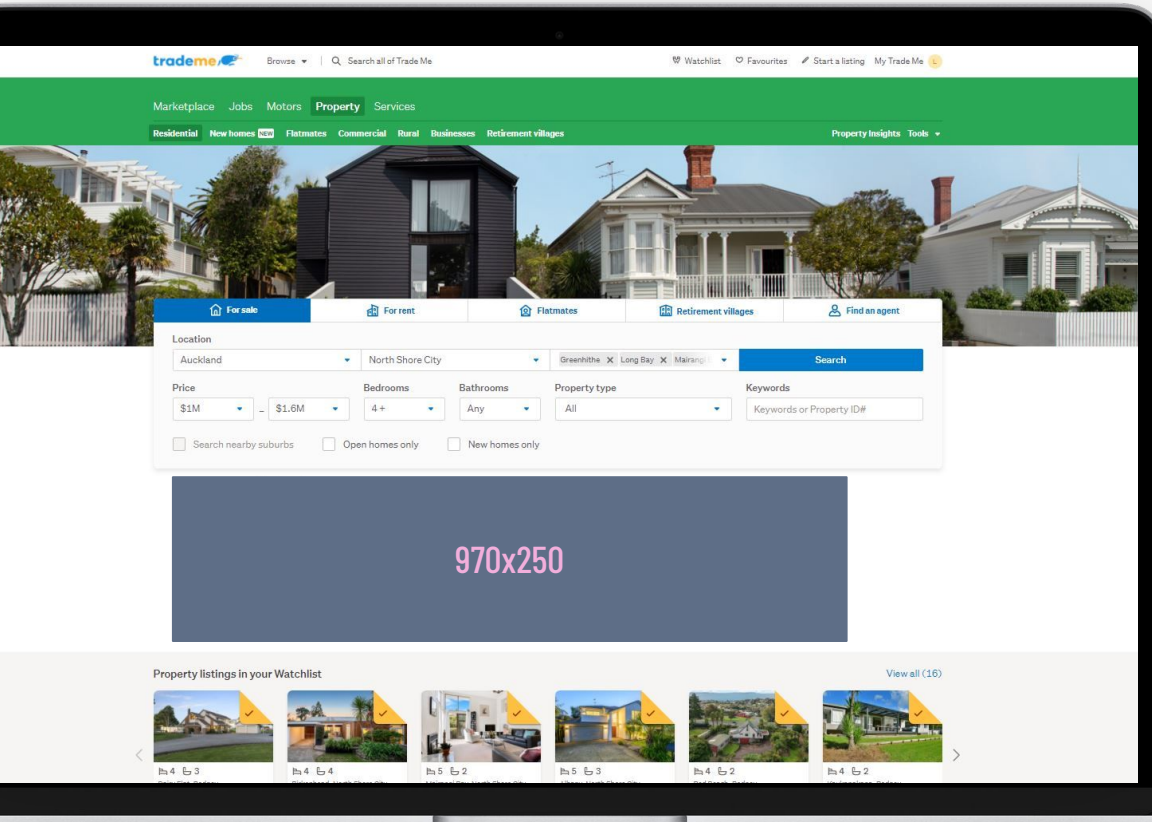
ALL HOMEPAGES

+

CPM Buy

+

Daily Buy



Desktop Homepages
Motors, Property & Jobs
970x250

HERO

+ CPM Buy

+ Daily Buy

+ Weekly Buy

1599x232

Cars for sale NZ

9:41

trademe.co.nz



Search



Watchlist



Cart



My Trade Me

Browse Motors

Sell my car

767x135

Select a category



Cars



Motorbikes



Caravans &
motorhomes



Boats

970X250

Motors Homepage
970x250 & Custom Ad
Sizes

GALLERY VIEW

+ CPM Buy

+ Daily Buy

+ Weekly Buy



Listing pages
Property, Motors &
Marketplace
300x600

NATIVE

+ CPM Buy

Summerset Aotea!

- Join a ^{3rd party ad content} supportive team
- Fantastic staff benefits and career opportunities
- Help bring the best of life to our Residents

Summerset

Ad

Your Business

Engage the decision makers with styled messaging to match our listings.

