



Media Kit

| January 2022

200+ data personas
2.7m opted in members
Rich 1st-party data



Trusted by Kiwis

Trade Me January Audience



1	Google	3,708
2	Facebook	2,907
3	YouTube	2,808
4	New Zealand Government	2,592
5	Stuff	2,337
6	Trade Me	2,224
7	MSN/Outlook/Bing/Skype	2,124
8	nzherald.co.nz	1,892
9	Microsoft	1,790
10	Wikipedia	1,590



We reach New Zealand as they buy and sell

Trade Me is New Zealand's largest local publisher. Over 2.2 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.

A day on Trade Me

 **1.9m**
Keyword
searches
per day

8.5 million 
Active listings
per day

37,264 
Items sold
 daily

9 million
Tactical emails
sent daily 



Our verticals





Trade Me Property

New Zealand's **largest and most engaged** property audience

1	Trade Me Property	914,000
2	Realestate.co.nz	538,000
3	Homes.co.nz	469,000
4	OneRoof	463,000

Where are they searching?

Trade Me Motors Competitors **January 2022**

	Unique Audience	Page Views	Page Views Per Person	Total Sessions	Sessions Per Person
 Trade Me Motors	662,000	7,637,000	11.5	4,210,000	6.4
AA	433,000	3,238,000	7.5	735,000	1.7
Stuff Motoring	328,000	698,000	2.1	830,000	2.5

Trade Me Marketplace

1 Trade Me Marketplace	1,555,000
2 Amazon	1,250,000
3 The Warehouse	1,239,000
4 Countdown	1,203,000



Trade Me Jobs

1 Seek	583,000
2 Trade Me Jobs	345,000
3 Indeed	190,000



Data & Targeting



Smarter data solutions

Customise our targeting solutions to meet your goals.

Member Profile

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

Custom Audiences

Create your own **custom built persona** based on insights tailored to your needs and our first party data building blocks.

Watchlist Targeting

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

Category Targeting

We have **over 400 categories** across our verticals and sub-categories. Placements in category home pages and search results.

