



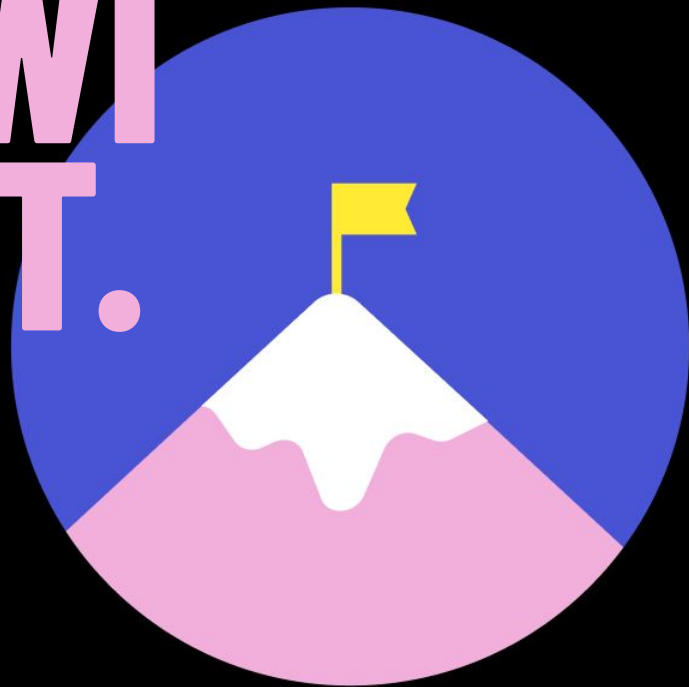
# MEDIA KIT

JANUARY 2024

trademe   
Advertising



**WHERE KIWI  
LOOK FIRST.**





## **We reach New Zealand as they buy and sell**

Over 2.5 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	
Trade Me	2.522M		In market, intent-driven data
Stuff	2.362M		Out of market, passive data
NZ Herald	2.583M		

# TRADE ME VERTICALS

	Trade Me Unique Audience	Trade Me Watchlist Adds	Trade Me Sessions	Competitor Unique Audience
 trademe property	1,073,080	2.8M	18.8M	Realestate.co.nz 393,685 OneRoof 541,806
 trademe motors	1,044,959	3.3M	11.8M	Turners 90,549 AutoTrader 57,755
 trademe jobs	383,276	455k	3.1M	Seek 755,196 Indeed 140,524
 trademe marketplace	1,776,913	11.8M	22M	AliExpress 1,083,988 The Market 493,563

# DATA & TARGETING

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# SMARTER DATA SOLUTIONS

**Customise** our member profile and behavioural **data from over 3.2 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.

