

All trades. All jobs. One place.

## Advertising & Media Offering

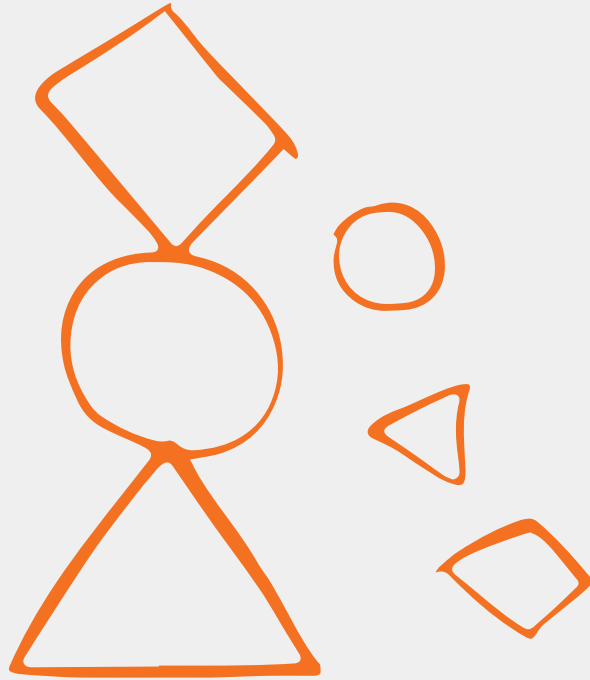
TRADE  
JOBS <sup>NZ</sup>

[tradejobsnz.co.nz](https://tradejobsnz.co.nz)

Keen for your business and job ads to benefit from the powerful effects of targeted, industry specific advertising and media - but don't know where to start?

We've got you sorted.





We offer a range of advertising and media options to help our clients get their job ads and their businesses out there and seen by their target audience.

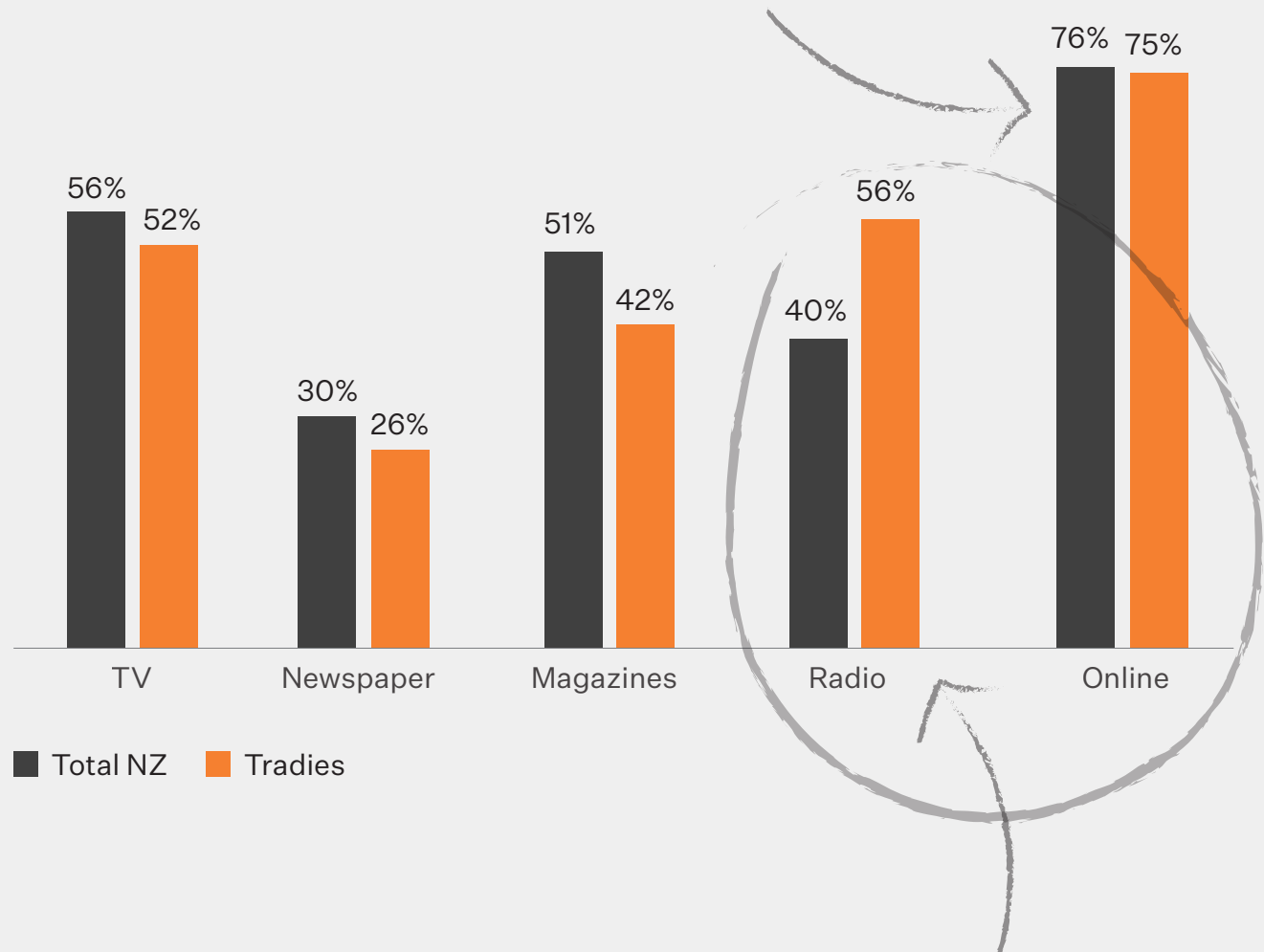
Our close relationships with some of New Zealand's largest and most wide-reaching media companies mean that the options on offer to our clients are next to none while still being incredibly affordable.