Data from

Member profiles

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



Data from

Member behaviours

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



Property



Car buyers



Jobs



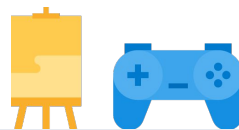
Lifestyles



Life stages



Farmers



Hobbies & interest



Home & living



SMEs



Sports & recreation



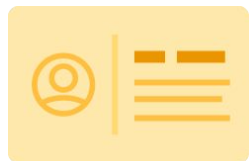
Retail



Languages

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

How the First Home Buyers Persona is created



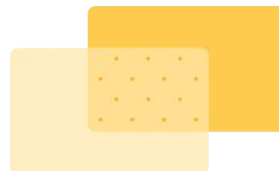
Data from
member profiles

+



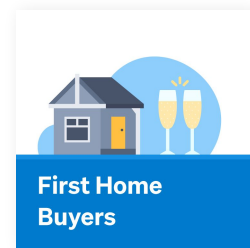
Onsite Interest &
intent indicators

+



Other **variables**

=



First home buyer

Under 30 years old

Viewing & watchlisting
property for sale

In the last
90 days

= First-home buyers

Or, under 40 years old

or, "**Renters**" viewing &
watchlisting property for sale

Ad Placements



App Homepage Unit

640x360
300x250



260,000

Daily reach App



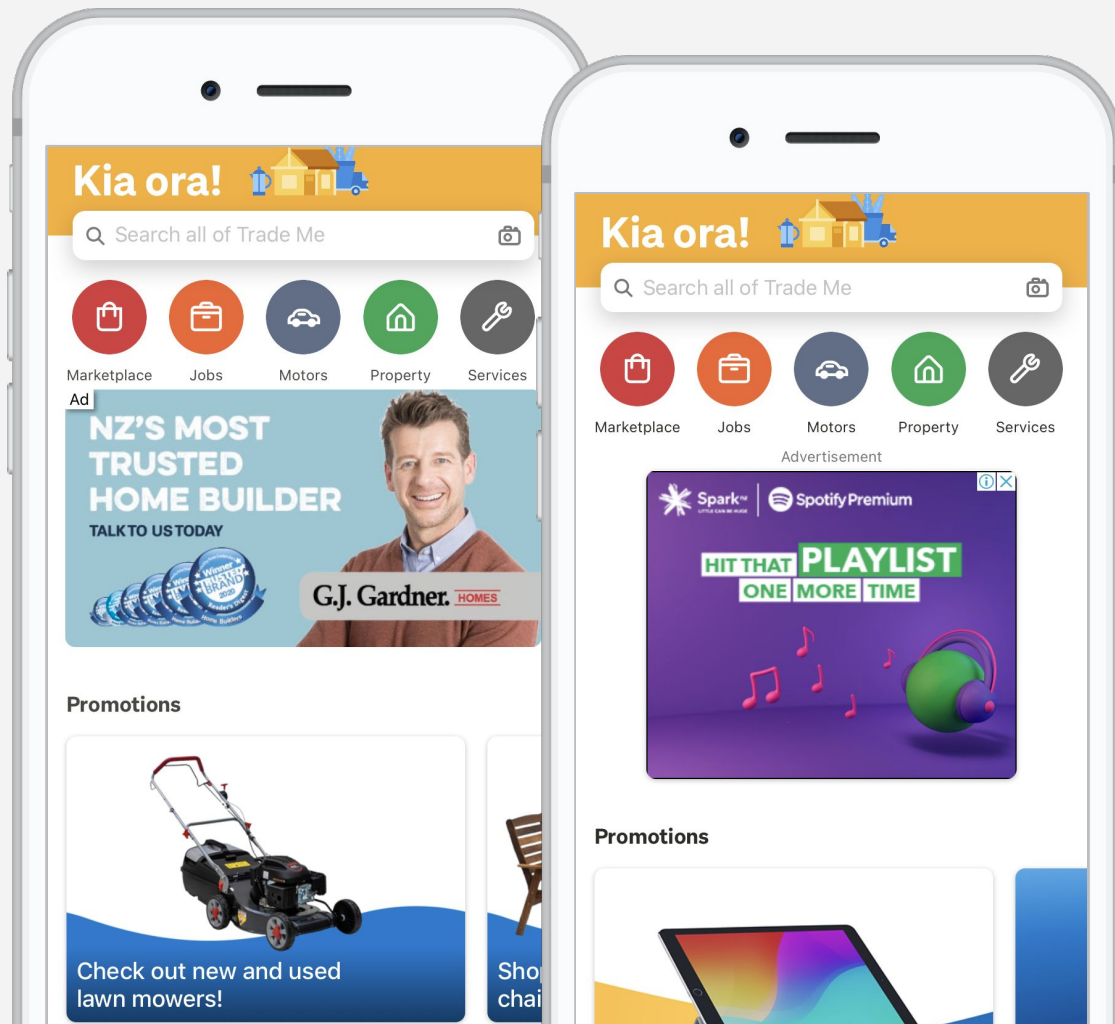
995,000

Average impressions



App Homepage

Banner or carousel





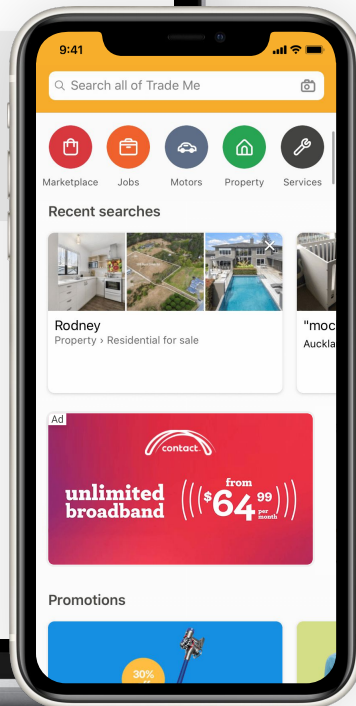
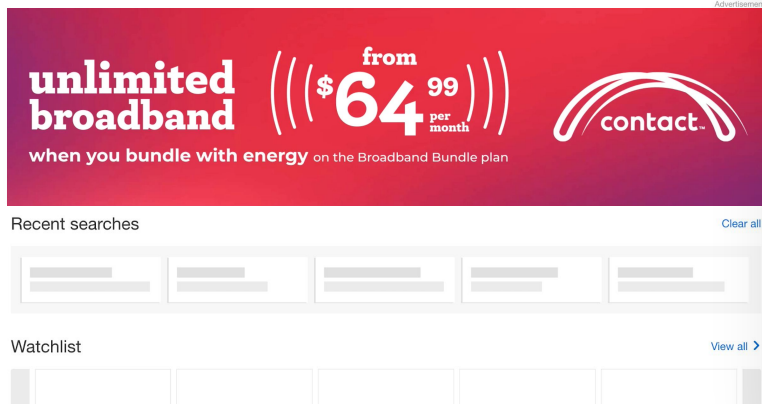
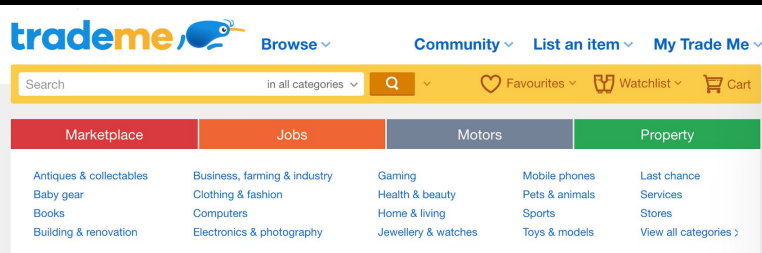
Research



Compare



Decide



Reach

With impact & scale



260,000

Daily reach App



240,000

Daily reach Desktop



Homepages

Desktop: 970x250

Mobile app: 640x360

Get in first

Have your campaign prioritised with **first view**.



