



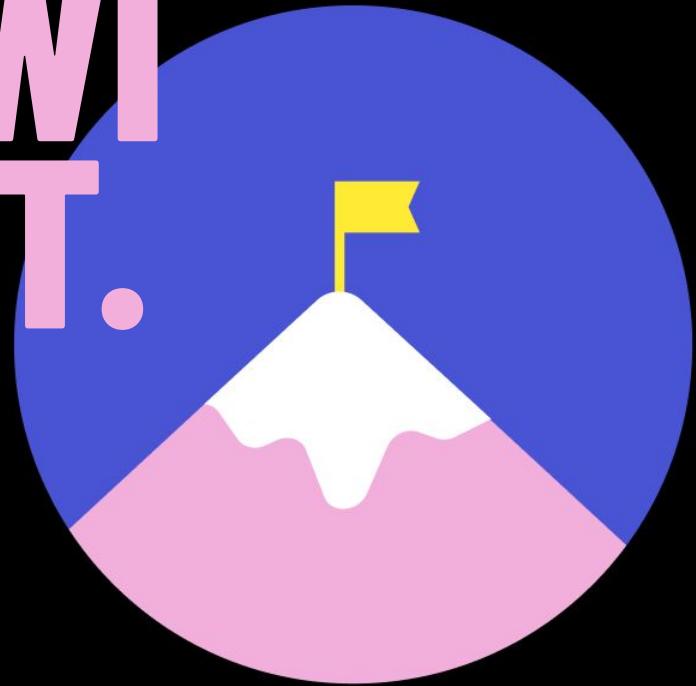
MEDIA KIT

OCTOBER 2024

trademe 
Advertising



**WHERE KIWI
LOOK FIRST.**





We reach New Zealand as they buy and sell

Over 5.6 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

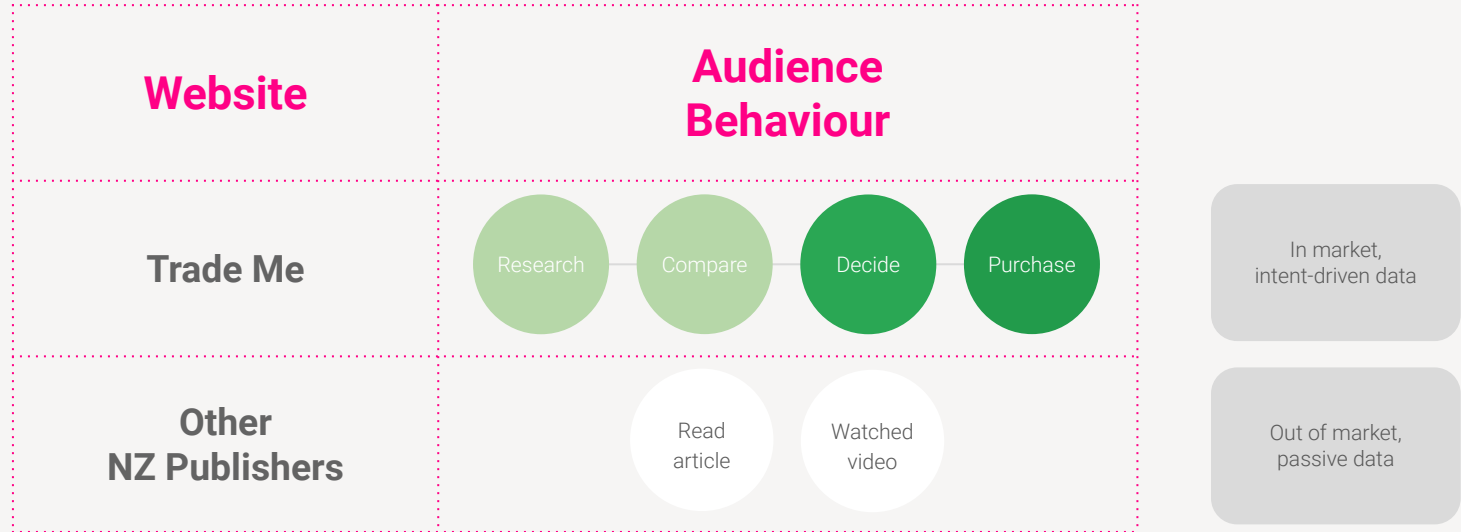
We deliver relevant messaging at the right time to the right audience throughout their research and purchasing journey.