**Keen to hear more? We thought so...**

## A Tradies Typical Media Consumption

Compared to NZ's average

Research shows that a typical NZ tradie consumes more radio media than the average New Zealander. It also shows they are right up there in terms of how much online media they consume. This shows us that targeting our tradie audience is best done through radio advertising as well as online advertising and marketing avenues such as digital ads, social media and EDMs. So that is exactly what we have done, and now it is time for your brand/job ad to get a little piece of the pie!







## Audience Targeting

### Tradies

- Demographic targeting to males ages 18-54
- Overlay with targeting segments including carpenters, plumbers, electricians, builders etc.
- Targeting users based on the content or apps they have been using - Trade Related, e.g. supply sites, tradie equipment, trades apps, tradie related vehicles, tools websites, etc.
- Target users based on where they have historically been, such as regularly visiting DIY/Trade type stores eg. placemakers, electrical stores, bunnings, mitre 10, IBM, Carters and other building yards, construction sites.

## Our Offering

We currently offer advertising and media for our subscription clients in the following fields:

●	●	●	●	●
Radio	Digital	Social	Email	Out of home
Our partnerships with NZME and MediaWorks will see your radio ad played across the likes of Radio Hauraki, ZM, Flava, George FM & The Rock.	The combination of our partnerships with NZME and MediaWorks, plus our own targeted digital ads will see your ads served digitally across the likes of The NZ Herald, OneRoof, the MediaWorks network and many other targeted sites.	With an 'Employer' or 'Premium' subscription you will have a chance for your job ad to be featured across our Trade Jobs NZ social media channels.	With an 'Employer' or 'Premium' subscription you will have the chance to be featured in our weekly EDM's which go out to our targeted database of tradies signed up to the Trade Jobs NZ Community.	With a bespoke brand awareness campaign as part of your 'Premium' subscription you can unlock the ability to leverage the power of high impact static and digital billboards across a range of sites throughout New Zealand. Out of home is best paired with radio activity, so you are reaching both eye and ears of multiple target audiences.

Employers must have either an 'Employer' or 'Premium' subscription in order to unlock our advertising and media offering.

## Advertising Partners

We are proud to be partnering with some of the best in the media and advertising industry to offer incredible job and business advertising opportunities to both our 'Employer' and 'Premium' subscription members.



Our partnership with NZME means we are able to offer our subscription members targeted radio advertising across the likes of Radio Hauraki, ZM & Flava as well as across a large range of digital avenues such as The NZ Herald and OneRoof.