Av. daily user reach
550,000




Available with all units

Deliver the your campaign in the first impression of every ad unit across all platforms

+ New unit

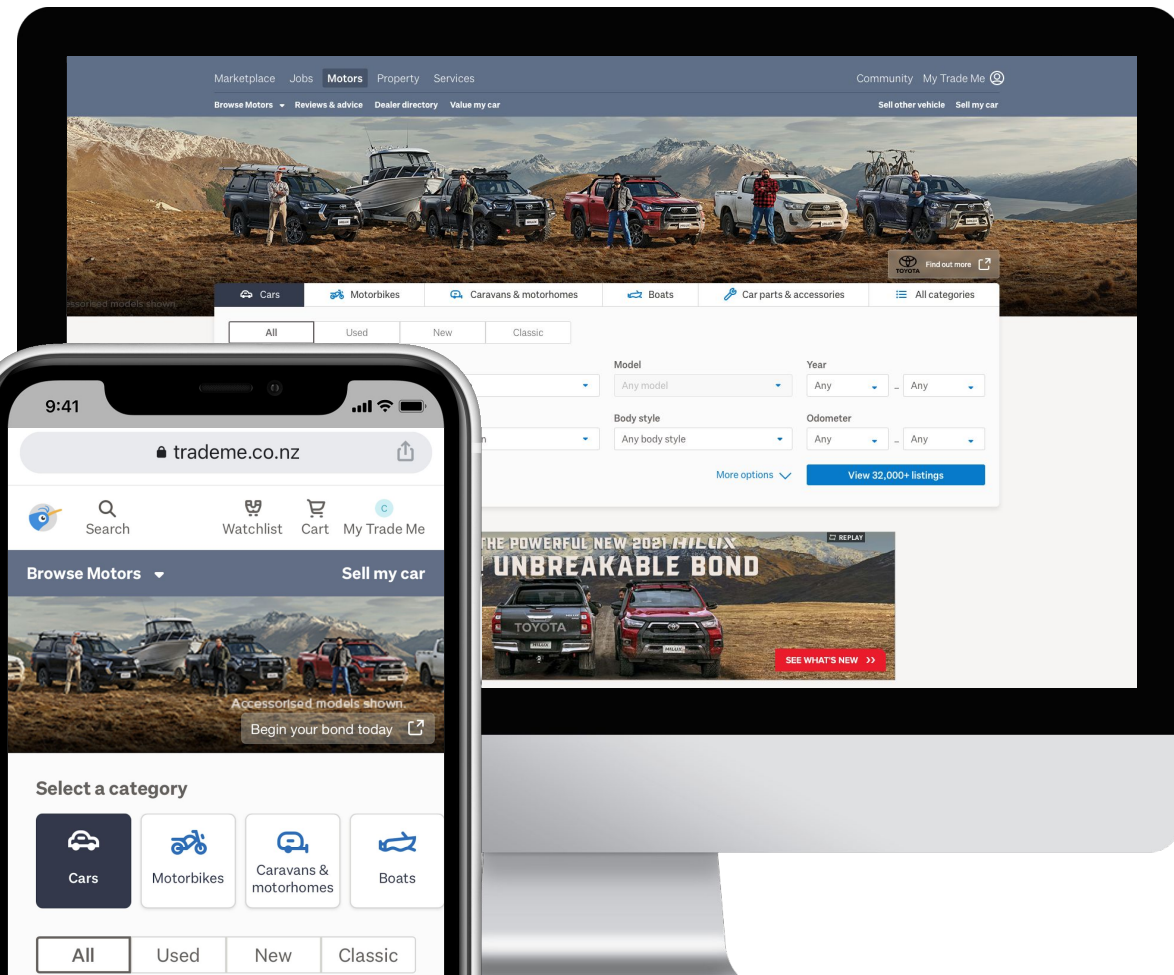
Integrate

Reach vehicle buyers and sellers on **NZs #1 Motors platform** with the Hero Banner and 970x250