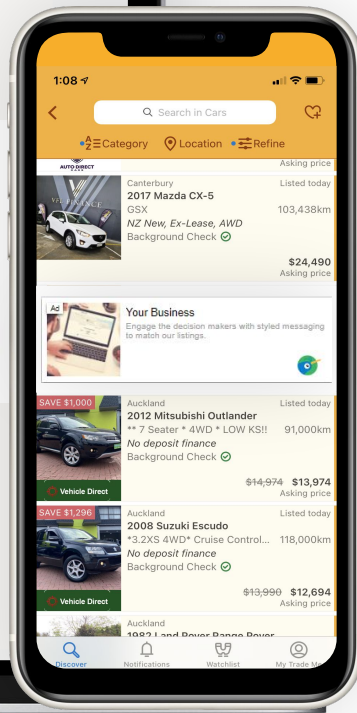
Apply Now
Your Business



Tasman, Nelson / Tasman | Listed 3 days ago
Awaroa Lodge

Spa Manager & Therapist

An exciting opportunity has been created for a highly professional qualified Spa Therapist to join our Awaroa Lodge opening team.

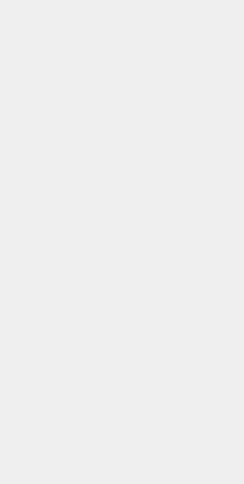



Search results:
Styled messaging
to match our listings

VIDEO

+ CPM Buy

Advertisement





Gitrap | North Shore


NZ NEW - BLACK EDITION, SUNROOF, PUSH BUTTON START


✔ Background Check

\$40,490

Asking price **\$30,990**
Excludes On Road Costs

Advertisement





Waiheke Island - Auckland

2015 Land Rover Range Rover Evoque
SE Td4 140kW Dynamic

59,632km
2200cc, Diesel
Automatic

Reduced from \$55,000 to Buy Now
\$40,990

✔ Background Check

Search results
Property and Motors
640x360 (16:9) video

300x600

+ CPM Buy

▶ Video

Property type	House
Parking	Single Garage + Carport
Agency reference	HOW40806
Broadband options	Fibre, ADSL, VDSL, Wireless

Welcome to Aviemore Drive, where you will find a property that is truly one of a kind. Nestled on the ridge, this magnificent 5-bedroom home is now on the market for the first time. The vendors, who built the original home in the mid-80s, have lovingly extended it over the years to create the current configuration, making this an opportunity not to be missed.

As you step inside, you will be greeted by the large living room, complete with a free-standing fire with a wet back, ensures cosy winters by heating both the hot water and the entire home, plus three spacious bedrooms accompanied by a modern family bathroom. Upstairs, two additional bedrooms, along with an informal living area and another

[Show more +](#)