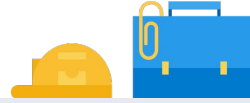




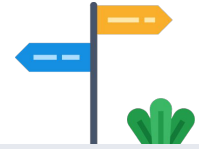
Property



Car buyers



Jobs



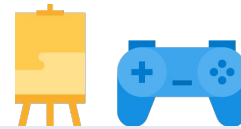
Lifestyles



Life stages



Farmers



Hobbies & interest



Home & living



SMEs



Sports & recreation



Retail

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

# HOW A PERSONA IS CREATED



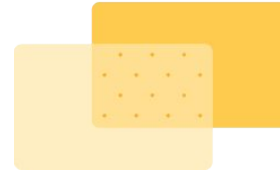
Data from  
**member profiles**

+



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

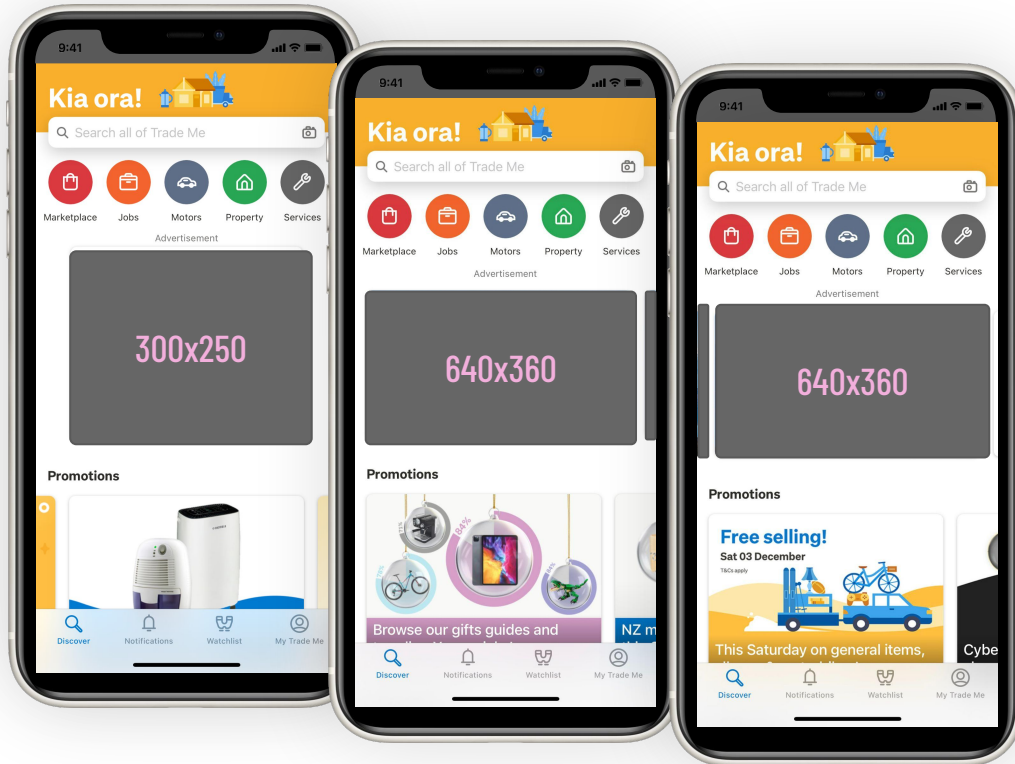
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# APP HOMEPAGE