 **45,000**
Daily Reach

 **160,000**
Daily Impressions

 **Motors Homepage**
Day and Weekly Buy





Research



Compare



Decide

Available across site

Impact

Reach your audience
across all homepages

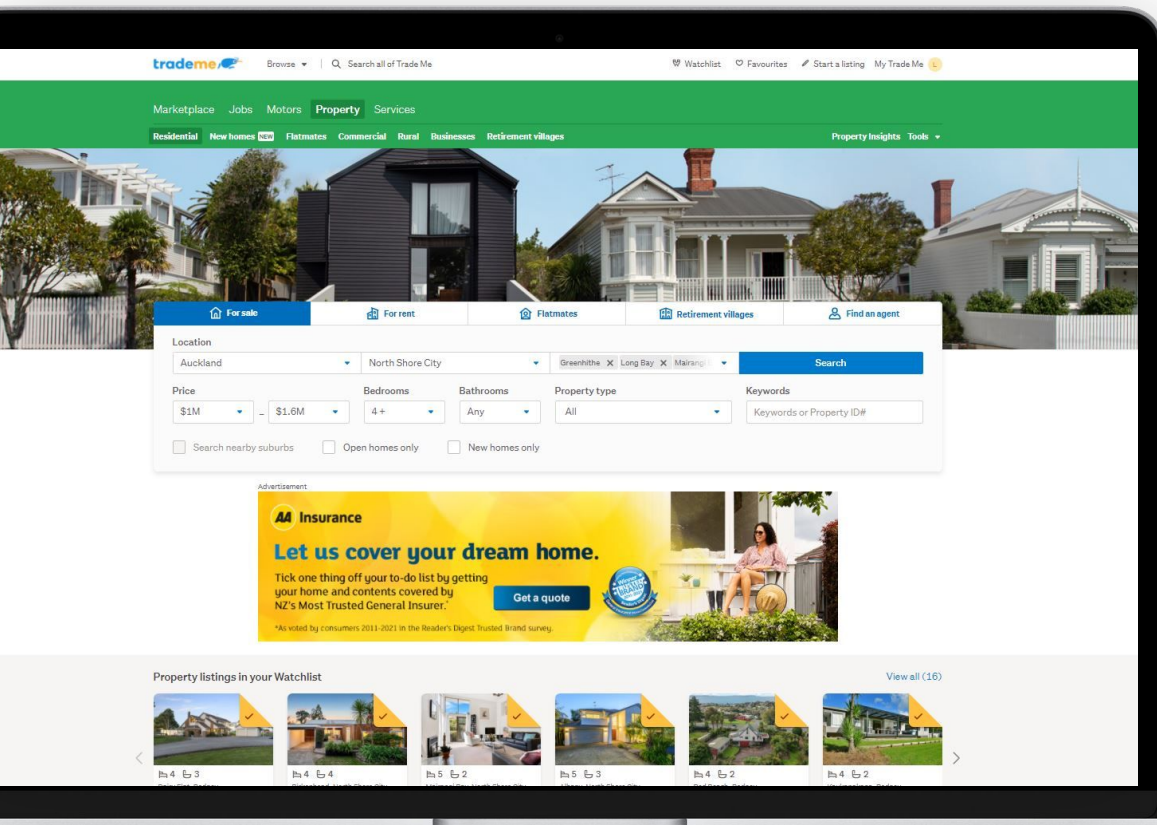


970x250



Homepages

Main Homepage,
Property, Motors and
Jobs





Research



Compare



Decide

Trade Me Property App



Styled messaging

To match our listings

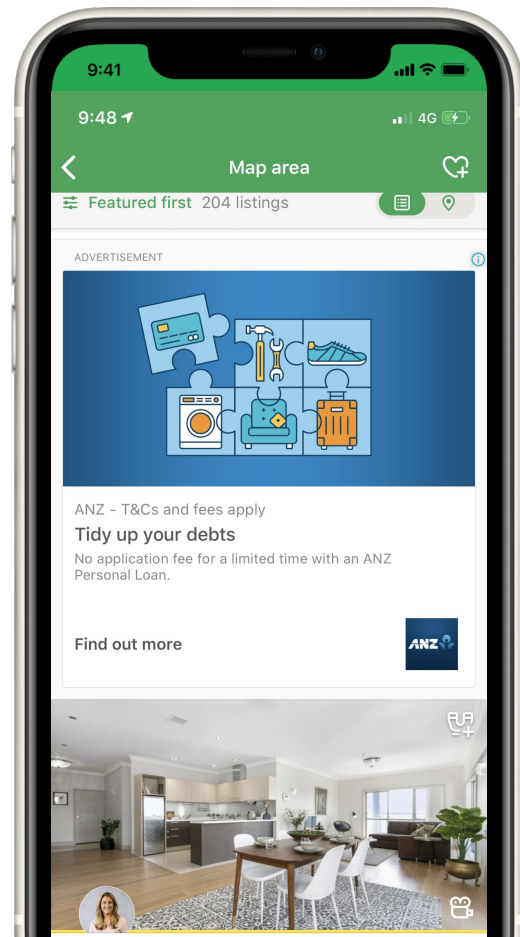


Reach **190,000** serious buyers and sellers in a month



Search results

Native, 300x250



Research



Compare



Decide

Available across site

Engage the Decision makers



Stylized messaging

To match our listings



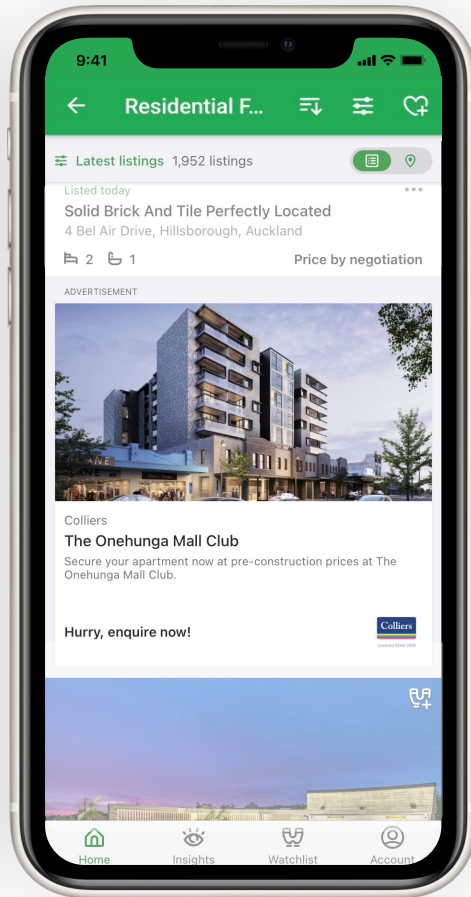
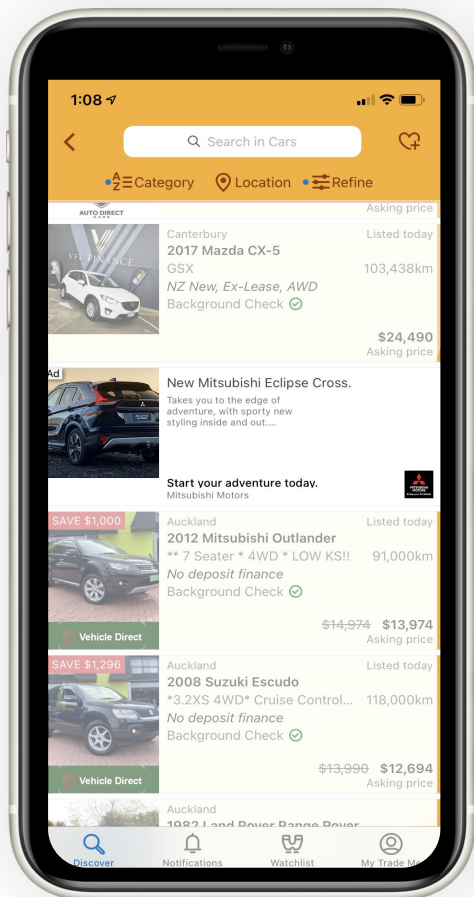
In search results

Native ad placements



Drive clicks

Average CTR 0.36%






Be Seen

by Active Buyers.
CPM, daily and weekly
buys available

 **97% Viewable**

 **Strong intent to buy**
Reach a serious audience
across Property, Motors
and Marketplace Galleries

 **Gallery View**
300x600, 160x600



Research



Compare



Decide

Captivate

Active searchers with
relevant video content



High engagement
High view-through¹



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

Advertisement

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

\$40,499
Asking price **\$30,990**
Excludes On Road Costs

Gilttrap | North Shore

Advertisement

Style Up

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



Research



Compare



Decide

Available across site



Listed within the last 30 days | Te Rapa, Hamilton

Waikato's Leading and Largest Nissan Dealer!