Our partnership with Mediaworks means we are able to offer our subscription members targeted radio advertising across the likes of George FM and The Rock as well as across a large range of digital avenues across the MediaWorks network.



Our partnership with Firefly Digital means we are able to offer our subscription members targeted digital ads across an incredibly wide range of websites allowing our clients to target their audience where they are active the most online.

## Radio

Trade Jobs NZ currently advertises across the following stations:

### NZME Stations

#### Radio Hauraki

25-44 year olds

245900 listeners per week

For over 50 years Radio Hauraki is continuing to be New Zealand's rebellious, irreverent radio station that doesn't take anything too seriously - except for the music. Playing the best rock, past and present.

#### ZM

18-39 year olds

589600 listeners per week

The hottest hits, the biggest shows - it's on ZM. More than a radio station, ZM engages audiences on-air, online, through social media and on the streets - ZM is a powerful brand with endless opportunities

#### Flava

25-44 year olds

154700 listeners per week

Old School Hip Hop & RnB. Flava is now old school ALL of the time with beats from back in the day - all day

### Mediaworks Stations

#### George FM

20-39 year olds

151100 listeners per week

New Zealand's leading dance, electronic & urban station. Listeners adore the music, from electronic beats to the latest urban releases – it's hard to find a more savvy audience.

#### The Rock

18-44 year olds

488300 listeners per week

The Rock is NZ's leading rock station. Listeners tune in for the range of music from rock anthem favourites to the latest rock tracks. The announcers entertaining and relatable approach keeps them coming back for more.

#### Mai FM

15-34 year olds

470400 listeners per week

Mai is home of the hottest Hip Hop and RnB. Mai listeners are aspirational, community orientated and socially active.



What will my radio ad sound like?

[Click here for radio ad audio preview](#)

Where will my ad be played?

When purchasing your radio ad you have the option to choose whether your radio ad is included in regional or national radio campaigns. Regional advertising campaigns work well for target job ad or business awareness that is local to where you are based. National advertising campaigns work best for getting your message out there to the entire nation. What works best will vary depending on your desired outcome and if you aren't sure - we are always here to help!



# Digital

## Why Digital?

Over 50% of tradies in New Zealand are considered 'heavy' consumers of online media. They are more likely to be online doing research for their jobs, downloading music, software, apps and podcasts and listening to radio stations as well as general surfing. Re-target tradies online who drive past a billboard with your brand on it. Grab them when it matters most when they're researching jobs you're offering. Or show up where they spend most of their time online, on supply and tradie equipment sites, tool apps, sports news, and much more.



## Target Demographic

**Primary:** Males aged 20-44

**Secondary:** Tradie Decision Makers - Males aged 35-54

## Reach

Our partnerships with NZME, Mediaworks and Firefly digital means that our digital ad reach is extensive. Websites that our digital ads appear on includes (but is not limited to) sites such as;

- |                    |                       |                  |
|--------------------|-----------------------|------------------|
| → NZ Herald        | → Expedia             | → ZM             |
| → One Roof         | → Mai FM              | → Restaurant Hub |
| → Stuff            | → The Edge            | → iHeartRadio    |
| → Trade Me         | → George FM           | → Allrecipes.com |
| → Business Insider | → The Rock            | → TopGear        |
| → Newshub          | → More FM             | → ESPN           |
| → Three            | → The Breeze          | → Woman's Health |
| → MetService       | → Magic               | → Men's Health   |
| → Radio Hauraki    | → The Weather Channel | → TIME           |