+ CPM Buy

+ Daily Buy

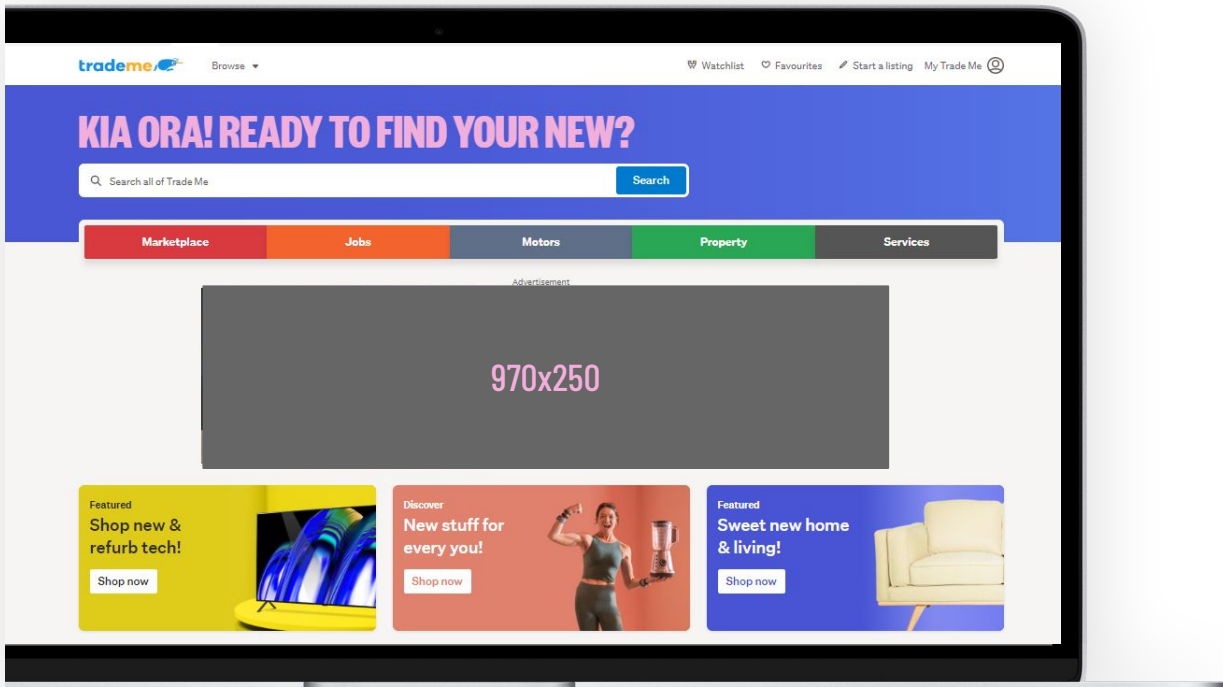


Trade Me App Homepage  
300x250 banner or  
640x360 multi-tile banner

# MAIN HOMEPAGE

+ CPM Buy

+ Daily Buy

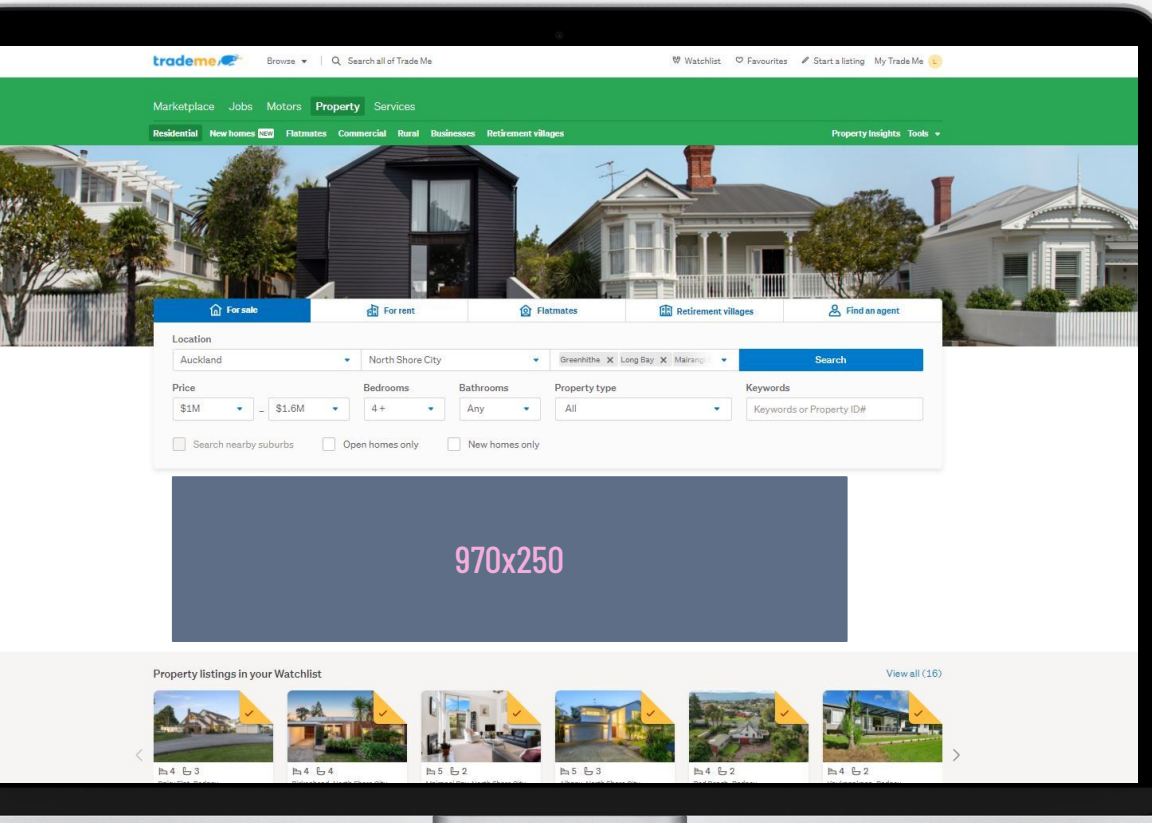


Desktop Homepage  
970x250

# ALL HOMEPAGES

+ CPM Buy

+ Daily Buy



Desktop Homepages  
Motors, Property & Jobs  
970x250

# HERO

+ CPM Buy

+ Daily Buy

+ Weekly Buy

1599x232

Marketplace Jobs **Motors** Property Services

Community My Trade Me

Browse Motors ▾ Reviews & advice Dealer directory Value my car

Sell other vehicle Sell my car

Cars Motorbikes Caravans & motorhomes Boats Car parts & accessories All categories

Classic

Model	Any model ▾	Year	Any ▾	-	Any ▾
Body style	Any body style ▾	Odometer	Any ▾	-	Any ▾
<a href="#">More options ▾</a>					
<a href="#">View 32,000+ listings</a>					

9:41

trademe.co.nz

