

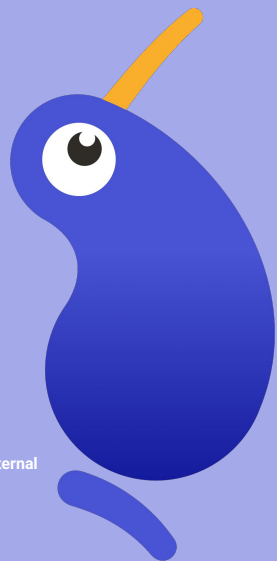
August 2025

MEDIA KIT



trademe 
advertising

WHY TRADE ME?



Source: Trade Me Internal
Data June 2025.

KIWI REACH

Trade Me users are busy researching, buying, and selling, driving **over 50 million sessions*** every month.

DATA LEADER

Our first party audience data tells a million stories through **intent and interest indicators on the path to purchase** from over 3.6M Kiwi.





TRUSTED

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

RELEVANT

We connect your message with the **relevant audience at every step of their journey**, from research to purchase.

TRADE ME VERTICALS

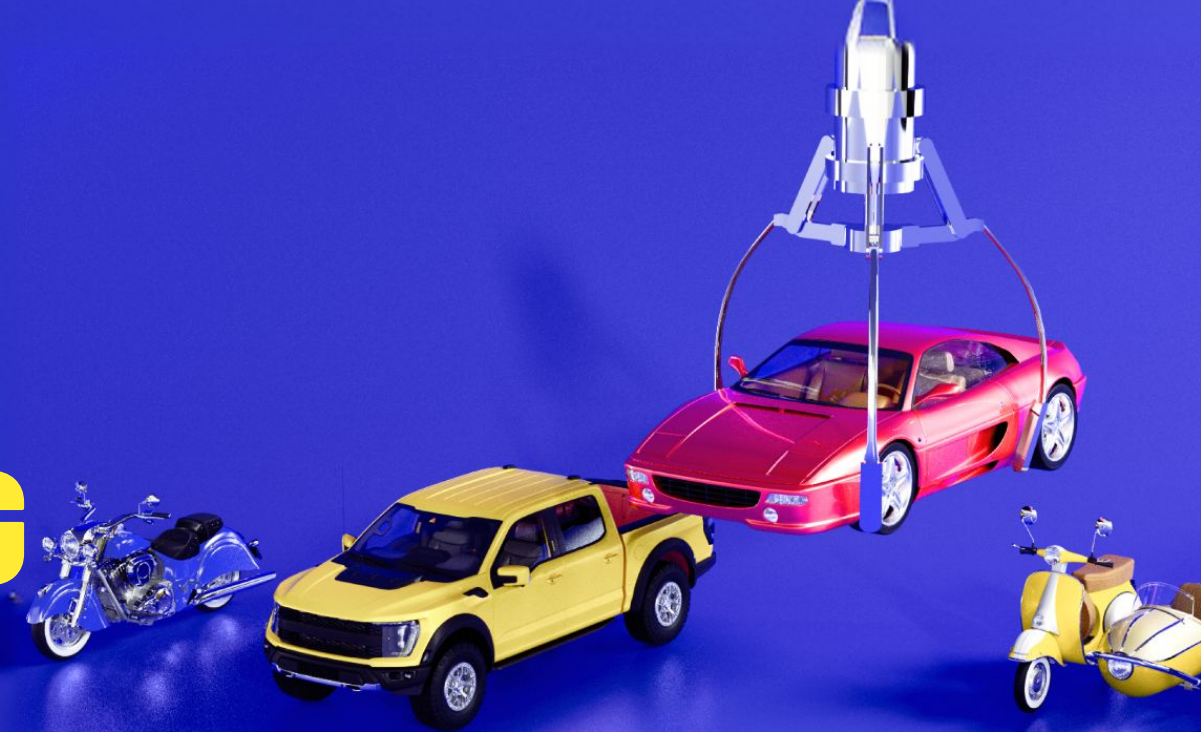
	Trade Me Active Users	Trade Me Watchlist Adds	Trade Me Sessions
trademe property 	3.2M	2.8M	16.8M
trademe motors 	2M	3.3M	11.4M
trademe jobs 	754k	483k	2.5M
trademe marketplace 	3.3M	9M	19M

Source: Trade Me Active Users
numbers are extracted from Google
Analytics for activities in New
Zealand with at least one page view
or screen view, May 2025.

Trade Me Watchlist Adds and
Sessions Internal Data, May 2025.

trademe
advertising

DATA & TARGETING



DEFINING YOUR TARGET AUDIENCE

Member
profile:



Age



Gender



Address



Bank
Provider

CONNECT

with your ideal audience
by **precisely targeting**
Kiwi based on member
demographics, 1st party
data and interest &
intent actions onsite.



Category
Targeting



Watchlist
Targeting



1st Party
Data
Personas



Daily
Takeovers



Keyword
Targeting



Listing
Attribute
Targeting



Custom
Audiences

TRADE ME OFFERS OVER 150 PERSONAS TO TARGET

Trade Me taps into the viewing, searching, and watchlisting behaviour, as well as the frequency and recency of activity, of **3.6 million Kiwi** to generate over 150 personas in eleven categories.



NOT ALL DATA IS CREATED EQUAL.

What makes us unique...

trademe
advertising

Research

Compare

Decide

Purchase

In market,
interest and
intent-driven
data

**OTHER
PUBLISHERS:**

Read
article

Watched
video

Out of market,
passive data

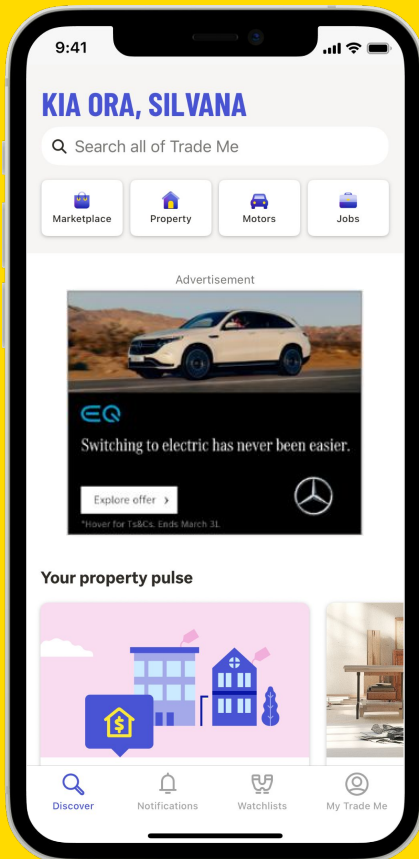
1ST PARTY DATA

NZ's largest data set of Kiwi who are researching, buying and selling. Target member address, age, gender and 150+ personas based on the behaviours linked to over **3.6 million Kiwi**.

