



# 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

Stuff



**5.4X**

more visits  
compared to  
our nearest  
competitor<sup>1</sup>

Active Audience

**3M+**

monthly users<sup>2</sup>

**6.5X**

more visits  
compared to our  
second nearest  
competitor<sup>3</sup>

Total visits:

**20M+**

monthly traffic<sup>4</sup>

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 competitor<sup>1</sup>



**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 2024<sup>1</sup>

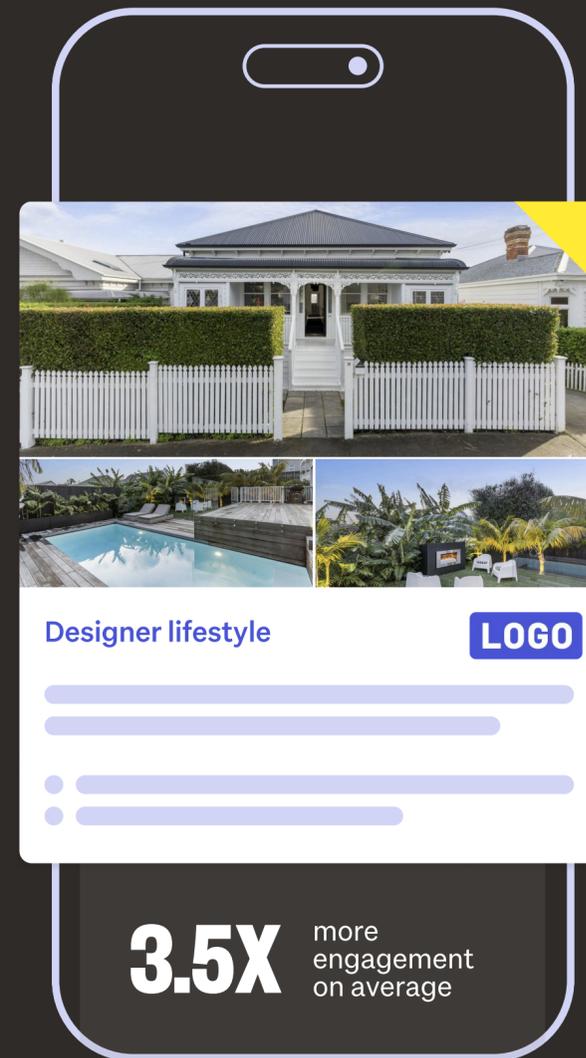
# 1.8M

International visitors

# TRADE ME PACKAGES

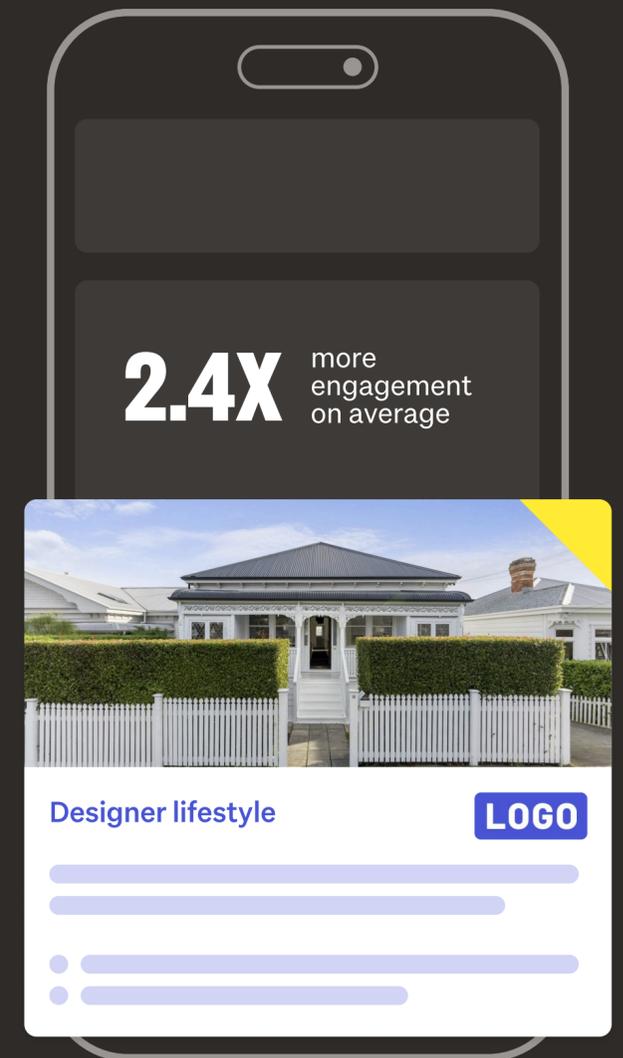
Leverage the largest and most active property audience in Aotearoa with Trade Me, Stuff and homes.co.nz. Chances are your target market see us first.

## PLATINUM



The Platinum package layout on a smartphone includes a large main image of a house with a white picket fence and a pool. Below the main image are two smaller images: one of a pool and one of a house. The text 'Designer lifestyle' is positioned to the left of a blue 'LOGO' button. Below the text and logo are three horizontal lines representing additional content. At the bottom of the phone frame, a dark grey box contains the text '3.5X more engagement on average'.

## SILVER



The Silver package layout on a smartphone features a large main image of a house with a white picket fence. Below the main image is the text 'Designer lifestyle' to the left of a blue 'LOGO' button. Below the text and logo are three horizontal lines representing additional content. At the top of the phone frame, a dark grey box contains the text '2.4X more engagement on average'.



**READY TO GET  
MORE RESULTS?**