Search Watchlist Cart My Trade Me

Browse Motors ▾ Sell my car

767x135

970x250

Select a category



Cars



Motorbikes



Caravans & motorhomes



Boats

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 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

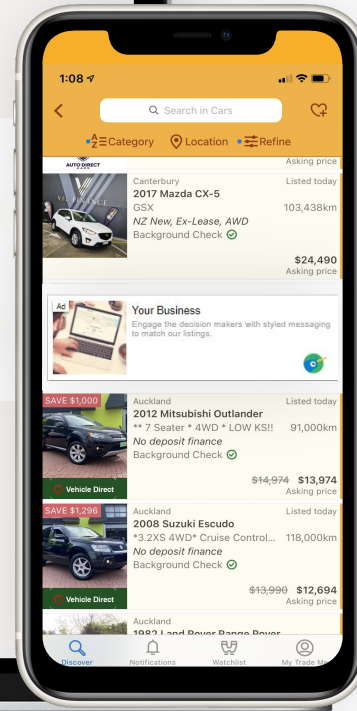


Tasman, Nelson / Tasman | Listed 3 days ago

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




**Gitrop** | North Shore

NZ NEW - BLACK EDITION, SUNROOF, PUSH BUTTON START  
Background Check

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

Advertisement

Video



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 \$49,990  
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 cozy 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 +



Property Partner

Advertise your property with this office to gain access to exclusive benefits. [Learn more](#)

