

HouGarden

MEDIA KIT

2019



ABOUT

The explosive growth of the Chinese economy over the last three decades has transformed New Zealand's relationship with the world's second most populous country.

Hougarden is New Zealand's No.1 online marketplace for Chinese speaking property buyers

Since launching in 2011, Hougarden has steadily built a solid online presence. Attracting views from overseas vendors as well as a sizeable proportion of New Zealand residents who prefer to navigate the web in the Chinese language.

KEY SITE CATEGORIES:

Property listing, Feature listing, New Developments, Find an Agent, Agent Showcase



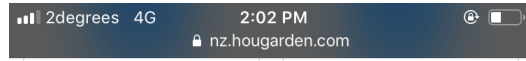
INSIGHTS

- 582,002 average quarterly unique visits
- 2,591,599 property searches
- 2,766,101 property views
- 65% traffic from New Zealand and 35% of traffic is from China (intending to buy property in New Zealand)
- 77.63% of traffic is from Mobile or Tablet. 22% Desktop traffic

Source: Partner Analytics, February 2019



DISPLAY FORMATS





NZ Police_新西兰警方

+ 关注



Corelogic

+ 关注



大家都在转发
24小时内最热Top10



Leaderboard

728x90



MREC

300x250



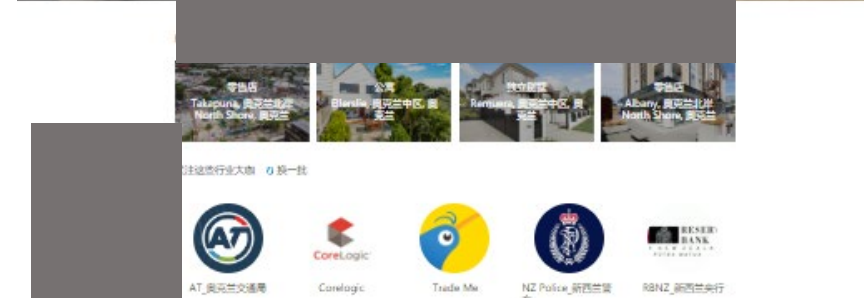
Half Page

300x600



Mobile Banner

320x50





MORE INFORMATION

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