*Source: Trade Me Audience Device based active users from Google Analytics, August 2024.

TRADE ME VERTICALS

Trade Me Vertical	Trade Me Audience	Trade Me Watchlist Adds	Trade Me Sessions
Property	3,435,147	3.5M	17M
Motors	1,509,187	3.4M	11.4M
Jobs	584,094	528k	2.7M
Marketplace	3,864,196	9.9M	20.3M

WHAT MAKES US UNIQUE



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 all the way down to postcode (address, not IP).

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.

NZ'S MOST TRUSTED DATA

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



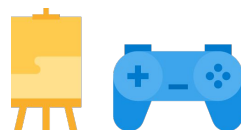
Lifestyles



Life stages



Farmers



Hobbies & interest



Home & living



SMEs



Sports & recreation



Retail

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

HOW A PERSONA IS CREATED



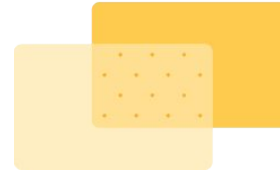
Data from
member profiles

+



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

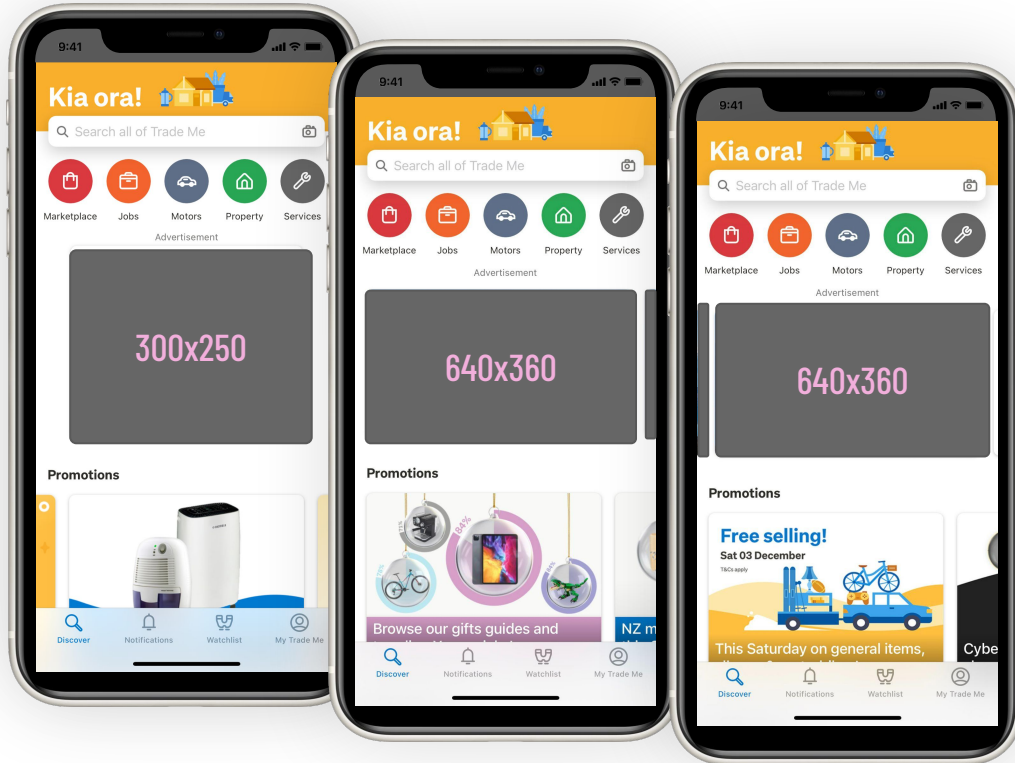
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APP HOMEPAGE