CATEGORY

Over 400 categories and 1000s of subcategories.

Contextually target categories across Property, Motors, Jobs & Marketplace as members research, compare and add to their watchlist.



WATCHLIST

Target our members demonstrating the strongest intent to **purchase**, by adding an item to their watchlist.

LISTING ATTRIBUTES

Target search filters and listing attributes such as price, make, model, new vs. used, location and many more.

KEYWORD

Target listing keywords and searches including items and brands.

NZ'S MOST TRUSTED DATA



Data from:

MEMBER PROFILES

- Address
- Age
- Gender
- Bank

trademe 



Data from:

MEMBER BEHAVIOURS

- Views
- Searches
- Watchlists

trademe 

HOW A PERSONA IS CREATED



Demographic Data

Age 18-37



Searching, viewing & watchlisting

Within Trade Me Property AND not a claimed home owner



15 listing views OR
1 watchlist
in the **last 30 days**



First Home Buyers Persona

Data from member profiles



Onsite Interest & intent indicators



Recency & frequency



Audience Persona

DATA CLEAN ROOM TECHNOLOGY

We can now overlay our first party data with your database in a privacy conscious manner

The future of digital marketing will be built on first-party data. Trade Me has the most powerful first-party data set in NZ.



INFOSUM

trademe
advertising

- + **Offers a secure way for organisations to collaborate** and analyse data together, helping them to make the most of first-party data in a privacy conscious way.
- + **Privacy and Compliance** A decentralised data clean room prioritises data privacy by keeping data in its original location utilising techniques such as secure enclaves to analyse data without moving it.
- + **Minimise Risk** Data remains under the control of its respective owners, minimising the risk of data breaches and unauthorised access. Ideally suited to Banking, Insurance and Utility companies.

UNLOCKING MORE VALUE

Data Clean Room technology has allowed us to create valuable new products:

NEW
PRODUCTS!

DATABASE ACTIVATION

Custom Targeting on Trade Me allows your campaign to reach any of your matched customer segments with specific creative.

E.g. Exclude your segments and target unique creative to potential customers.



LOOK-ALIKE MODELLING

Lookalike modelling leverages our 3.6M-member database to cross-reference your customer segments and pinpoint larger target audiences

E.g. Improve ROI by targeting custom segments similar to your existing customer base.



PROPENSITY INDICATOR

Propensity Indicator allows you to identify who in your customer base has recently shown strong intent signals to buy.

E.g. Target customers in your database that are in the market for a new car or property.



DATABASE INSIGHTS

Database Insights allows you to run an affinity overlay across a range of Trade Me demographic data and persona segments

E.g. Learn a whole lot more about your customers and index them against 3.6M Kiwi.