Advertisement

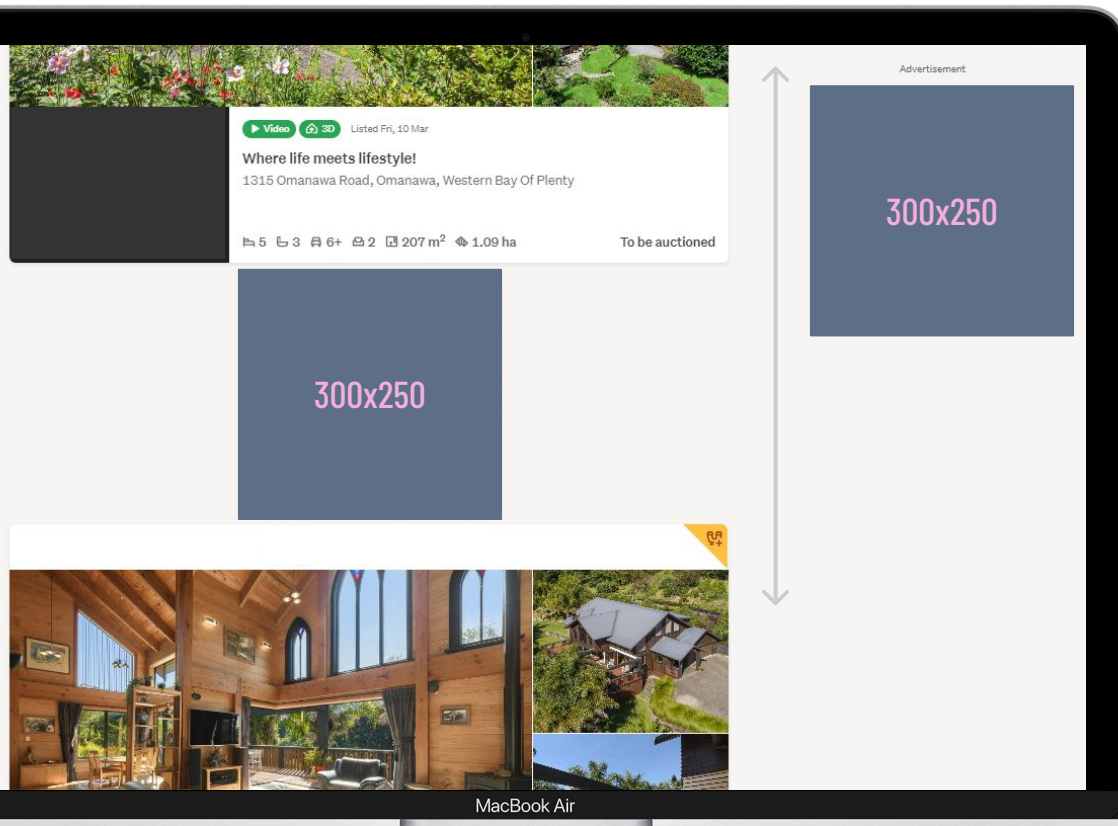
300x600

MacBook Air

Search results & listing
pages
300x600 (Half page)

300x250

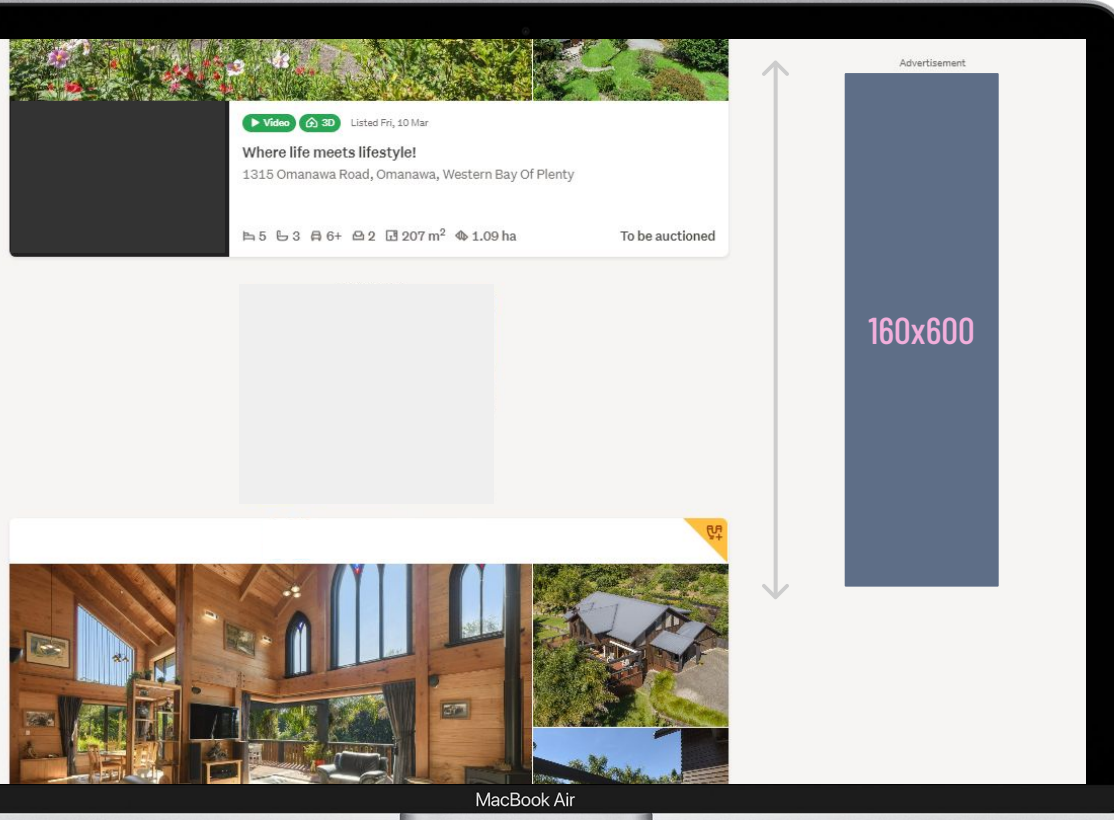
+ CPM Buy



Search results & listing
pages
300x250 (Mrec)

