



AUDIENCE KIT



THE LARGEST PROPERTY AUDIENCE, WITH THE MOST PROPERTY LISTINGS IN AOTEAROA

When Kiwi think property, they think Trade Me. We connect you with Kiwi every month across all stages of their property journey.

**58% OF OUR LATEST SURVEY
RESPONDENTS TOLD US
THEY ARE LOOKING, OR
THINKING ABOUT BUYING**

WHERE KIWI FIND HOME



homes.co.nz



5.4X

more visits
compared to
our nearest
competitor¹

Active Audience

3M+

monthly users²

6.5X

more visits
compared to our
second nearest
competitor³

Total visits:

20M+

monthly traffic⁴

1. Trade Me data - average monthly sessions across Trade Me Property, homes.co.nz and Stuff.co.nz, compared to our nearest competitor (May 24 - Mar 25). | 2. Trade Me data - average active monthly users across Trade Me Property, homes.co.nz & stuff.co.nz (May 24 - May 25). | 3. Trade Me data - average monthly sessions across Trade Me Property, homes.co.nz and Stuff.co.nz, compared to our second nearest competitor (May 24 - Dec 24). | 4. Trade Me data - average monthly sessions across Trade Me Property, homes.co.nz & stuff.co.nz (May 24 - May 25).

KIWI SEARCH ON THE GO WITH OUR APPS

18.2X
more app sessions
compared to our
nearest competitor¹



12.8X
app sessions
per user

79%
of our
audience
use our
apps
(and growing
every year!)

Time spent
on app:
**13
MINS**

Sessions
on app:
9.2M

1. Trade Me data - Trade Me app (Property sessions) and Trade Me Property app sessions compared to competitors (May 24 - Dec 24)