19,011km Kilometres	5 Seats	Petrol Fuel type	Automatic Transmission
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Video [▶ Play video](#)

Details	Number plate: JRF458	Exterior colour: Ivory Pearl
	Body style: Hatchback	Engine size: 1997cc

Ratings	Fuel economy	Safety rating
	★★★★☆	★★★★★
	6.9L / 100km Annual fuel cost of \$1,930 Learn more	Based on 2014 ANCAP rating for 14-17 models with dual frontal+side+head airbags Learn more

Background check

Stolen vehicle check

Damaged import check

1050 Te Rapa Road
Te Rapa, Hamilton
(07) 839 0777

[Email the dealer](#)

Weekly payment

\$102

[More options >](#)

[Enquire about finance](#)

Tiguan 7-seater.
Now with wallet assist.
4WD Range from
\$47,990*

[Discover more](#)



300x600

Reach the
**Decision
makers**



Strong intent to buy

Reach a serious audience



Listing details pages

300x600, 300x250, 160x600



Research



Compare



Decide

Available across site

300x600

Get noticed

Sticky display units stay put, while users scroll



Av. session time

8.5 minutes




In search results

300x600, 160x600, 300x250


Harcourts 4 2 230 m² Deadline sale


OPEN Sat 03 Jan



Listed Today
54A Kupe Street, Orakei
54A Kupe Street, Orakei, Auckland City


4 2 361 m² To be auctioned


Margarita Politis
up
REAL ESTATE BY DESIGN



Listed Today
Secure investment in the Heart of Newmarket
D903/176 Broadway, Newmarket, Auckland City

3 2 77 m² \$824,900


Emily Hu
RayWhite

Make your move soon



First home loans >>

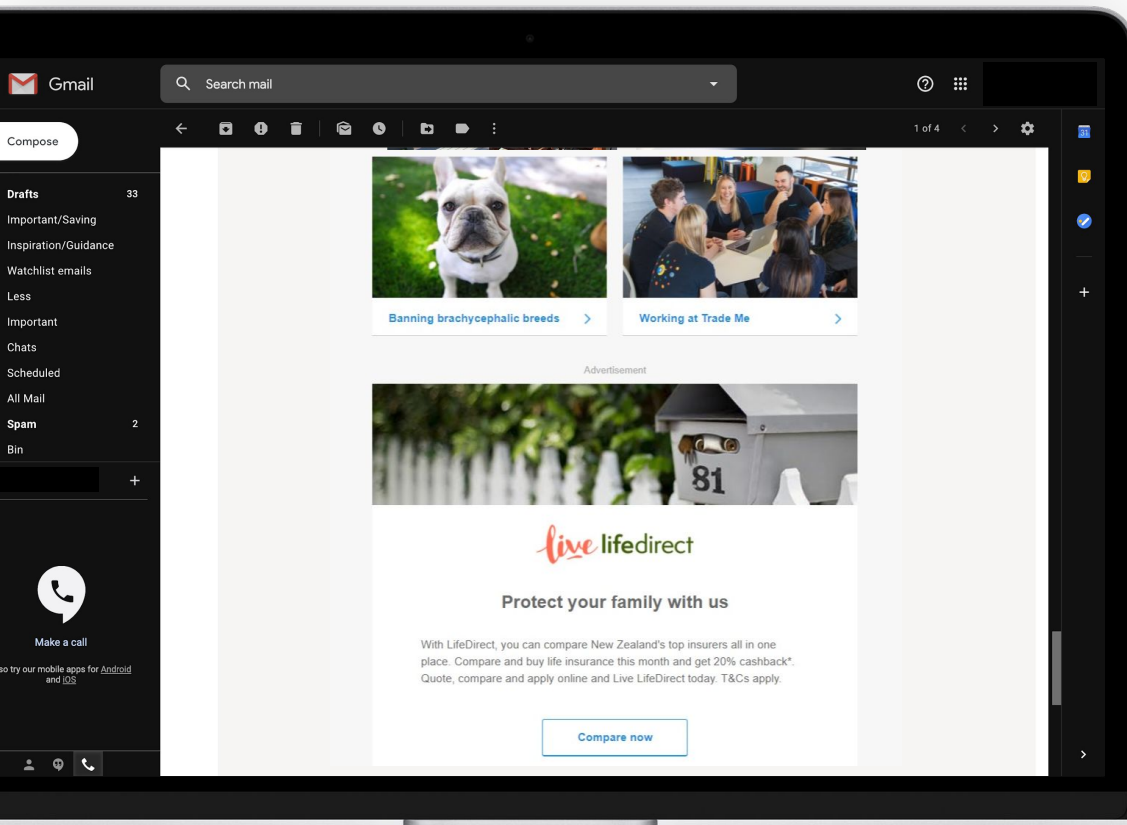
Mike Pero
Mortgages • Insurance • Finance

Approved applicants only. Lending criteria apply.