160x600

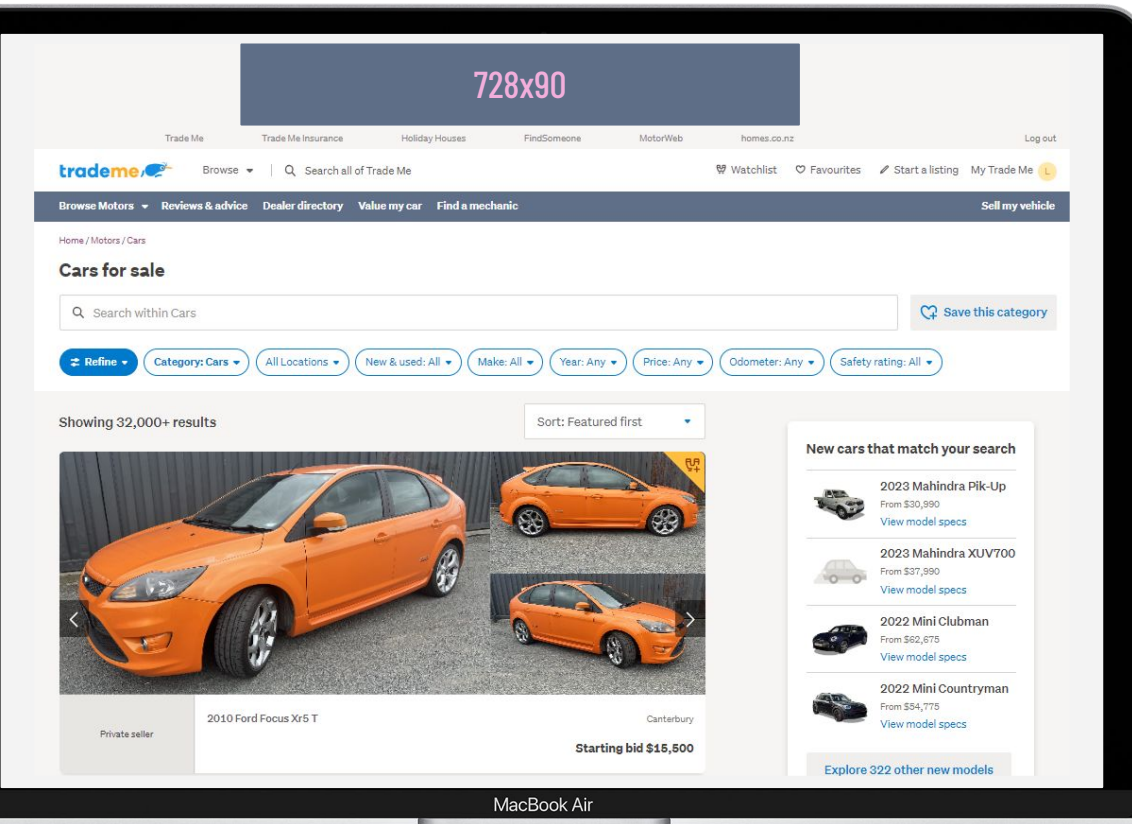
+ CPM Buy



Search results & listing
pages
160x600 (skyscraper)