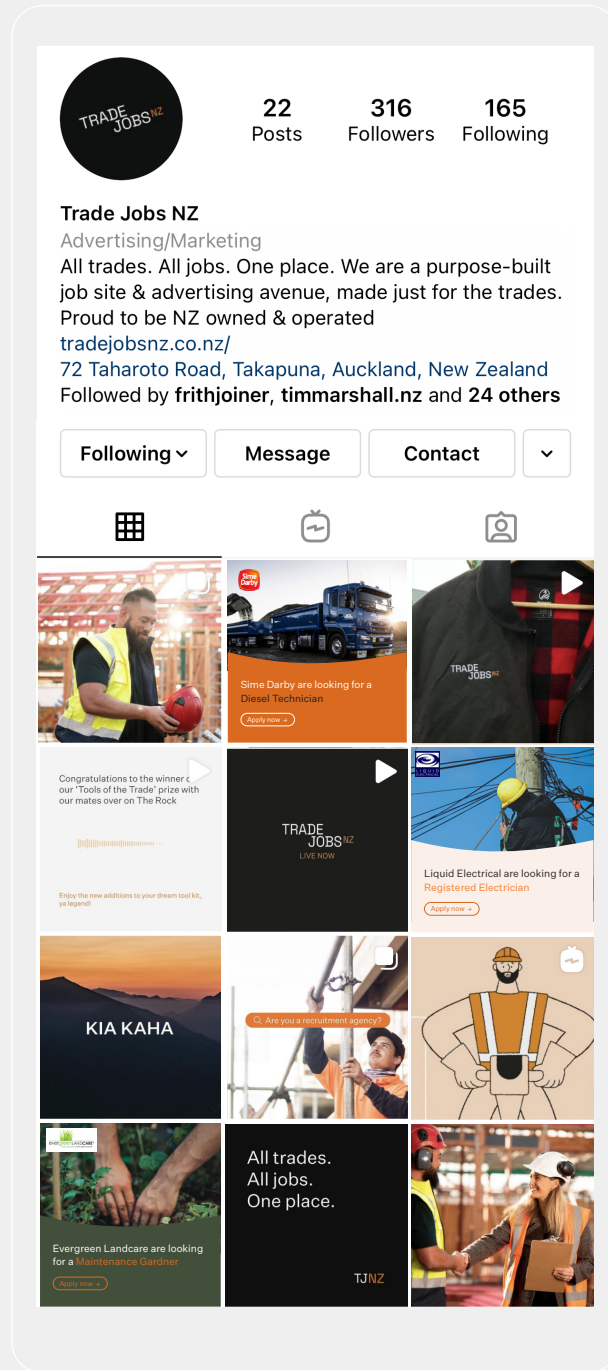
# Social

## Why Social Media?

People want to see a more personalised experience, with timeline algorithms displaying less posts from businesses and more from friends and family. By simply posting to your community pages or business page, it's unlikely that your content is going to the traction you need. By accurately targeting your content with media spend you can put your brand and business right in front of who you want to reach.