ACTIVATION

INSIGHTS

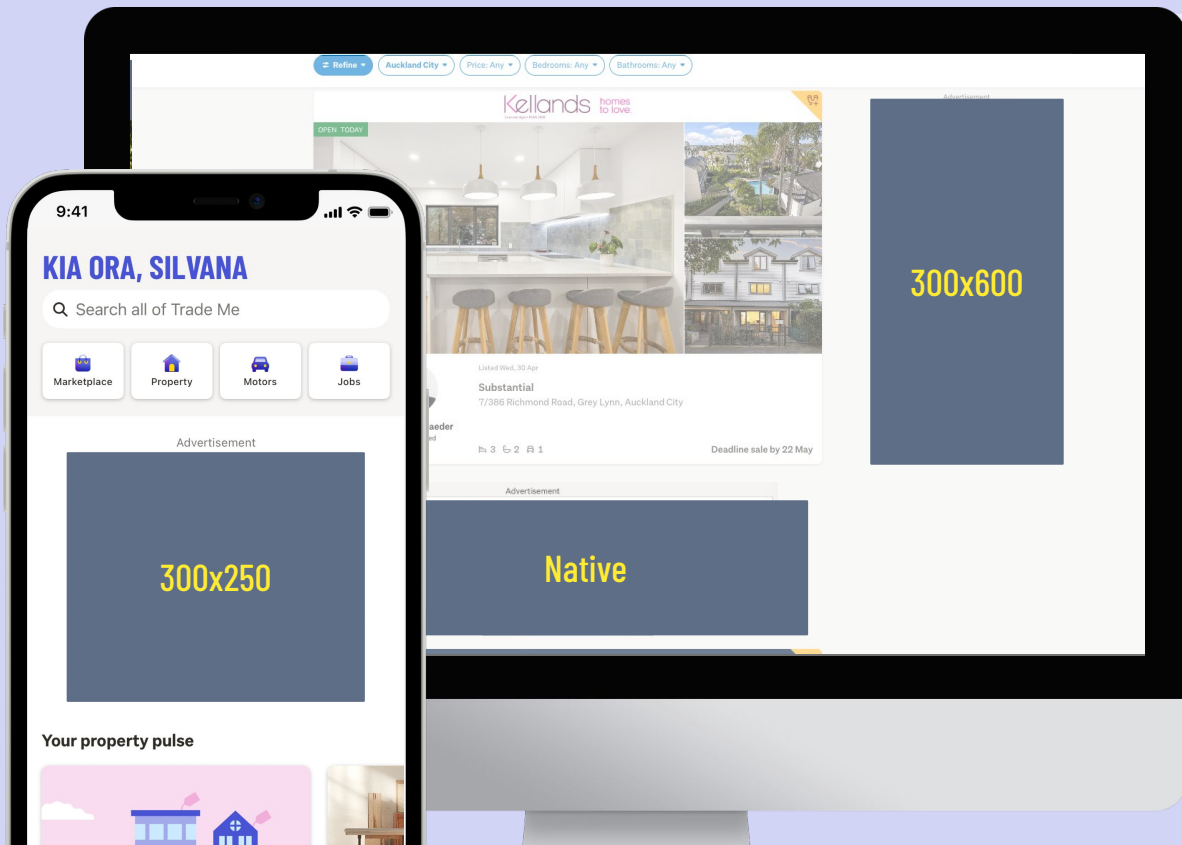
trademe 
advertising

**HIGH
IMPACT**



FIRST VIEW

+ Daily Buy

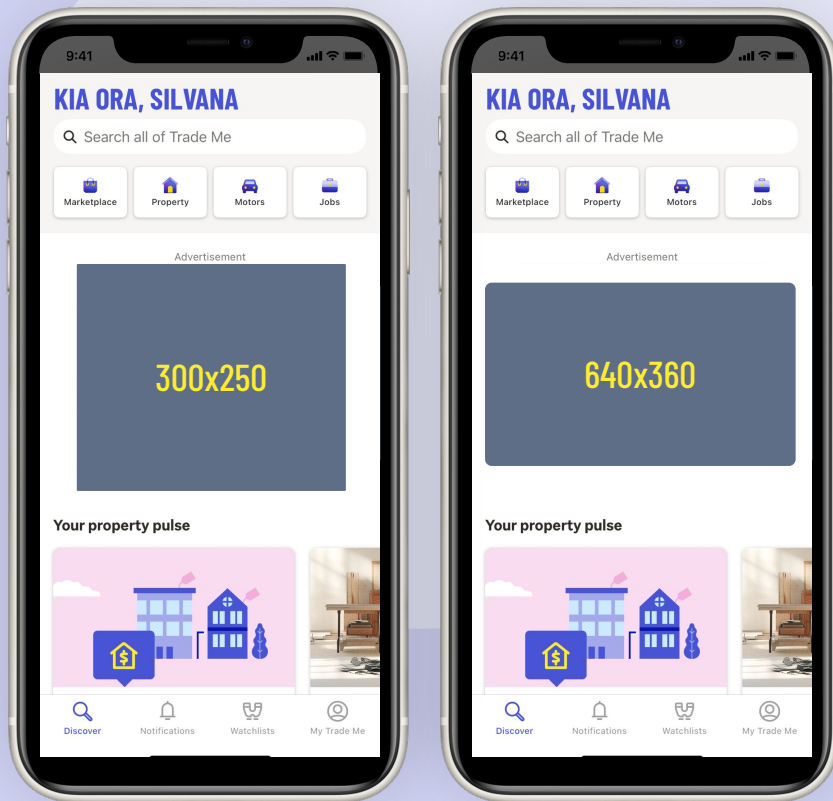


Prioritise your campaign by owning the **first impression of every ad unit** and connecting with Kiwis at scale!

Cross Platform + all ad units (970x250, 300x600, 300x250, Native, 160x600, 728x90, *Optional: Video, 640x200*)

APP HOMEPAGE

+ Daily Buy

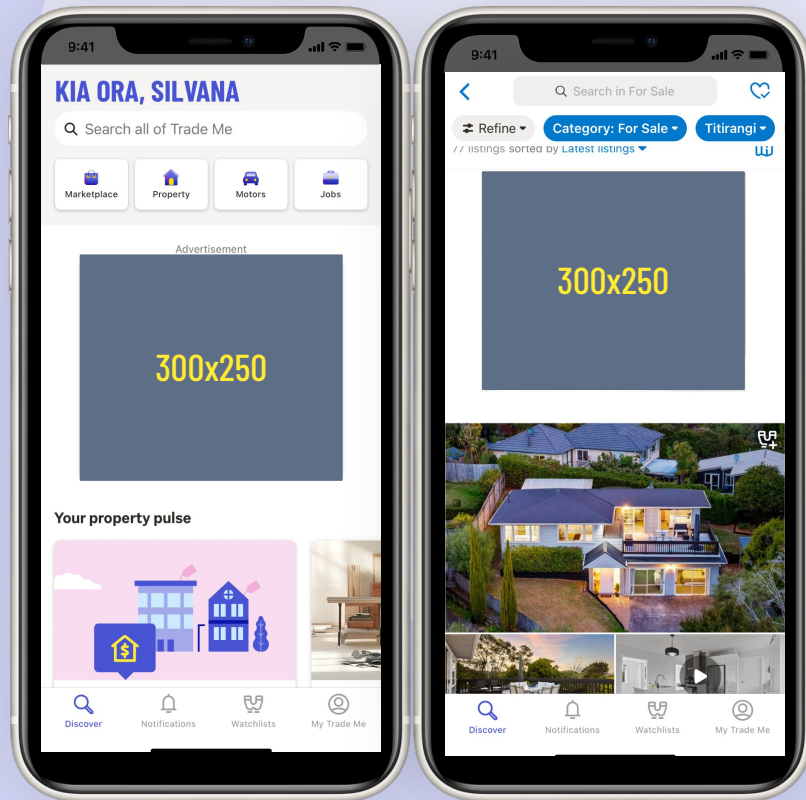


Engage with our mobile audience with **100% ownership** of the Trade Me App homepage.

300x250 (Single banner)
or 640x360 (Multi-tile)