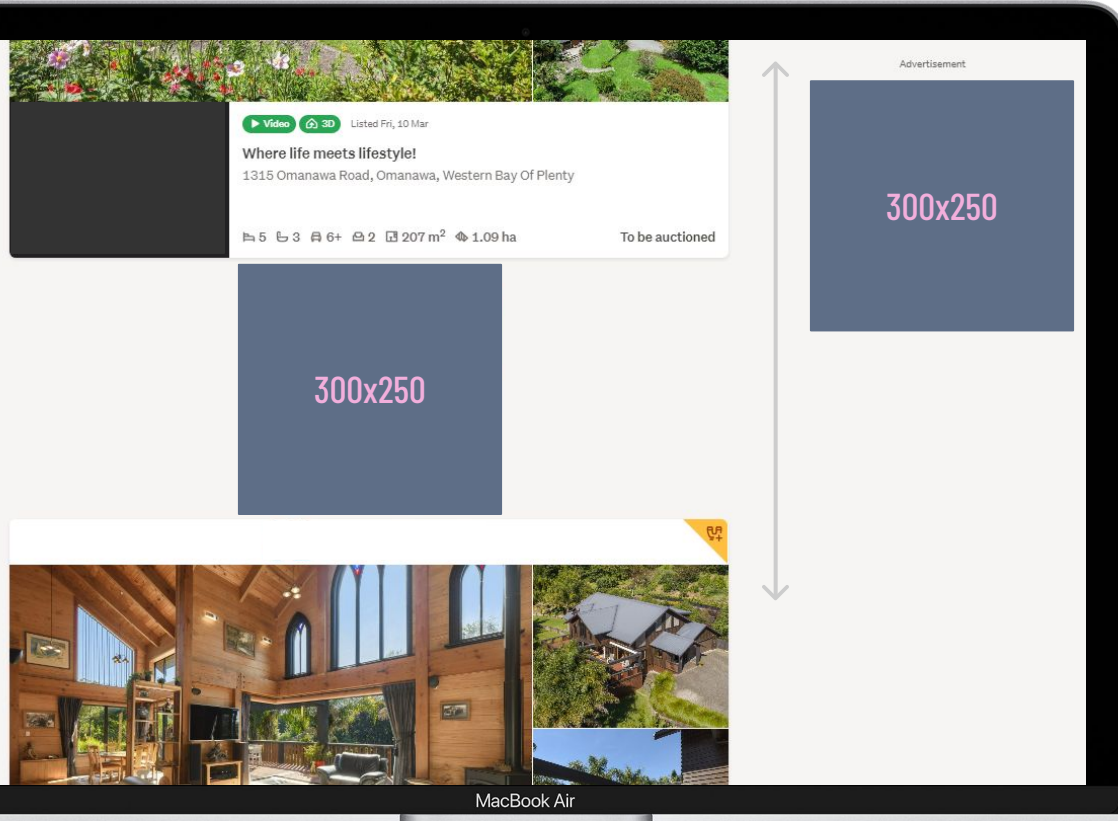
Advertisement

300x600

Search results & listing pages  
300x600 (Half page)