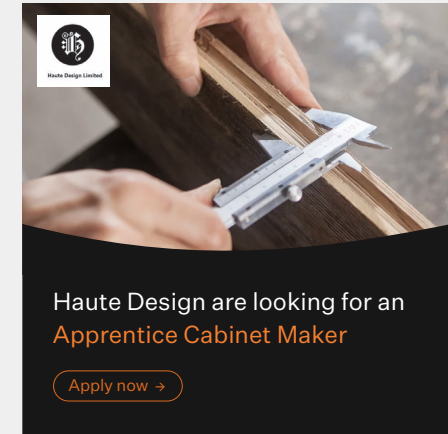




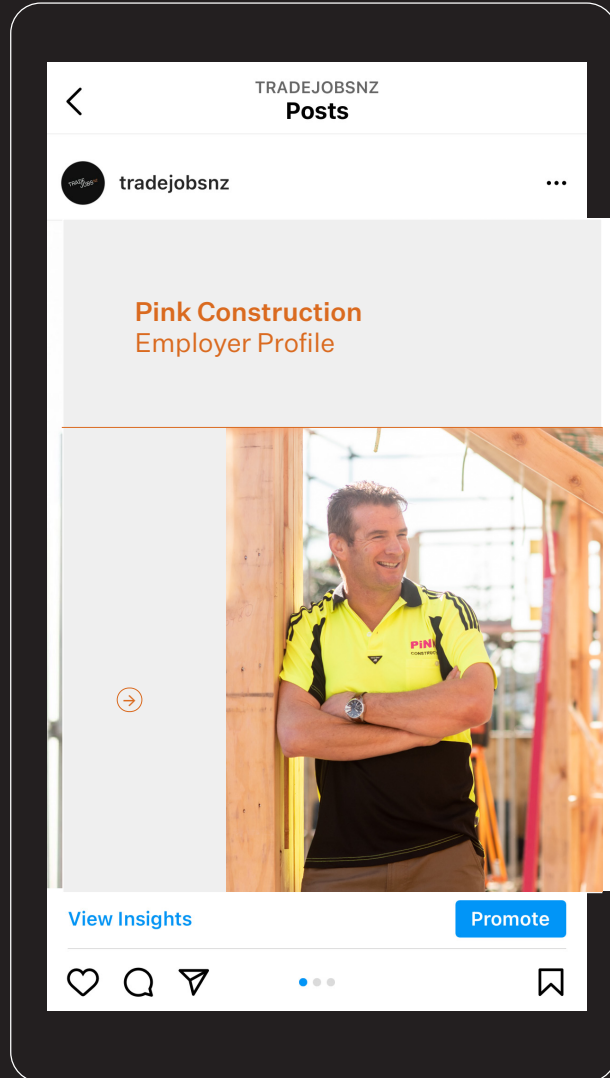


## Social Media

In feed posts: Instagram



## Social Media Employer Profiles



At Pink Construction, we provide a full range of light commercial construction services. This includes new build projects, renovations, and fit outs.

We also provide residential construction services, including building terrace housing developments for leading developers in the Auckland area.



We have a leadership team with 30 years of experience in the industry, and, since our foundation, we have built a strong track record of high-quality construction projects, on time, within budget, and to specification.

# Email

## Why Email Marketing?

Our goal is to have 270,000 tradies with an online Tradie Profile. That's a huge database you can tap into to promote not only your job ad, but your business too. Email can be seen as the underdog but it can also be the most powerful. It allows you to build relationships and speak directly to them right in their inbox, at a time that is convenient for them.



## Email Marketing

What your ads might look like & where they may appear

TRADE  
JOBS<sup>NZ</sup>



Kia ora,

### We'd like to introduce you to Trade Jobs NZ!

We know it's hard to find qualified trade staff in Aotearoa. That's why we've built Trade Jobs NZ, a purpose-built job site and advertising avenue to connect and promote everyone in the New Zealand Trades Industry.

Thanks to our media partners we are able to promote not only your jobs but also your trade business.



Sime Darby are looking for a Diesel Technician

[Apply now →](#)



Evergreen Landcare are looking for a Maintenance Gardener

[Apply now →](#)