+ CPM Buy

+ Daily Buy

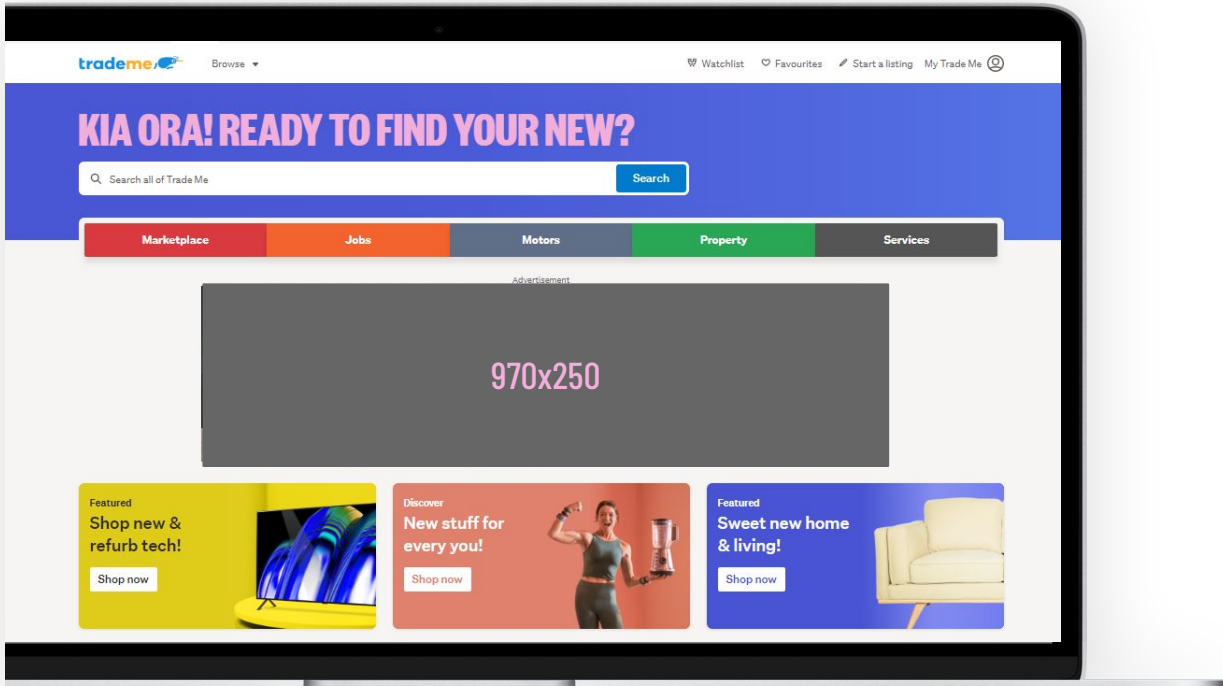


Trade Me App Homepage
300x250 banner or
640x360 multi-tile banner

MAIN HOMEPAGE

+ CPM Buy

+ Daily Buy