# 300x250

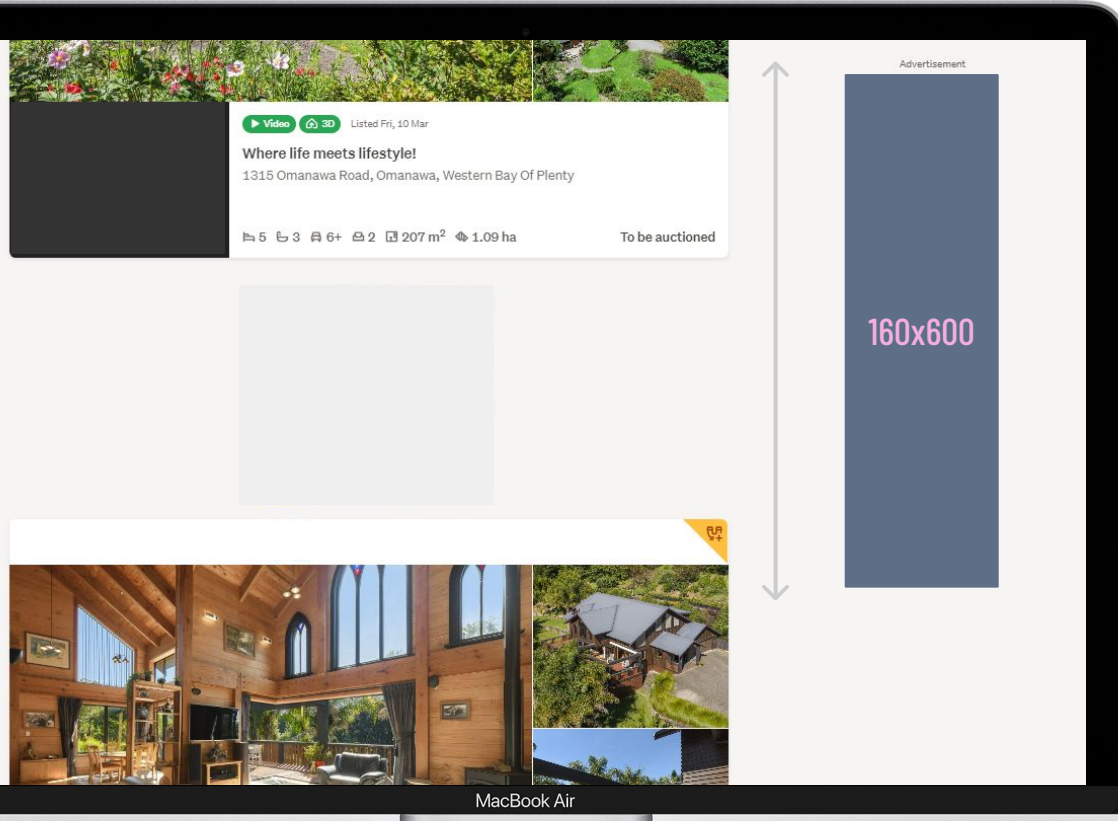
+ CPM Buy



Search results & listing pages  
300x250 (Mrec)

# 160x600

+ CPM Buy



Search results & listing pages  
160x600 (skyscraper)

# 728x90

+ CPM Buy

728x90

Trade Me Trade Me Insurance Holiday Houses FindSomeone MotorWeb homes.co.nz Log out

trademe.co.nz Browse | Search all of Trade Me Watchlist Favourites Start a listing My Trade Me

Browse Motors Reviews & advice Dealer directory Value my car Find a mechanic Sell my vehicle


Home / Motors / Cars

### Cars for sale

Search within Cars Save this category

Refine Category: Cars All Locations New & used: All Make: Any Year: Any Price: Any Odometer: Any Safety rating: All