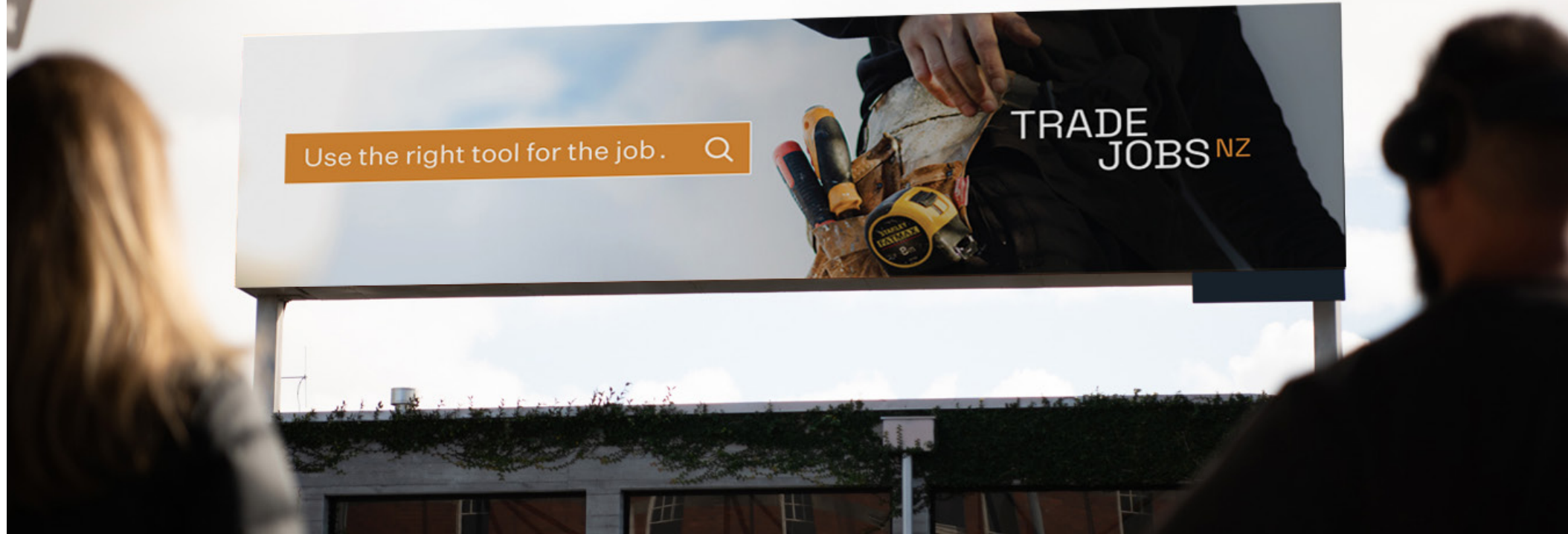


Liquid Electrical are looking for a Registered Electrician

[Apply now →](#)

Our motto? Don't wait for tradies to come to you, go to them.





## Out of Home

### Why Out of Home?

Tradies are more likely to see outdoor billboards and bus advertising than any other target group! That's why we're carefully choosing locations and bus routes around Aotearoa to reach tradies where they're most likely found, on the road. Through the use of high reaching billboards across sites nationwide, we can provide mass awareness to achieve your goals and get your business heard.

# Bespoke Campaigns





## Why a Bespoke Campaign?

When your business has certain goals in sight, a targeted campaign that is unique to your business needs can work wonders in helping you achieve what you have set out to do. Our Marketing and Creative team will work with you to come up with a campaign that is purpose built and engaging and will even provide a report at the end of your campaign so you know just how well it went!

# How does a bespoke campaign work?

- **Step 01 - Reach out to us**

Reach out to us and let us know you are interested in a bespoke campaign

- **Step 02 - We schedule a meet**

We will schedule a time for you to meet with our Marketing & Creative Team.

- **Step 03 - We make a plan together**

During your meet with our Marketing & Creative Team they will chat with you to figure out everything from; what your pain points are, where you are hoping to head as a business, and what you are hoping to achieve from your campaign.

- **Step 04 - We prepare your proposal**

Our Marketing & Creative Team will go away and put together a reverse brief and a proposal for your campaign.

- **Step 05 - Sign off on your campaign**

Once you have given the go-ahead, our team will be busy putting the plan into action. We will be in touch regularly to make sure you are happy with everything that is being created for you.

- **Step 06 - We go live!**

Once we have final sign off from you, we go live with your campaign! Whether that be on radio, digital, social or a mixture - your ads will be out there reaching who needs to see/hear them the most!

- **Step 07 - We provide you with a report**

At the completion of your bespoke campaign we will generate a report just for you containing insights on how well your campaign performed. We can then take learnings from this to apply the next time we come up with a campaign for you and your business!



# Radio

## Why Radio?

Tradies are heavy consumers of radio, whether onsite or on the road in their car. Radio connects with Tradies on the go, especially across peak commuting hours! Get your trade business heard by getting involved in our radio campaigns, reaching tradies across six trade focused stations in New Zealand!



## Digital Ads

How your ads might look...

Haute Design  
are looking for an  
**Apprentice  
Cabinet Maker**

[Apply now →](#)


TRADE  
JOBS<sup>NZ</sup>



TRADE  
JOBS<sup>NZ</sup>

Meyer Cruden are looking for a  
**Civil Engineer/Surveyor**

[Apply now →](#)




MEYERCRUDEN  
Civil Engineering & Surveying

TRADE  
JOBS<sup>NZ</sup>

GJ Gardener Homes are looking  
for a **Construction Supervisor.**

[Apply now →](#)




G.J. Gardener.  
HOMES

TRADE  
JOBS<sup>NZ</sup>

Evergreen Landcare  
are looking for a  
**Maintenance Gardener**  
to join their team

[Apply now →](#)



evergreenLANDCARE®  
Land restoration and improvement

Sime Darby are  
looking for a  
**Diesel Technician**  
in Mt Maunganui

[Apply now →](#)

TRADE  
JOBS<sup>NZ</sup>



Liquid Electrical  
are looking for a  
**Registered  
Electrician**

[Apply now →](#)

TRADE  
JOBS<sup>NZ</sup>



LIQUID  
ELECTRICAL



# Digital Ads

& where they may appear.