APP BLAST

+ Daily Buy

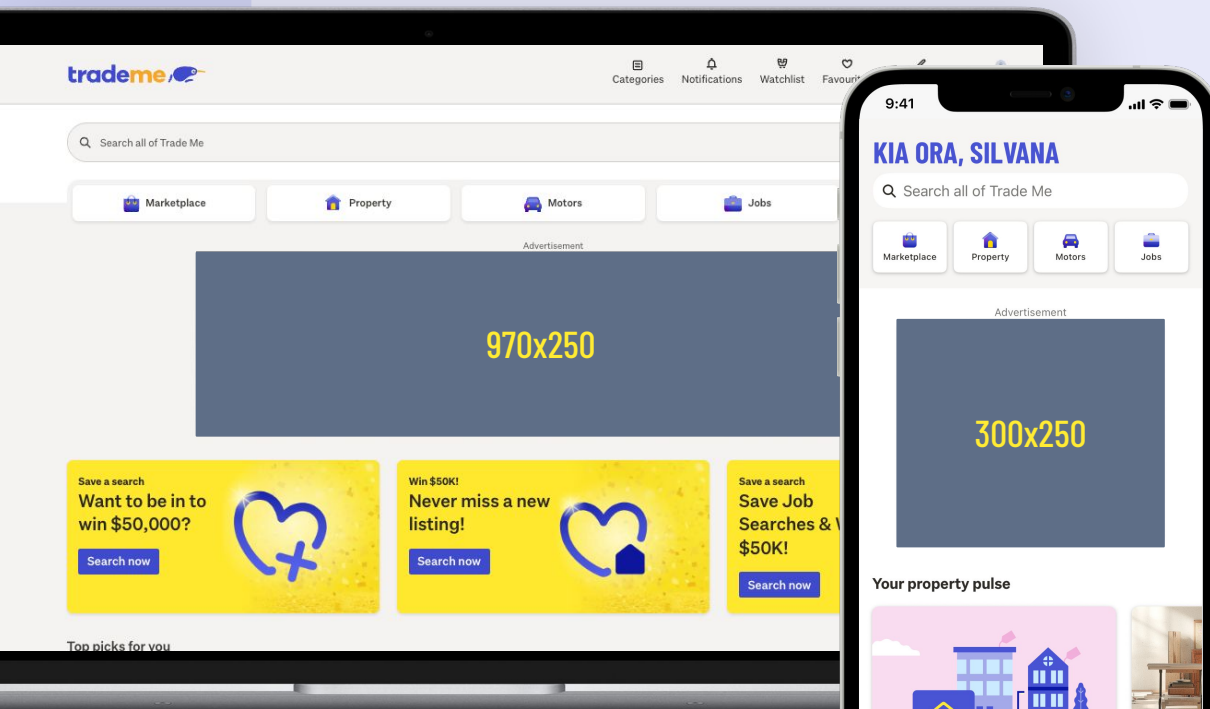


Maximise your reach and awareness on Trade Me with a powerful one-day blast that puts your message **in front of our mobile audience.**

Run of app **300x250** appears in search, listings, watchlist and homepage.

MAIN HOMEPAGES

+ Daily Buy



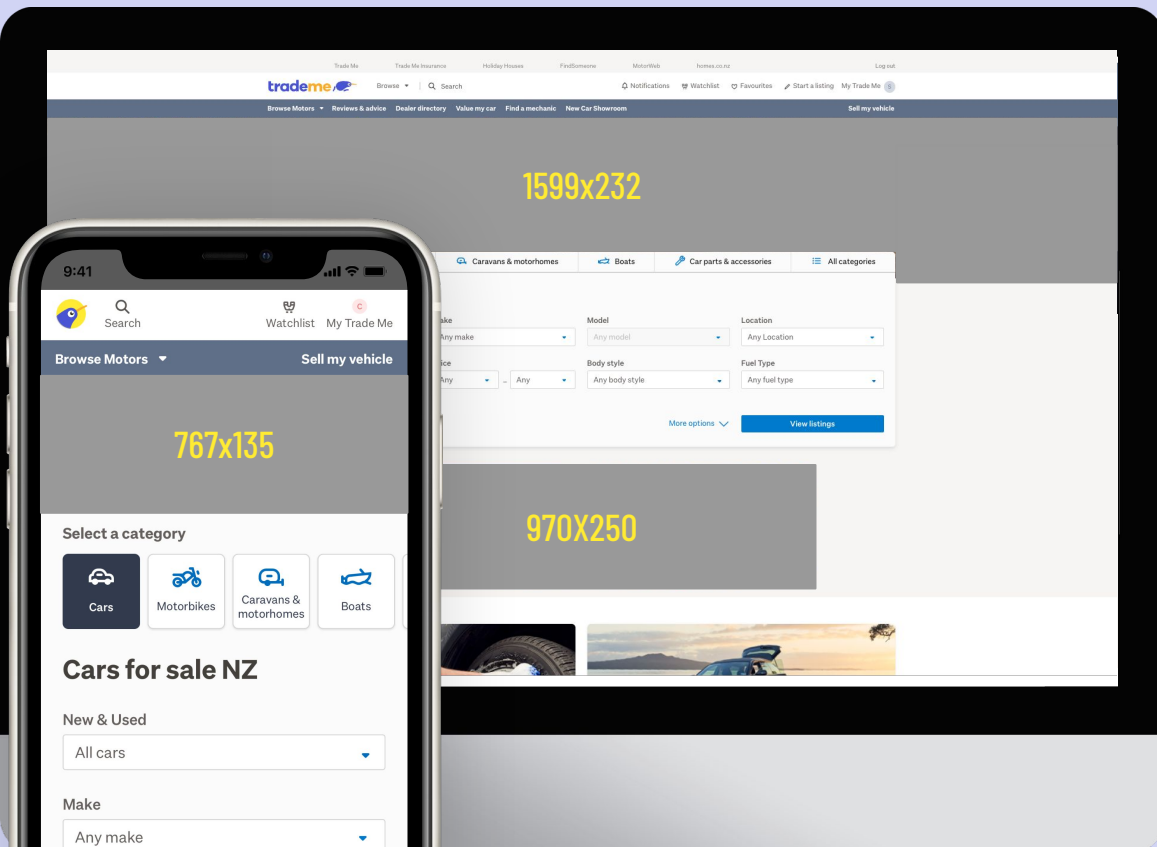
Extend your impact across Trade Me Homepages by having **100% SOV of mobile and desktop.**

970x250 and
640x360 or 300x250

HERO

+ Daily Buy

+ Weekly Buy



Reach a highly engaged
car-buying audience with
high-impact messaging for
your vehicle manufacturer.

Motors Homepage

970x250, 300x250 &
Custom Ad Sizes
(Desktop & mweb)