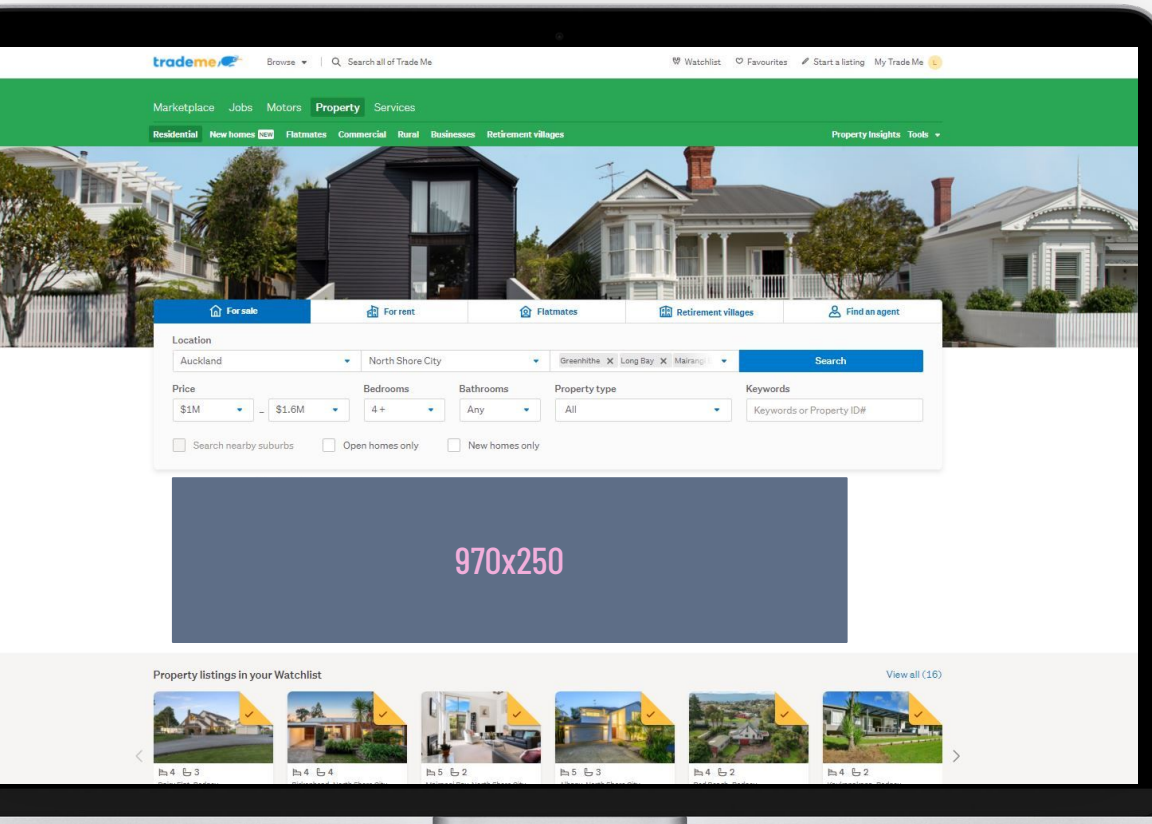


Desktop Homepage
970x250

ALL HOMEPAGES

+ CPM Buy

+ Daily Buy



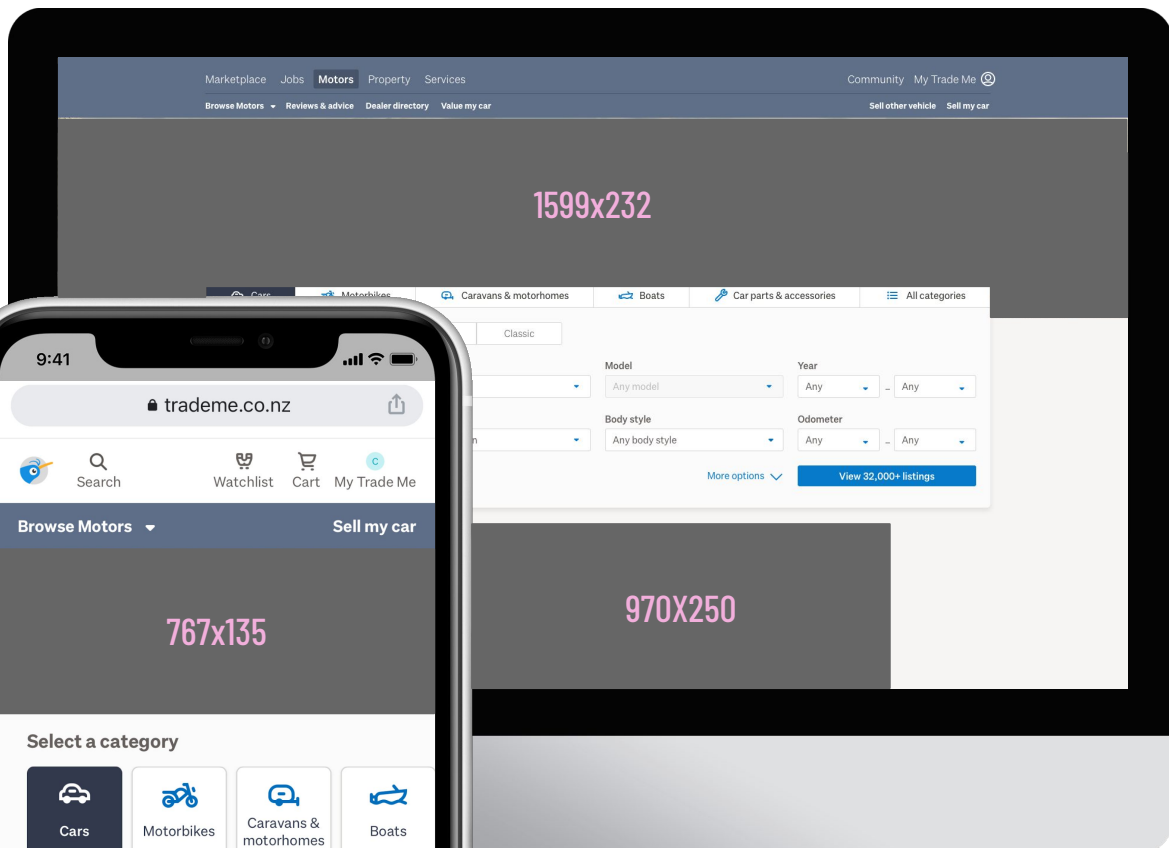
Desktop Homepages
Motors, Property & Jobs
970x250