728x90

+ CPM Buy



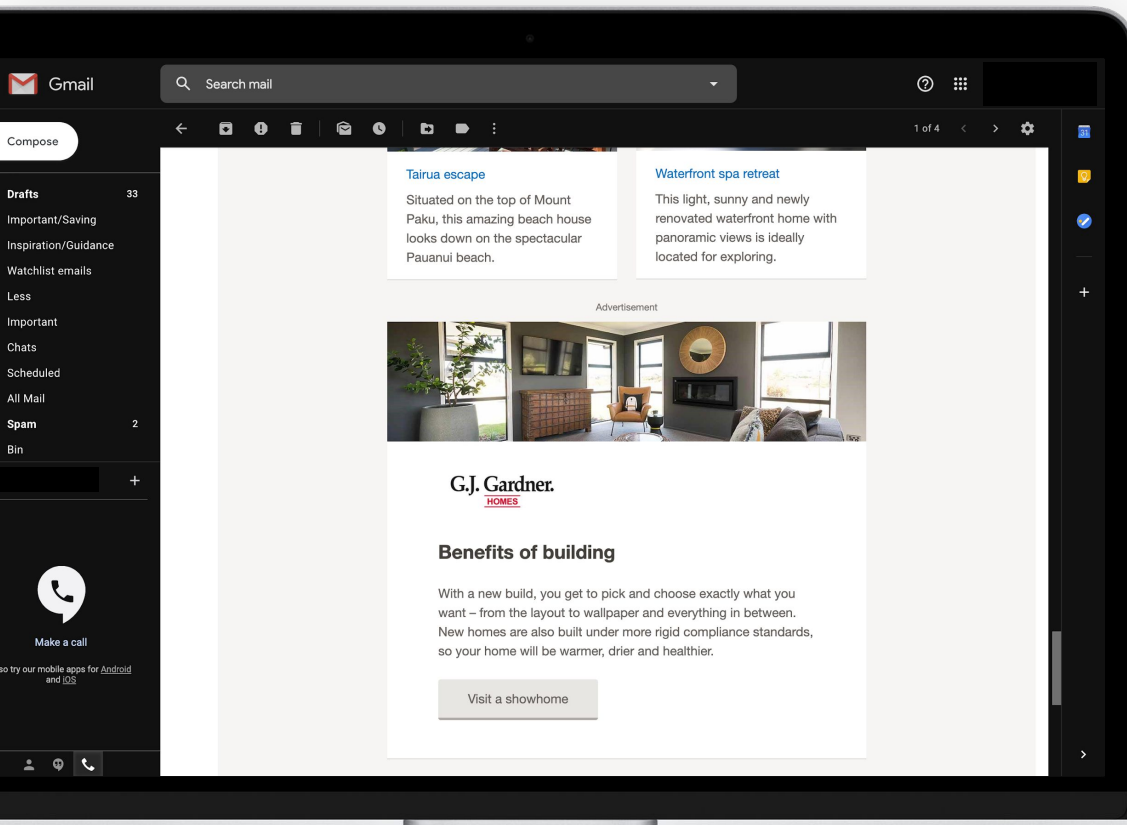
Search results & listing
pages
728x90 (leaderboard)