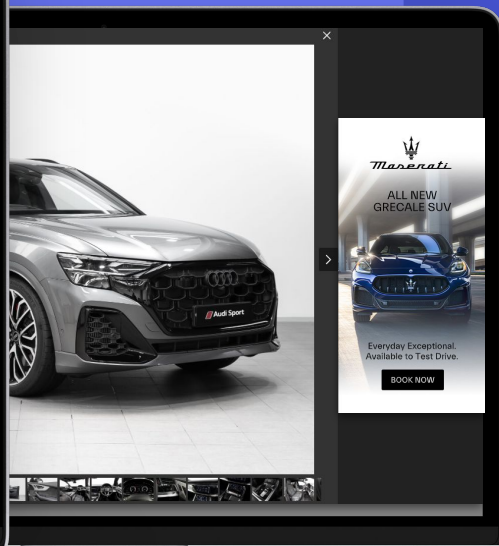
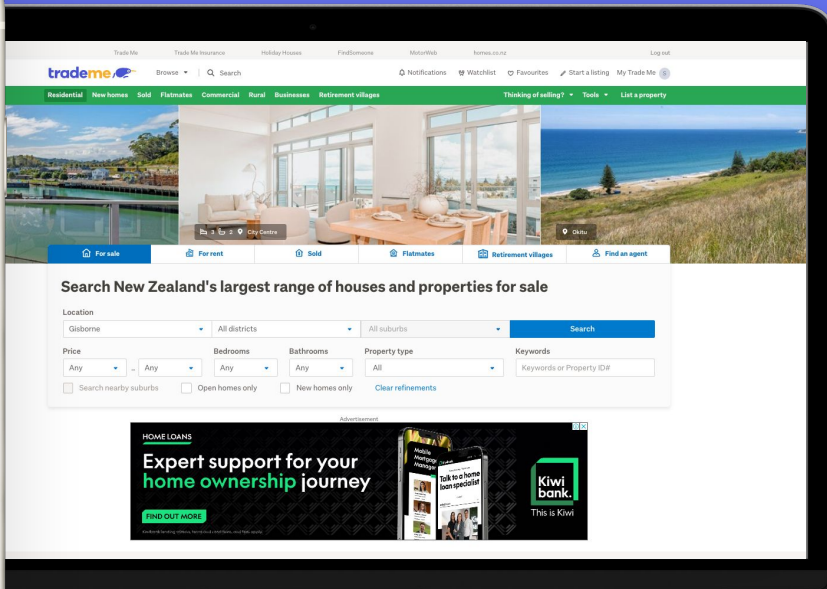
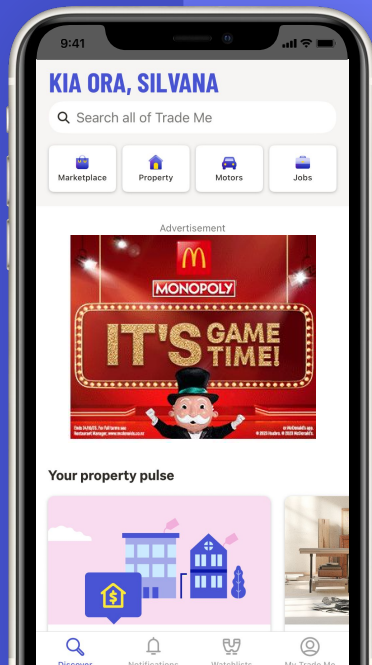
trademe,
advertising

AD PLACEMENTS



REACH YOUR AUDIENCE

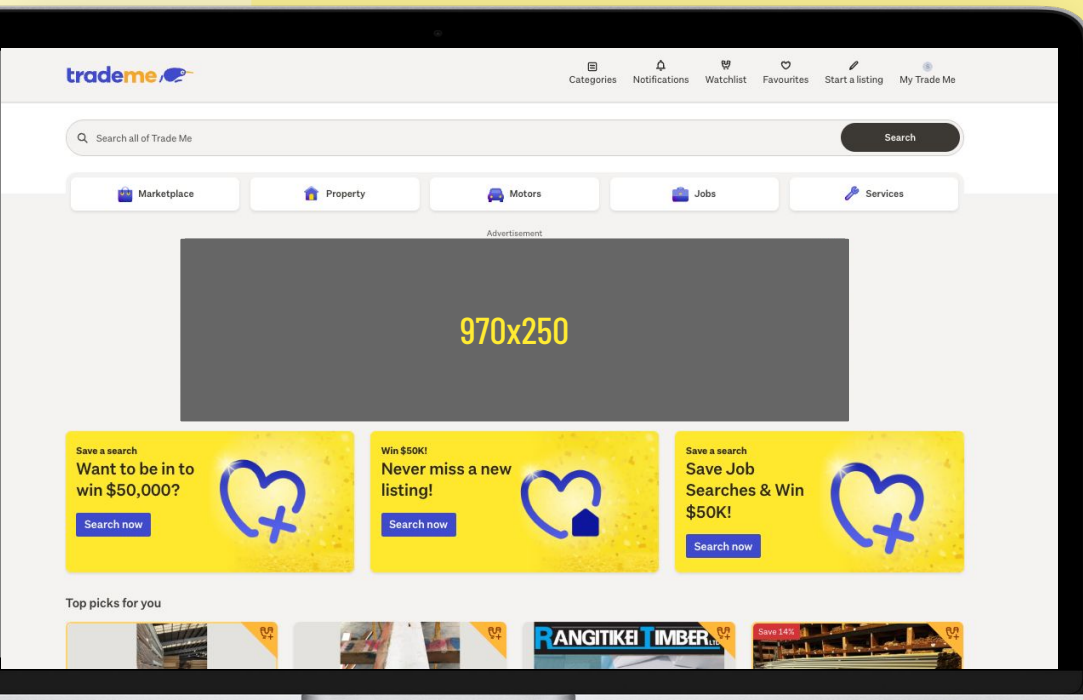
Deliver your campaign through **strategically targeted ad placements** across Homepages, Watchlists, Search Results, Listing Pages within Property, Motors, Marketplace and Jobs.