Showing 32,000+ results Sort: Featured first



2010 Ford Focus Xr5 T Canterbury  
Private seller Starting bid \$15,500

#### New cars that match your search

- 2023 Mahindra Pik-Up From \$30,990 [View model specs](#)
- 2023 Mahindra XUV700 From \$37,990 [View model specs](#)
- 2022 Mini Clubman From \$62,675 [View model specs](#)
- 2022 Mini Countryman From \$54,775 [View model specs](#)

[Explore 322 other new models](#)

MacBook Air

Search results & listing pages  
728x90 (leaderboard)

# TRADE ME NEWSLETTERS

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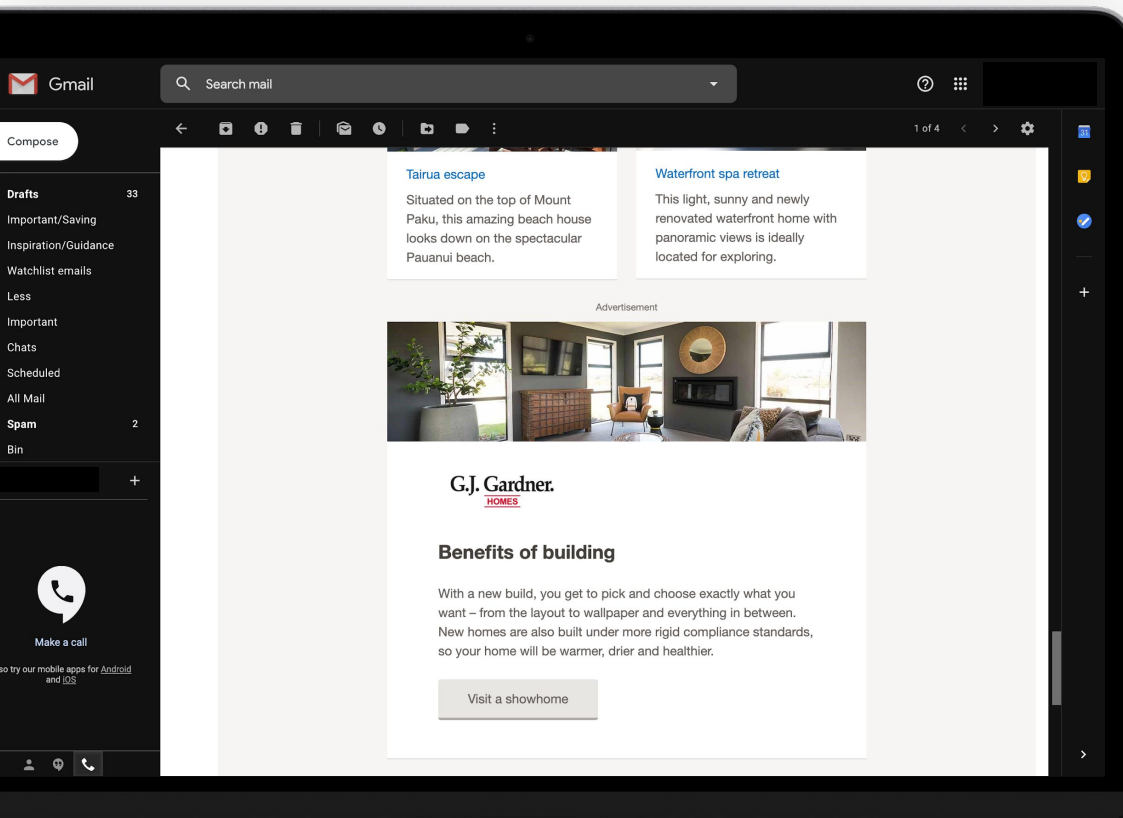