nzherald.co.nz

The screenshot shows the nzherald.co.nz homepage. At the top, there's a navigation bar with 'HOME', 'SUBSCRIBE NOW', and 'SIGN IN'. A red banner at the top reads 'Premium: Mayor's 'please explain' letter over nearly \$1 million exit payment to former Ports of Auckland CEO'. Below this, there's a 'VOYAGER' award badge for 'WEBSITE OF THE YEAR' and 'APP OF THE YEAR'. A large orange advertisement for 'TRADE JOBS NZ' is prominent, stating 'GJ Gardener Homes are looking for a Construction Supervisor.' with an 'Apply now' button. Below the ad, there's a 'TRAVEL' section with the headline 'TVNZ's Daniel Faitaua: 'My advice for Kiwis in lockdown'' and a photo of Daniel Faitaua and his wife at the Parthenon in Athens. To the right, there's an advertisement for 'Evergreen Landcare' looking for a 'Maintenance Gardener'. Further down, there's a 'Latest from Travel' section with articles like 'Much more than mining: West Coast distillery that struck Gold', 'Fine dining at home: Luxury lodge-inspired recipes for lockdown', 'What Level 2 means for ski slopes', and 'Historic 140-year-old Otago hotel seeks new pubican'. At the bottom, there's a 'Most Popular' section with articles like 'Young woman dies after brave battle inspires public' and 'Two New Zealanders: Many homeowners couldn't afford their own houses if they were buying now'. Another 'TRADE JOBS NZ' advertisement is visible at the bottom left, stating 'Haute Design are looking for an Apprentice Cabinet Maker'.

trademe.co.nz

The screenshot shows the trademe.co.nz homepage. At the top, there's a navigation bar with 'Marketplace', 'Jobs', 'Motors', 'Property', and 'Services'. A search bar is present with the text 'Search all of Trade Me'. Below the navigation bar, there's a 'COVID-19 update' section with 'Safe trading guidelines' and 'Learn more'. A large banner image shows a group of people in a bar. Below the banner, there's a search bar with 'Keywords', 'Location', and 'Category' dropdowns. A 'Search jobs' button is visible. Below the search bar, there's a 'Continue your search' section with filters for 'Jobs in Trades & services', 'All categories in Jobs', and 'All regions'. A 'Save this search' button is also present. Below this, there's an advertisement for 'TRADE JOBS NZ' stating 'Meyer Cruden are looking for a Civil Engineer/Surveyor' with an 'Apply now' button. At the bottom, there's a 'Featured jobs' section with listings for 'Project Engineer', 'General labourers - various roles', 'Class 2 Operator - with TC ticket', and 'STMS - L2/3 Practising'. A 'Popular Searches' section is at the very bottom with links for 'Jobs by location', 'Jobs by sector', 'Popular jobs', 'Work from home jobs', and 'Part time jobs'.



## So, why Trade Jobs NZ?

- We are combining the power of out-of-home, radio, and digital marketing to take your job and business to the tradie, instead of waiting for them to come to you.
- Partnering with two of the largest media companies in New Zealand means we are an unrivaled destination for trade employers to build your brand and maximise your audience reach, for incredibly affordable pricing.
- We are here to work with you to help you achieve your business goals - whatever they may be!

## Our Impact

In the first two weeks of launching (15 Aug to 28 Aug) we...

- Had 3,800 unique users visit our site
- Had a total of 13,000 page views on our site
- Had over 100 job ads listed from trade employers all over NZ
- Had 77 tradie profiles
- Trade Jobs NZ was seen a total of 2.3M times across all our digital channels.

our impressions where...

- 1.2M impressions DV260
- 6,640 impressions Google Search
- 18,094 impressions Social Media
- 1.1M impressions NZ Herald

& our total number of impressions across all channels was...

**3,147,294**



**Your success**  
is our success



Think of us as your business partner;  
here to help with all your recruitment and  
advertising needs. We are eager to work  
with you to come up with a plan that helps  
your business reach it's goals - whatever  
they may be.

We're ready when you are!

[sales@tradejobsnz.co.nz](mailto:sales@tradejobsnz.co.nz)

All trades. All jobs. One place.

TRADE  
JOBS **NZ**