HOMEPAGES

+ CPM Buy

+ Daily Buy



Desktop Homepages

Main Homepage, Motors
& Property
970x250

GALLERY

+ CPM Buy

+ Daily Buy

+ Weekly Buy



Listing Pages

Property, Motors &
Marketplace

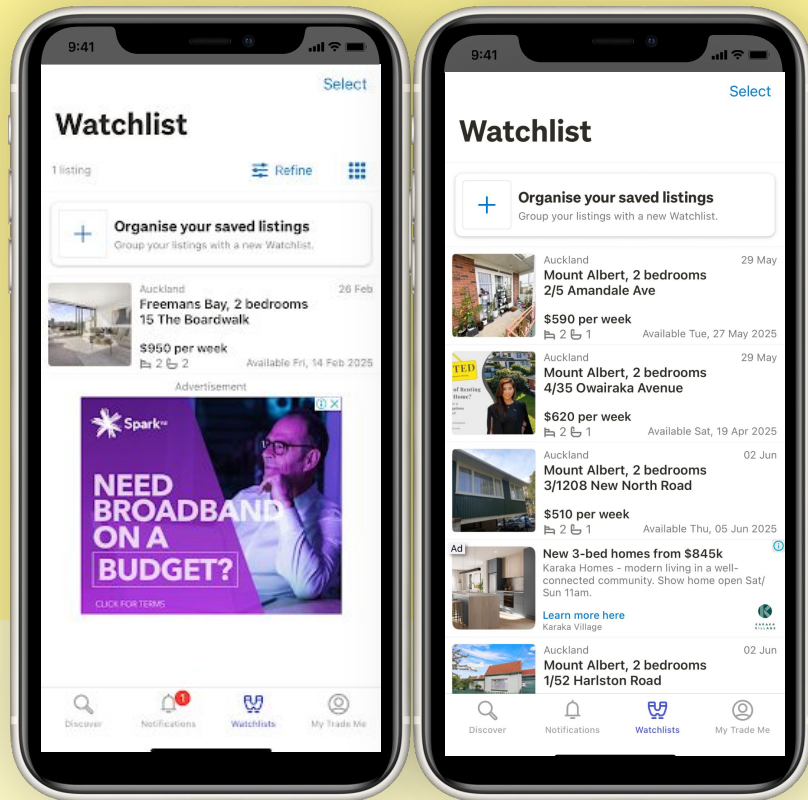
300x600 / 160x600

WATCHLIST

+ CPM Buy

+ Daily Buy

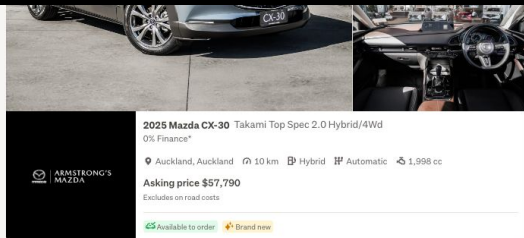
+ Weekly Buy



Trade Me
Member Watchlist
300x250 or Native

VIDEO

+ CPM Buy



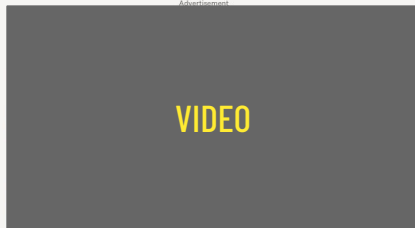
2025 Mazda CX-30 Takami Top Spec 2.0 Hybrid/4Wd
0% Finance*

Auckland, Auckland 10 km Hybrid Automatic 1,998 cc

Asking price \$57,790
Excludes on road costs

Available to order Brand new

ARMSTRONG'S MAZDA



Search Results

Property and Motors
640x360 (16:9) video

NATIVE

+ CPM Buy

Qualified Personal Trainer - Porirua

5 days ago

Porirua, Wellington

Join our team of passionate Personal Trainers! We're seeking qualified coaches ready to make an impact. Apply today!

\$50 - \$75 per hour

- 6 Weeks Free - Boost Your Business Fast
- Unlimited Earnings - No Caps, Just Growth
- Nationwide Brand - Advance Your Career Here

[Be an early applicant](#)



STARTING YOUR CAREER

- Leads Provided
- Supportive Ramp-Up Structure
- Outstanding Initial Training



Advertisement



Hiring Summer Lifeguards now!

Your Summer job sorted. Become a Lifeguard, be active, and support our community.

Apply now

Auckland Council



Qualified Personal Trainer - Central Wellington

5 days ago

Wellington, Wellington

Join our team of passionate Personal Trainers! We're seeking qualified coaches ready to make an impact. Apply today!

\$50 - \$75 per hour

- 6 Weeks Free - Boost Your Business Fast
- Unlimited Earnings - No Caps, Just Growth
- Nationwide Brand - Advance Your Career Here

[Be an early applicant](#)



STARTING YOUR CAREER

- Leads Provided
- Supportive Ramp-Up Structure
- Outstanding Initial Training



Activity and Lifestyle Coordinator - Part Time

RP

9:41

Search in Cars

Refine

Category: Cars

Location

3,958 listings sorted by Featured first

Nelson, Nelson Bays 12,410 km Petrol

Asking price \$30,990

Incl. ORC



\$0 Deposit ASX from \$123/w*

Drive home a brand new ASX with \$0 deposit, \$123/week. From \$27,990 +ORC. T&Cs apply.

ASX from \$123 Weekly*
West City Auto Group



Search Results
Property, Motors,
Marketplace & Jobs

300x600

+ CPM Buy

Search results &
listing pages
300x600 (Half page)

▶ Video  Property Files

Property type	House
Parking	Garages: 2
Agency reference	W1113

Tucked among mature trees in sought-after Heritage Park and just a short walk from Wanaka's town centre, Mountain Range Lodge offers a rare blend of privacy, charm, and incredible potential. Crafted with natural timbers and timeless schist stone, this warm and welcoming property sits on expansive, easy-care grounds with stunning mountain views.

Purpose-built to host and accommodate, the lodge comprises eight spacious bedrooms, six of which are ensuite, with a total of seven bathrooms. Each suite has direct access to sun-soaked decks or garden areas, creating a peaceful retreat for guests or residents alike.


[Show more](#) +




Open home times
No times scheduled

[Request a viewing](#)

Property Files

 with this Platinum Partner
[Learn More](#)