+ Monthly Send

# PROPERTY

Newsletter

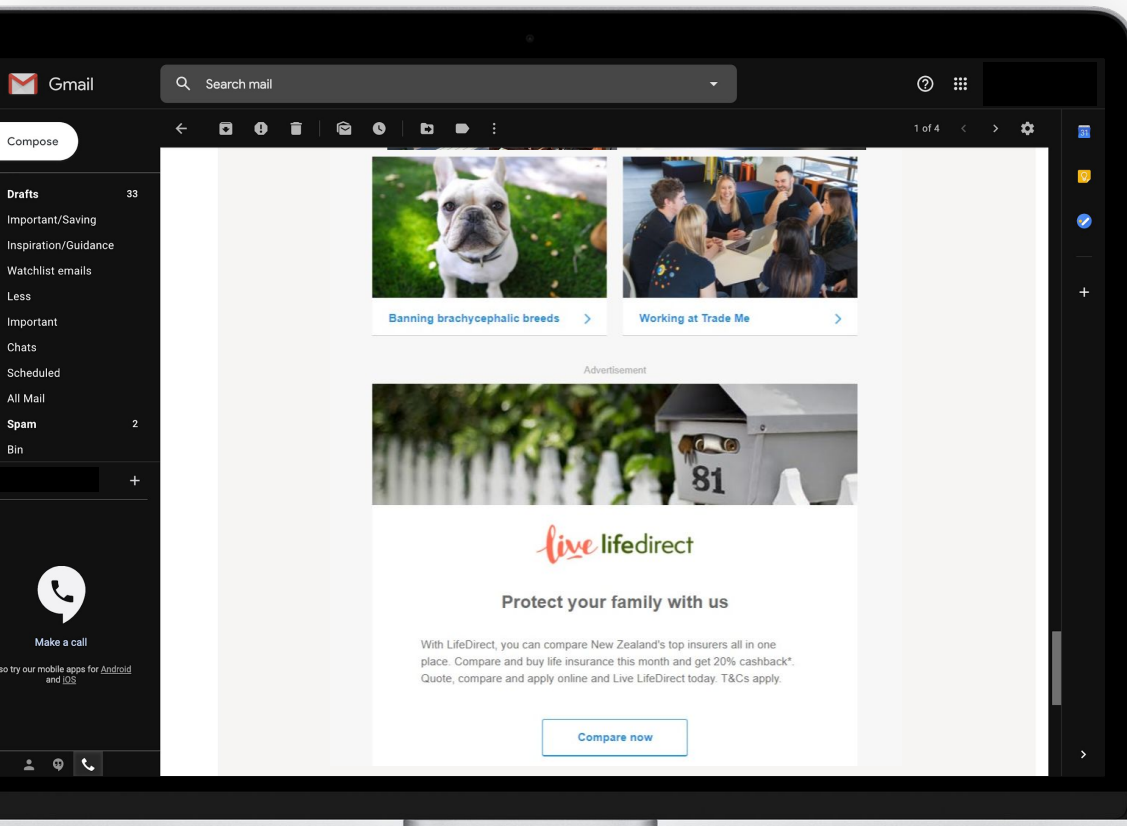
1.5M subscribed



SOURCE: Trade Me Internal Data



+ Monthly Send

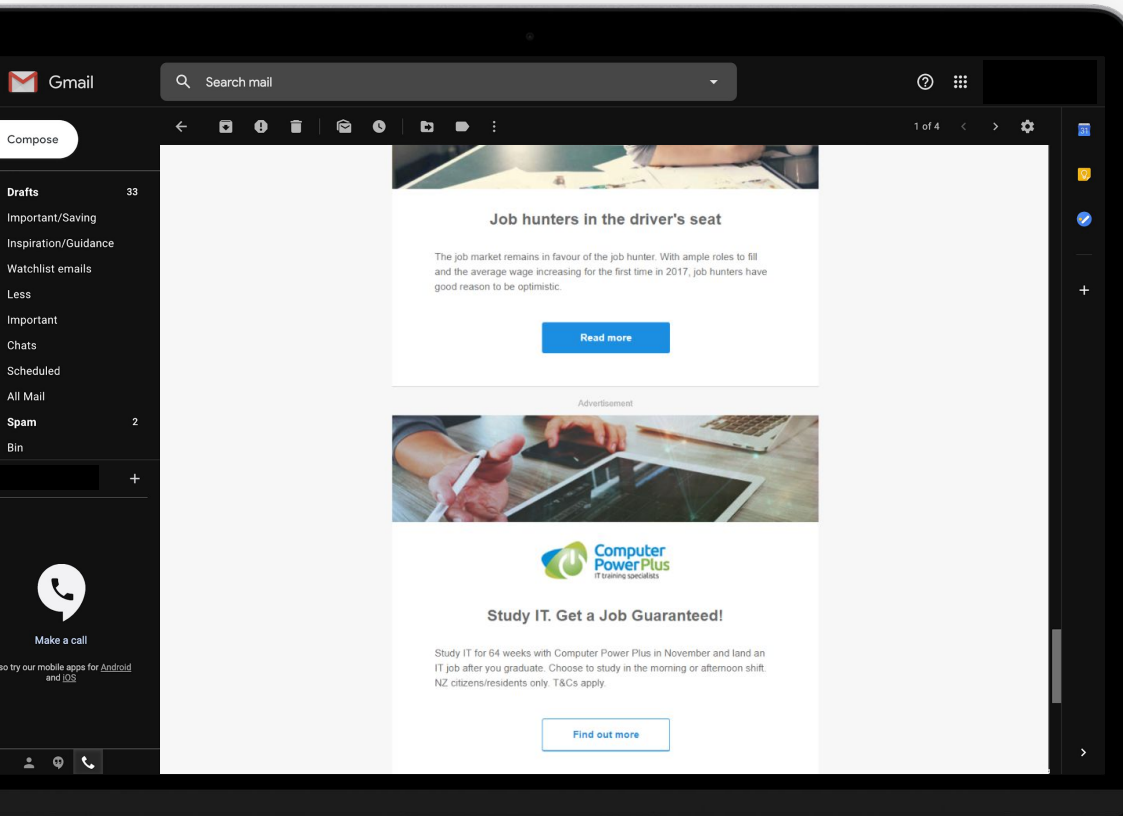


# TRADE ME

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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Advertising

