



Media Kit

Table of Contents

Where Canadians Go to Buy & Sell

- 3 Our Mission
- 4 Key Stats
- 6 Audience Targeting
- 7 Key Demographics
- 8 Kijiji Categories
- 10 Seasonal Trends

Kijiji Autos

- 12 Product Glossary
- 13 A Dual Marketplace
- 14 Homepage Takeover
- 15 Cars Landing Page takeover

Kijiji Categories

- 16 Category Stack
- 17 Search Results Page
- 18 View Item Page
- 19 Integrated Native Unit
- 20 Native Text Links

Industry Highlights

- 21 Programmatic Options
- 22 Product Requirements
- 23 Ad Specs

Our mission:

**be the most loved,
trusted and valued
marketplace in
Canada for life's
biggest moments.**

Canada's Marketplace: Key Stats

Millions of English and French speaking Canadians visit Kijiji and Kijiji Autos each month to search and browse through our vibrant marketplaces to buy and sell. They come back knowing that Kijiji and Kijiji Autos are the destinations to discover products and make money, earning us the title: Canada's most visited online classifieds site.

10.1M

unique visitors*

238M

monthly page views*

Motivated shoppers

Our visitor behaviour makes it clear that Kijiji is the place they come to buy and sell.



23

Pages viewed
per visitor*



4.4M

Message and email replies
per month*



34.5

Average mins per visitor*

Shopping across screens

Though trends show that mobile web and app use is on the rise, there continues to be a strong reason to engage shoppers on desktop.



Web

Unique Visitors: 2.4M*
Visits: 12.6 M*
Monthly Mins Per User: 11 mins *



Mobile

Monthly Active Users: 6.2 M
Visits: 28.6 M
Monthly Mins Per User: 13 mins*

CANADA'S AUTOMOTIVE MARKETPLACE

Millions of English and French speaking Canadians visit Kijiji Cars & Vehicles and Kijiji Autos each month to buy and sell their cars & trucks. They come back knowing that Kijiji and Kijiji Autos are the destinations to research new cars, compare makes and models, and make money selling their old vehicle. This has earned us the title: Canada's most visited online classifieds site.

3.6M
unique visitors*

42M
monthly page views*

21M
monthly visits*

Motivated shoppers

Our visitor behaviour makes it clear that Kijiji Autos is the place they come to buy and sell.



19

Average page views per visitor*



13

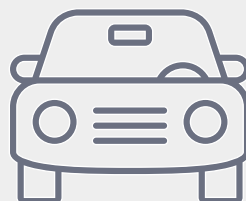
Average mins per visitor*

High-quality vehicles are parked on Kijiji Autos

Consumers have high purchase intent - the majority of visitors plan to buy a car in the next 8 weeks. Kijiji Autos is also known for having high quality vehicles, which is not surprising given the average car prices on our platform:

High Purchase Intent:

The majority of visitors plan to buy a car in the next 8 weeks



\$203,194	Exotic [‡]
\$51,713	Luxury [‡]
\$46,584	Pickup Truck [‡]
\$36,602	Mass Market Domestic [‡]
\$25,359	Mass Market Import [‡]

Audience Targeting: Find Your Audience on Kijiji

Reach our audience of 14 M monthly unique visitors with any of the following targeting options



Location

Target by province and city to reach the perfect audience.



Category

Categories make it easy to target audiences based on the products or services that interest them.



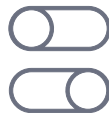
Keyword

Reach audiences based on the keywords they use to discover products and services.



Behaviour

Connect with shoppers by their behavioural habits such as if they intend to make a purchase soon.



Custom

Custom targeting options can be created to connect brands with the exact audience you seek.