TRADE ME NEWSLETTERS

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+ Monthly Send



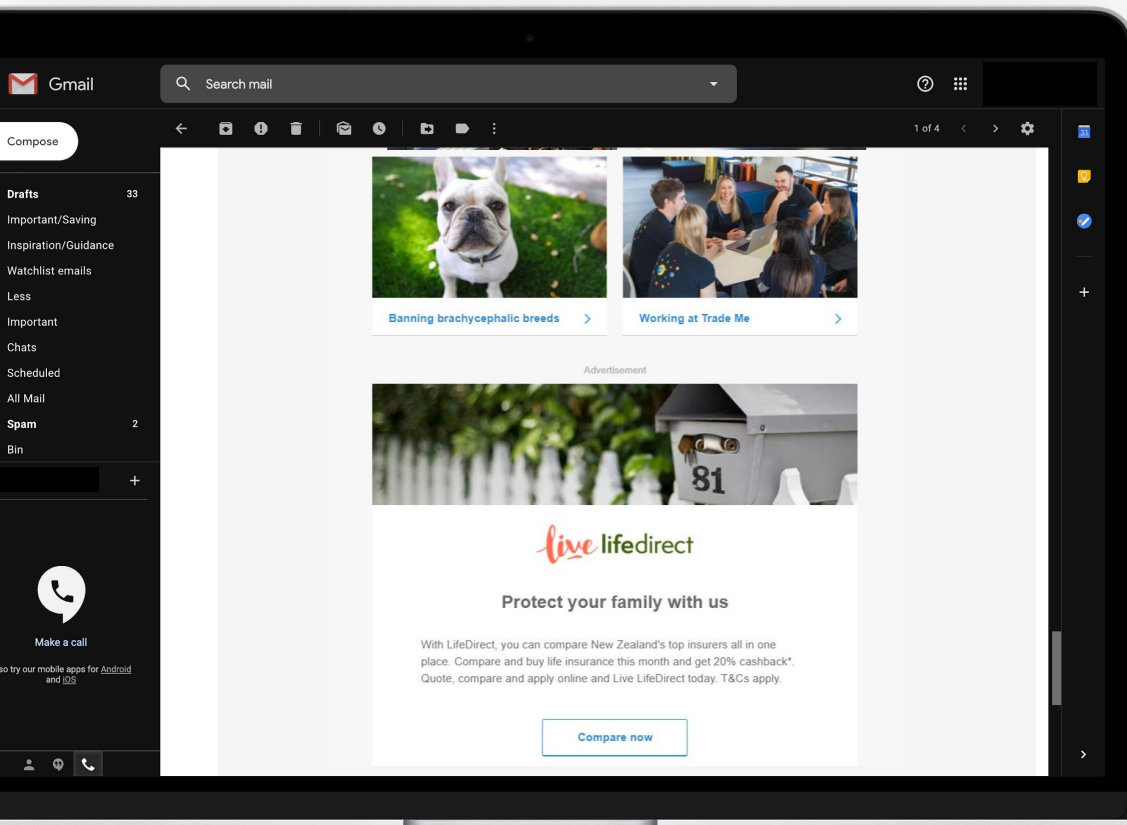
PROPERTY

Newsletter

1.5M subscribed

SOURCE: Trade Me Internal Data

+ Monthly Send



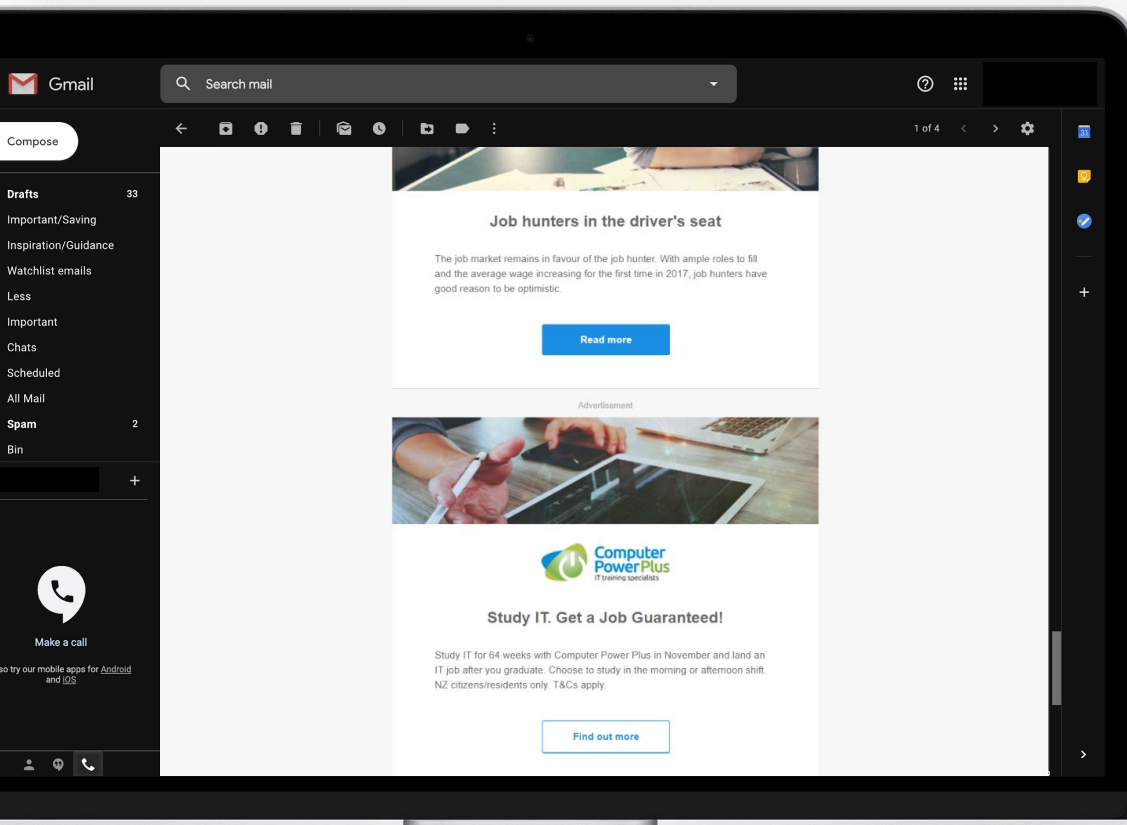
TRADE ME

Main Newsletter

1.6M subscribed

SOURCE: Trade Me Internal Data

+ Monthly Send



JOBS

Newsletter

1.3M subscribed

SOURCE: Trade Me Internal Data

REACH OUT...

Please don't hesitate to contact your Trade Me Account Manager for more information or alternatively, complete and submit an [Advertising Query Form](#).

Ad specifications can be found [here](#).

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