GET IN FRONT OF NZ'S LARGEST PROPERTY AUDIENCE EVERY MONTH

**65% OF SAVED
SEARCHES ASK TO
BE NOTIFIED DAILY**

**32M
LISTING
VIEWS**

**1.8M
WATCHLISTS**

**194K
ENQUIRIES**

**44K
TOTAL LISTINGS
ONSITE**

WE REACH MORE PEOPLE OVERSEAS



We outperformed our nearest competitor in International Audience reach in 2024¹

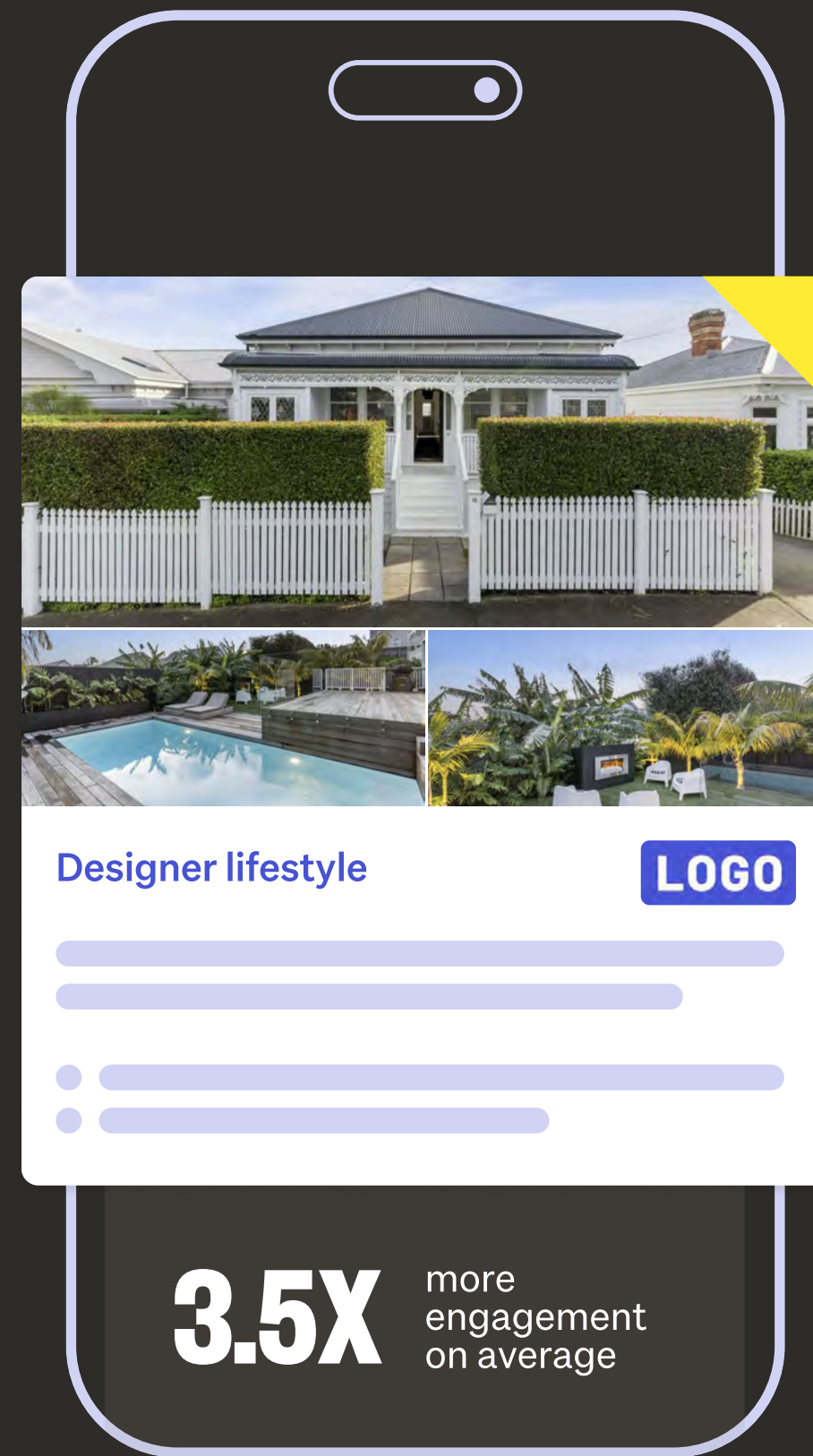
1.8M

International visitors

TRADE ME PACKAGES

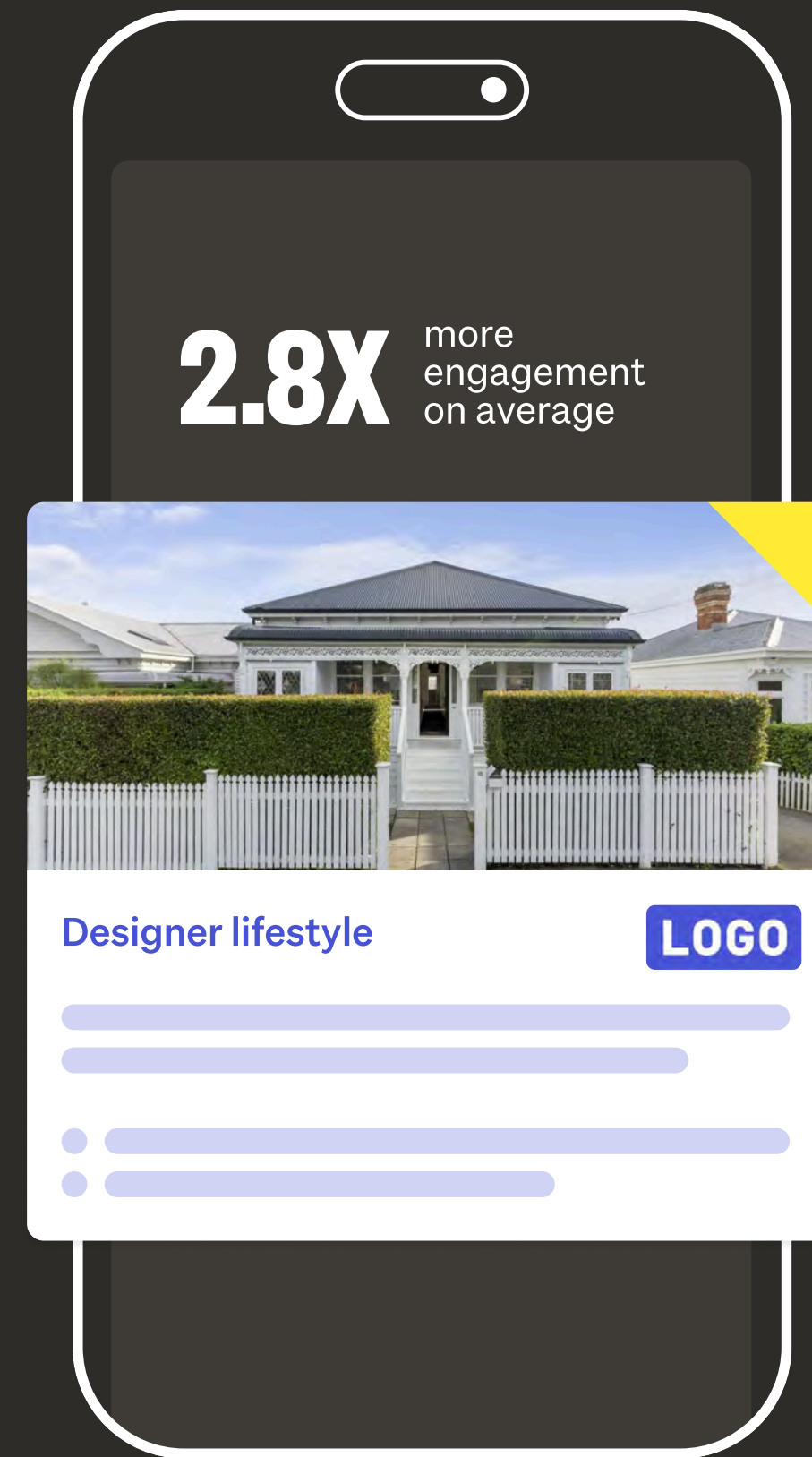
Leverage the largest and most active property audience in Aotearoa with Trade Me, Stuff and homes.co.nz. Chances are your target market see us first.