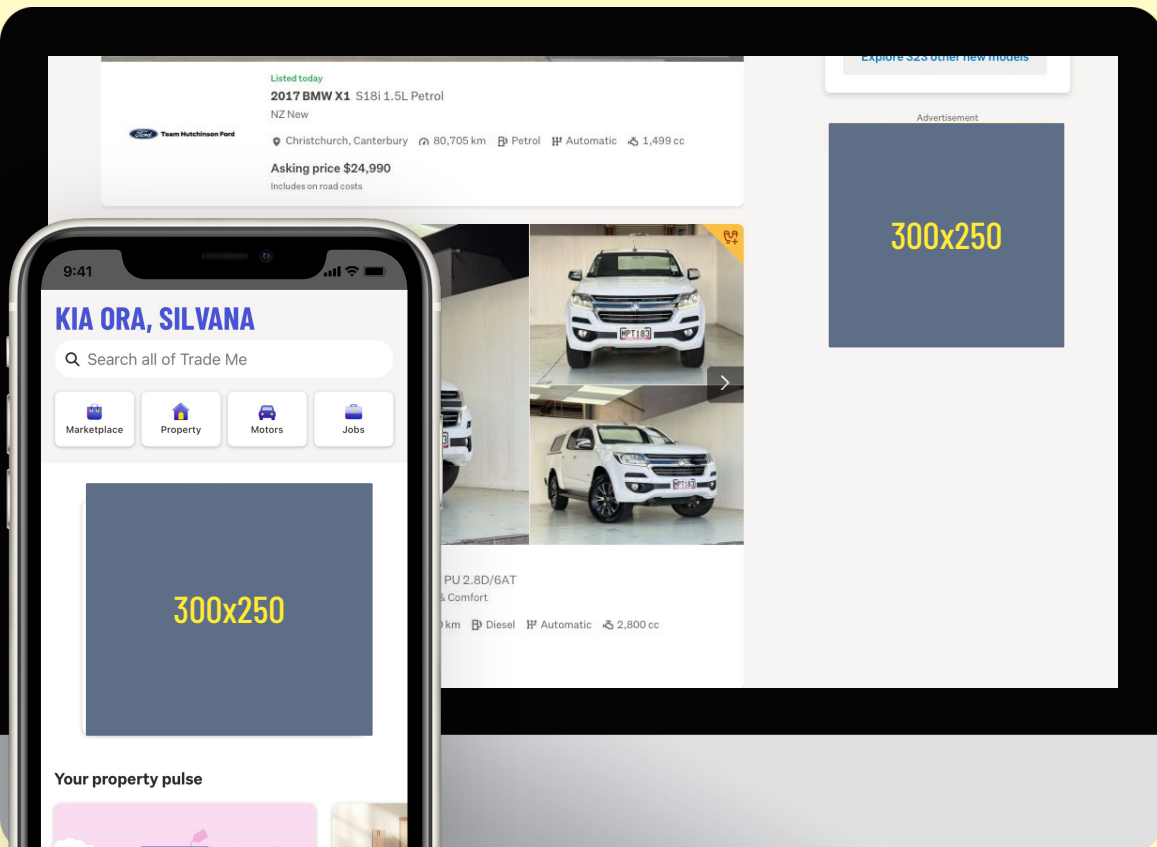
 Find out your home's value with a
[free appraisal from Phil.](#)

Prime Wanaka Limited. (Licensed REAA
2008)

300x600

300x250

+ CPM Buy

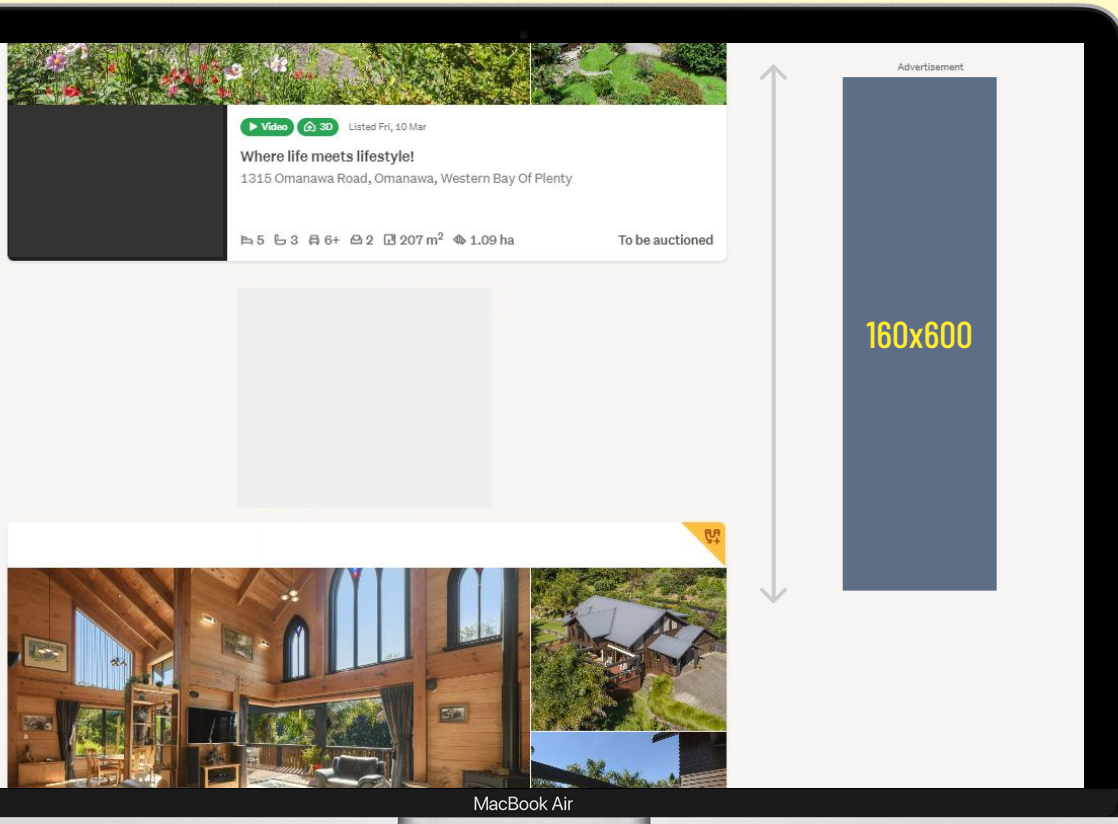


Desktop and App

Search results, listing
pages, watchlist, app
homepage
300x250 (Mrec)