Newsletters





Trade Me

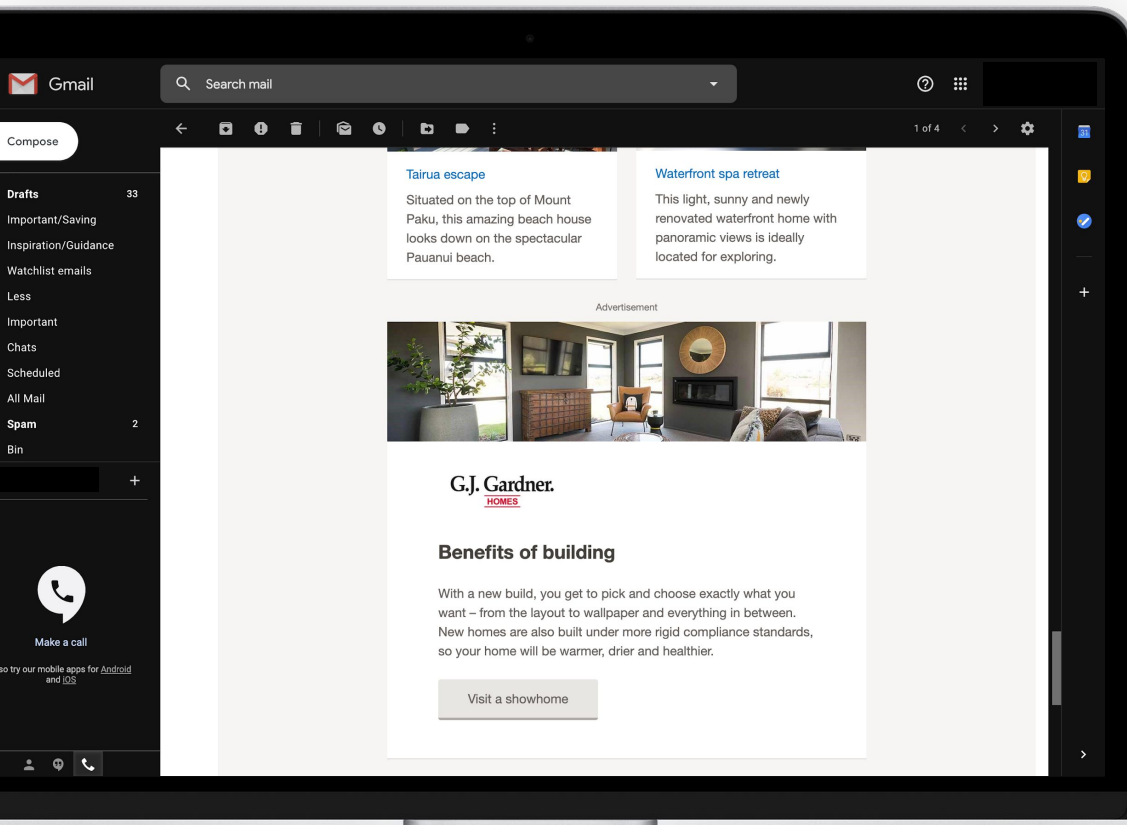
Newsletter



1,600,000
subscribed



Main e-newsletter
1200x300px

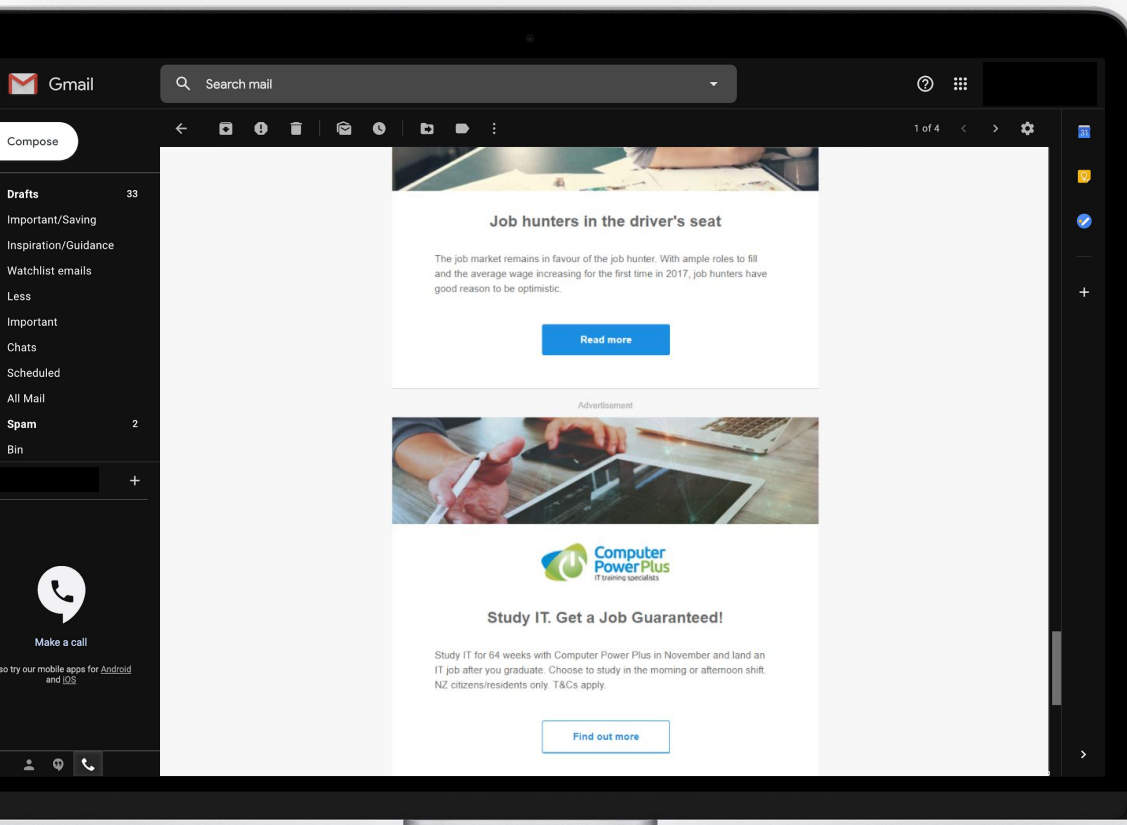


Property

Newsletter

 **700,000**
subscribed

 Property e-newsletter
1200x300px



Jobs