HERO

+ CPM Buy

+ Daily Buy

+ Weekly Buy



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

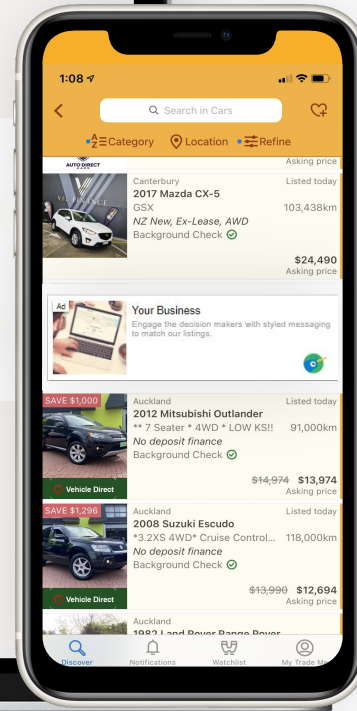


Tasman, Nelson / Tasman | Listed 3 days ago

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](#)

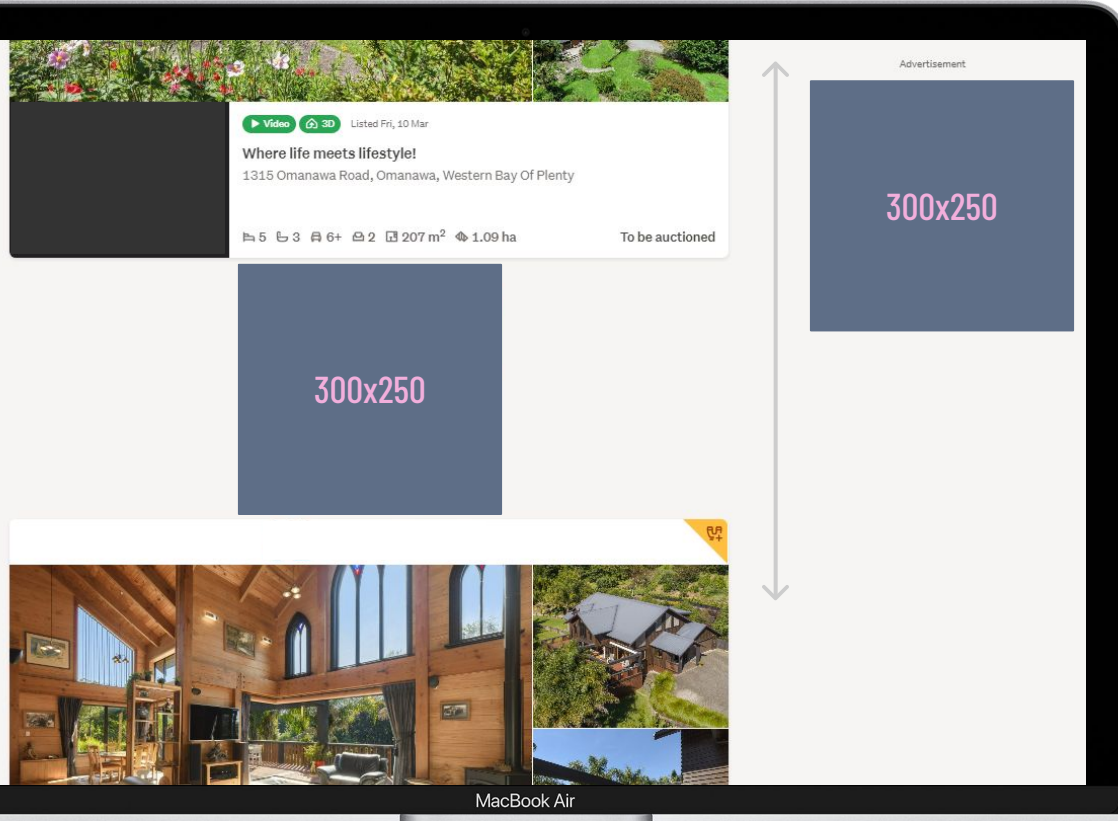
Advertisement

300x600

Search results & listing pages
300x600 (Half page)