PLATINUM



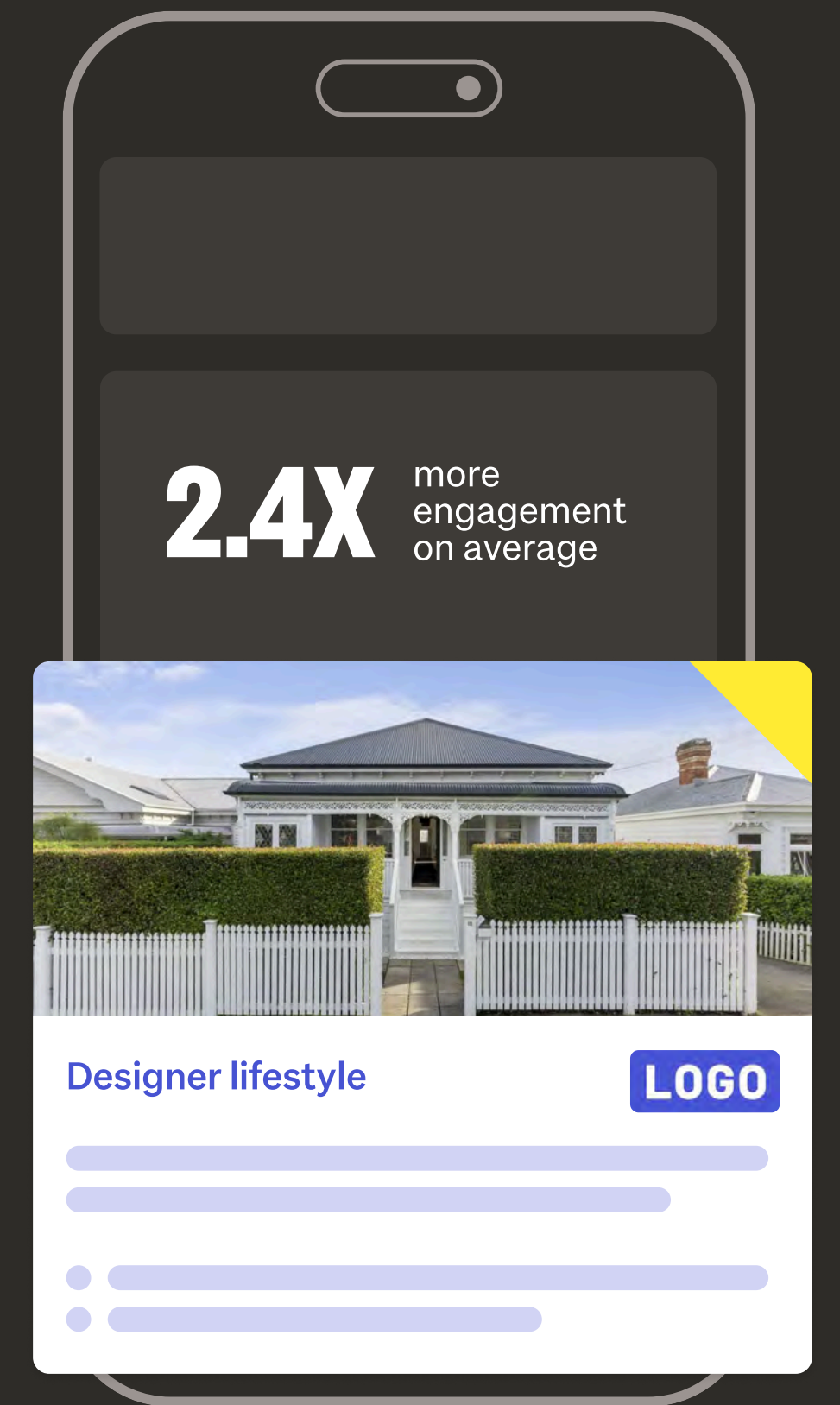
The Platinum package mockup shows a smartphone screen with a white background. At the top, there is a large image of a house with a white picket fence. Below this, there are two smaller images: one of a swimming pool and another of a garden area. The text "Designer lifestyle" is positioned to the left of a blue "LOGO" button. Below the text and logo, there are several horizontal lines representing text content. At the bottom of the screen, a dark grey box contains the text "3.5X more engagement on average".

GOLD



The Gold package mockup shows a smartphone screen with a dark grey background. At the top, there is a large image of a house with a white picket fence. Below this, there are two smaller images: one of a swimming pool and another of a garden area. The text "Designer lifestyle" is positioned to the left of a blue "LOGO" button. Below the text and logo, there are several horizontal lines representing text content. At the bottom of the screen, a dark grey box contains the text "2.8X more engagement on average".

SILVER



The Silver package mockup shows a smartphone screen with a dark grey background. At the top, there is a large image of a house with a white picket fence. Below this, there are two smaller images: one of a swimming pool and another of a garden area. The text "Designer lifestyle" is positioned to the left of a blue "LOGO" button. Below the text and logo, there are several horizontal lines representing text content. At the bottom of the screen, a dark grey box contains the text "2.4X more engagement on average".



**READY TO GET
MORE RESULTS?**