Newsletter



1,300,000
subscribed



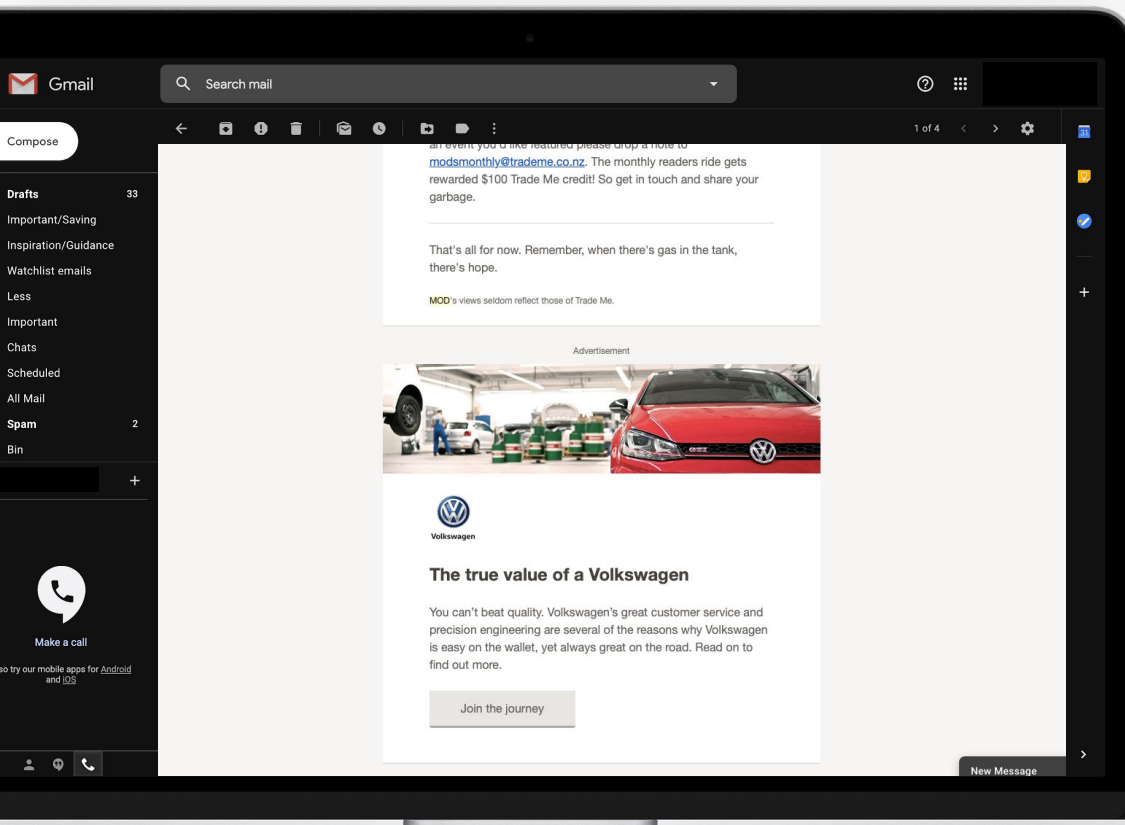
Jobs e-newsletter
1200x300px

Mods Motors

Newsletter

 **260,000**
subscribed

 **Motors e-newsletter**
25% open rate



Your audience lives here,

**We're here to help
you reach them.**