300x250

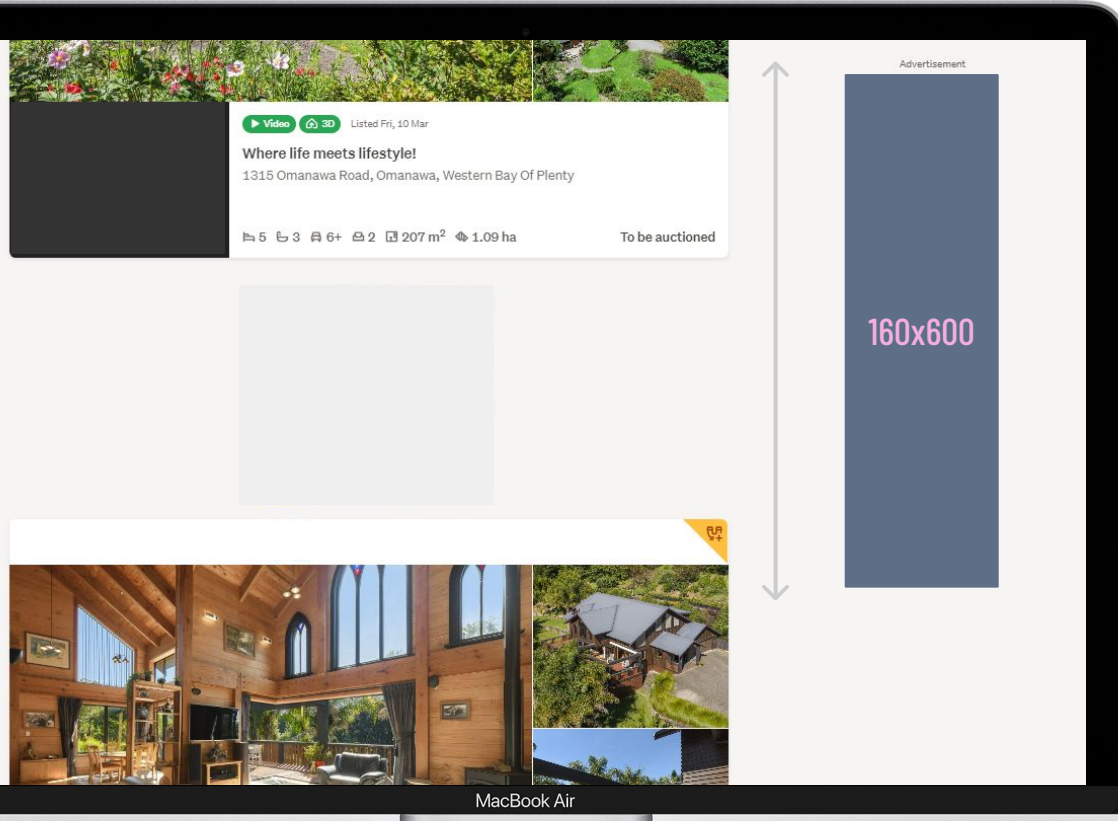
+ CPM Buy



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

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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