160x600

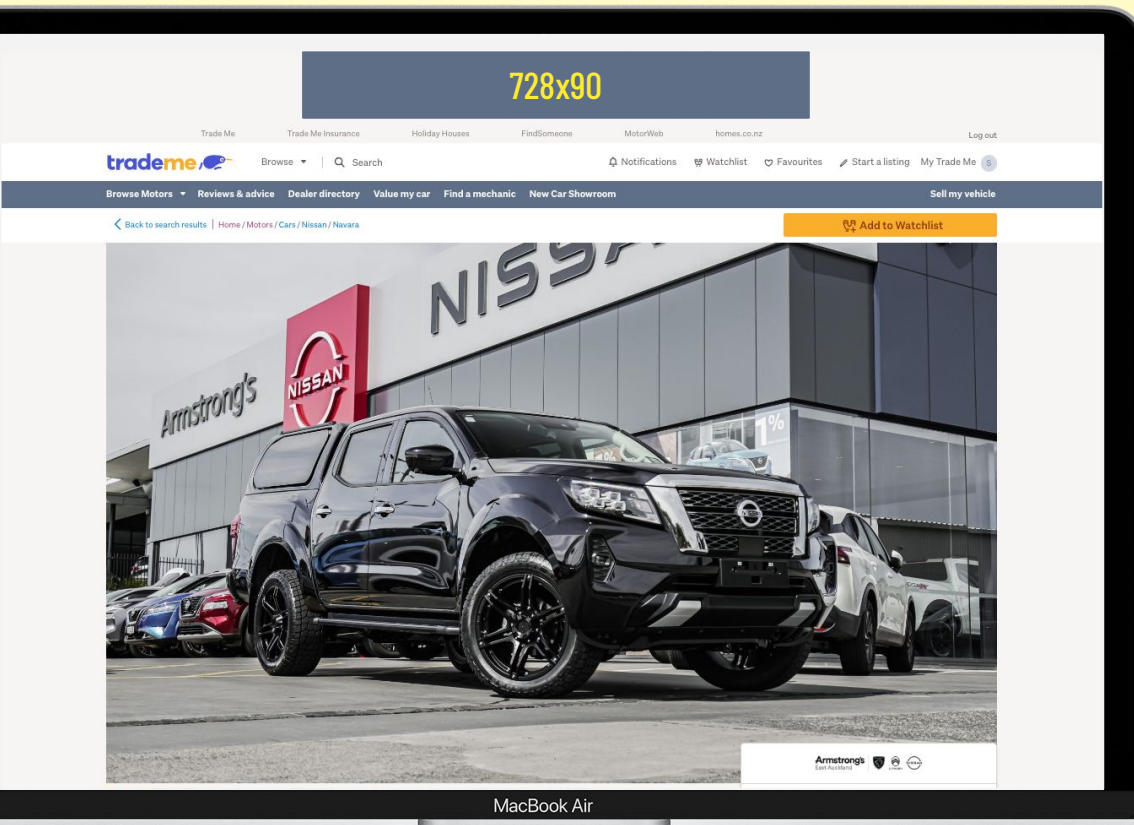
+ CPM Buy



**Search results &
listing pages**
160x600 (skyscraper)

728x90

+ CPM Buy



**Search results &
listing pages**
728x90 (leaderboard)

trademe,
advertising

NEWSLETTERS



PROPERTY NEWSLETTER

trademe
property

THE PROPERTY NEWSLETTER

May 2025 |
Newsletter 3

Kia ora Alex,

Rental listings hit a 10-year high in March 2025 with a 41% increase, that's the most inventory we've seen since early 2014. [Read the full report here.](#)

Congratulations to X for winning April's \$5,000 Resene Colorshop Voucher. Want to be next month's winner? [Track an off-market property to enter.](#) T&Cs apply.

[Browse latest listings](#)

HOTTEST PROPERTIES

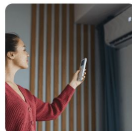


Whānau bach cutie

HomesEstimate: \$565K - \$665K



[Learn more](#)



Heat pumps 101

Save energy and stay warm this winter with advice from Gen Less.

[Read here](#)



Selling residential property?

The bright-line test changed in 2024 for residential property sales. Check out Inland Revenue's tax decision tool to see which steps you need to take.

[Find out more](#)

New property filter!

Prefer price by negotiation or auction? You can now refine your search by method of sale.



[Search now](#)



MOST PROPERTIES, MORE CHOICE.



410K



subscribed

PROPERTY

SOURCE: Trade Me Internal Data, May 2025

A NEW WAY TO REACH CAR BUYERS.

MOTORS EMAIL AD

trademe
motors

Recommended for you

Here are some more car listings you might like



Auckland

Mitsubishi Outlander



Auckland

Mitsubishi Eclipse
Cross



Auckland

Mitsubishi Outlander



Auckland

Mitsubishi Eclipse
Cross



Auckland

Mitsubishi Outlander



Auckland

Mitsubishi Eclipse
Cross



Auckland

Mitsubishi Outlander



Auckland

Mitsubishi Outlander



Auckland

Mitsubishi Outlander

[Browse more cars](#)

[Browse more cars](#)

Car buying checklist

Our car buyers checklist will help you the most important steps in the buying process.

[Learn more](#)

Get up to 15% off car insurance

Only for Trade Me members. Ts&Cs apply.

[Get a quote](#)



The recommendations in this email are generated automatically based on your browsing history and preferences. They have not been individually reviewed or endorsed by an individual or by Trade Me.

You're receiving this email because you're subscribed to receive personalised recommendations from Trade Me Motors. [Unsubscribe](#) or [Manage your preferences](#).

MOTORS

1.5M 
monthly sends*

SOURCE: Average monthly Send Jan-March 2025

A NEW WAY TO REACH SHOPPERS.

MARKETPLACE EMAIL AD



trademe marketplace


FIND YOUR MATCH

Hi Silvana,


Here are some similar listings for you based on your watchlist. Take a look!

[View your watchlist](#)


Listings for you




Pink Retro table lamp




Mid-century modern Mobile Lamp




Mid Century NZ Adjustable Floor...



Mid century standard lamp,no shade




Mid century Vintage Gooseneck Ta...




Brass table lamp


Popular categories




Home & living




Electronics & photography




Phones




Pink Retro table lamp




Mid-century modern Mobile Lamp




Mid Century NZ Adjustable Floor...



Mid century standard lamp,no shade




Mid century Vintage Gooseneck Ta...




Brass table lamp


Popular categories




Home & living




Electronics & photography




Phones



Health & beauty



Sports





Toys & models

Get up to 15% off car insurance

Only for Trade Me members. T&Cs apply.

[Get a quote](#)

f i l d

Listings can be up to 24 hours old. Individual sellers may change the pricing for their goods at any time, subject to Trade Me's listing policies.

MARKETPLACE

4M



monthly sends*

SOURCE: Average monthly Send Jan-March 2025

WHY TRADE ME ADS?



CONNECT 😊

Connect with millions of Kiwi who are at crucial path to purchase stages and influence their next action.

MAXIMISE 🏆

Maximise rich first party data from over 3.6M Kiwi and key contextual placements across Trade Me.

CREATE ⊕

Create custom audiences and targeting for key products and offerings.

UTILISE 📍

Utilise High Impact placements to drive awareness and response.

NGĀ MIHI, THANK YOU.

trademe 
advertising



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