Private seller

2010 Ford Focus Xr5 T Canterbury

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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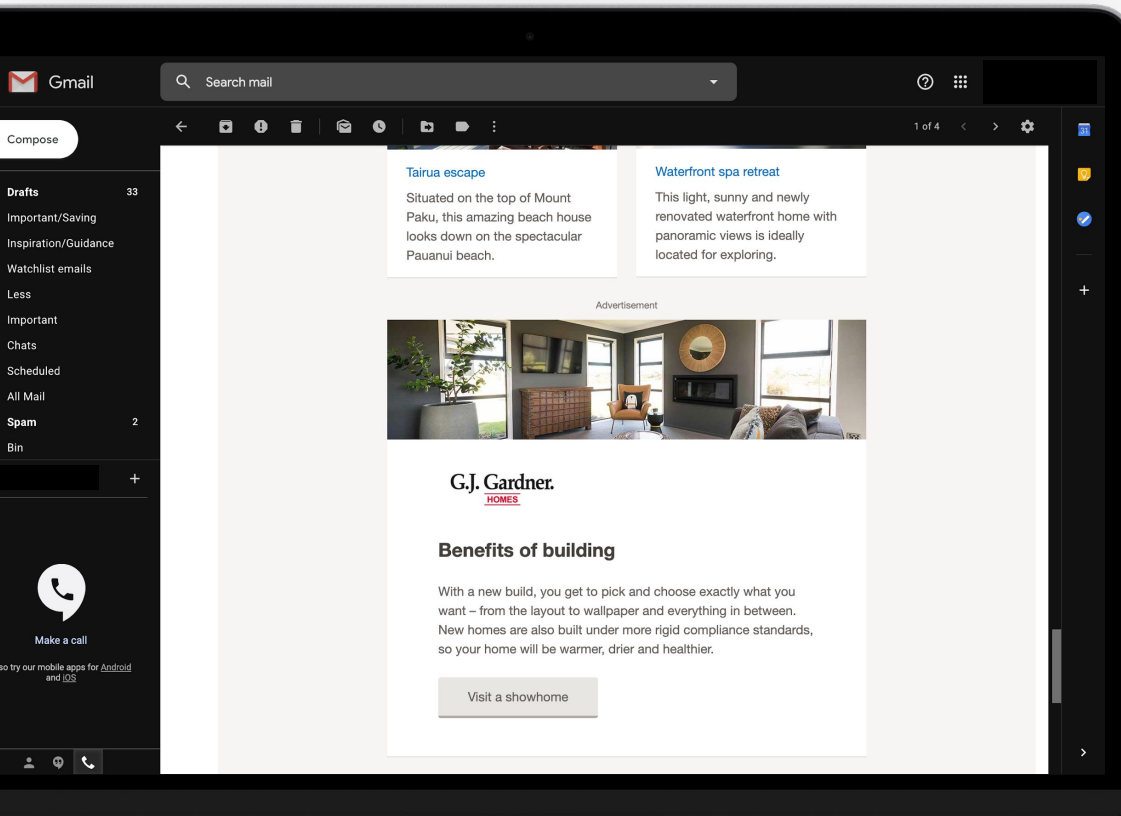


+ Monthly Send

PROPERTY

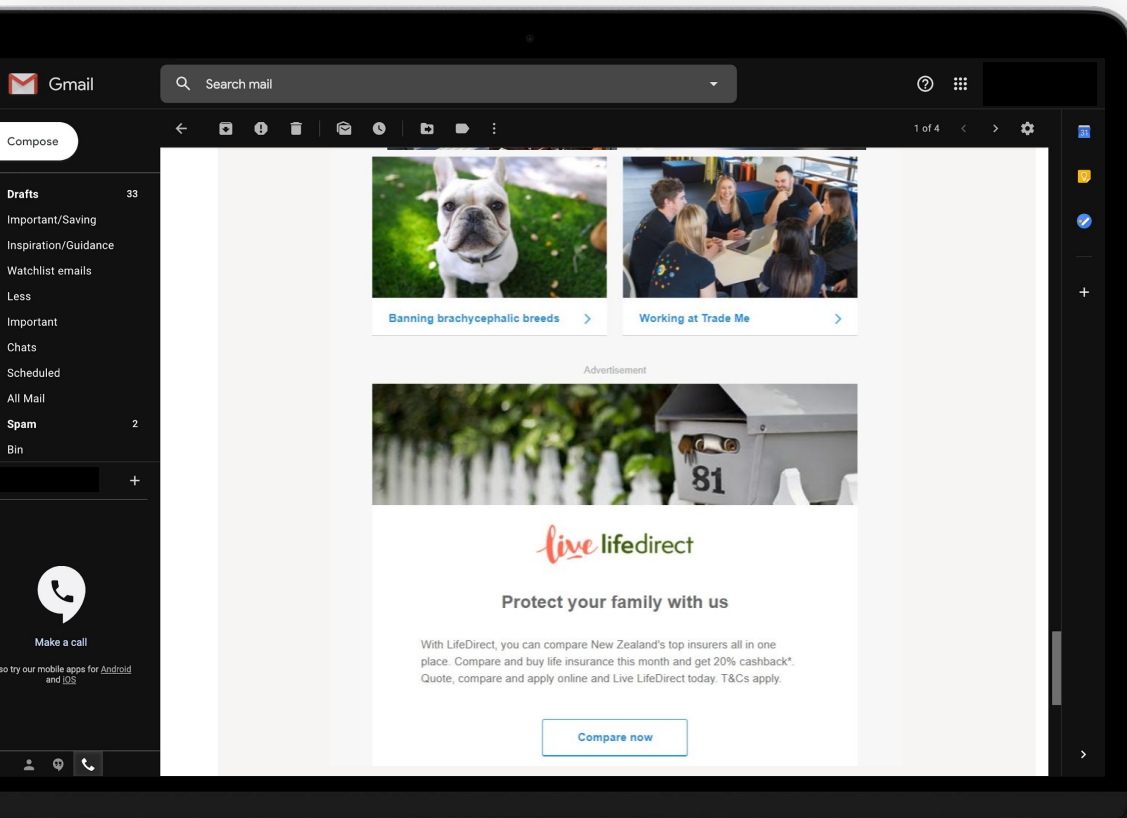
Newsletter

1.5M subscribed



SOURCE: Trade Me Internal Data

+ Monthly Send

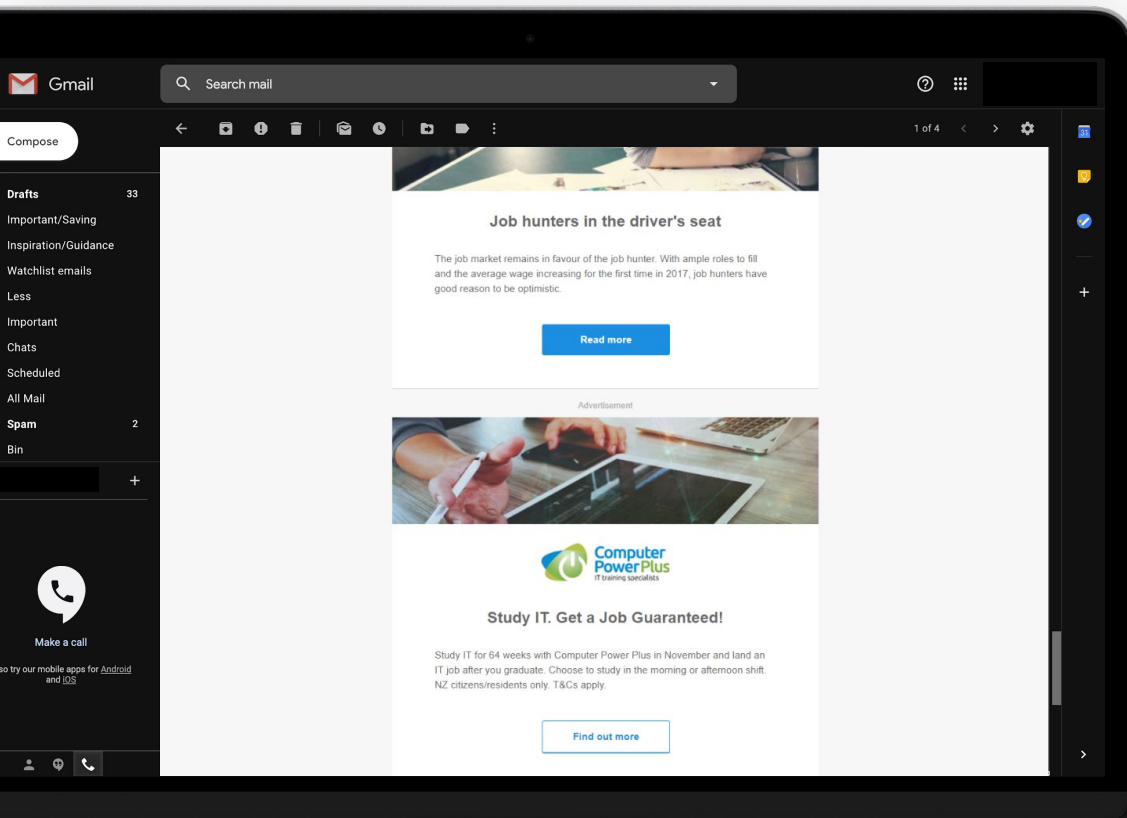


TRADE ME

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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