Key Demographics: Kijiji Is For All

Our marketplace draws every type of Canadian

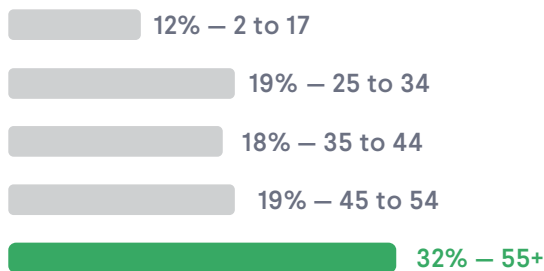
Gender*



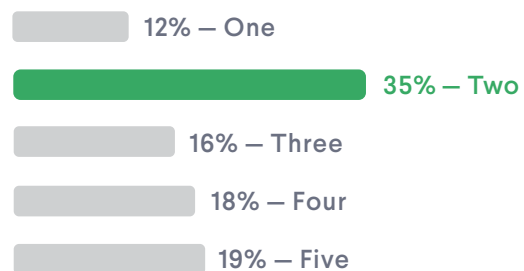
Language*



Age*



Household Size†



Household Income‡



Geography (unique monthly visitors)*



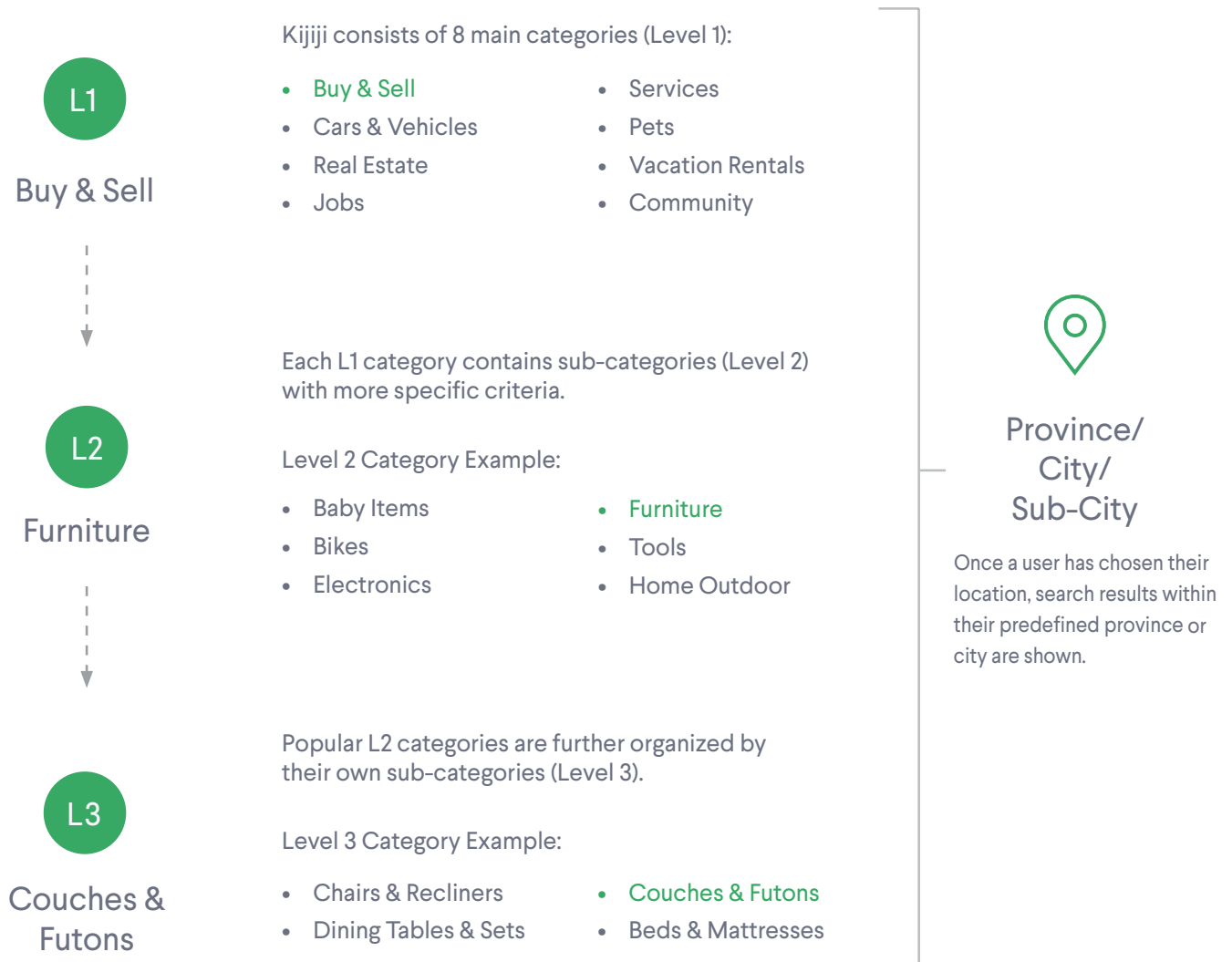
Did you know?

Second-Hand Economy Insight

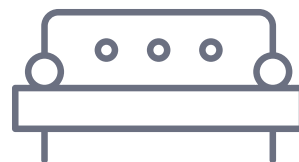
82% of Canadians transacted in the second-hand economy (buying, selling, trading or renting second-hand items) in 2018. And Kijiji was the dominant commercial channel for their participation, with more activity on our marketplace than all other online platforms combined.‡

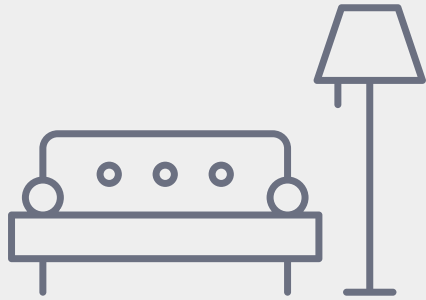
Kijiji Categories: How They Work

Let's browse for a couch together!



We found our couch!
Go team!





Buy & Sell (2023 average)

Monthly UVs:	2.2 M
Monthly Searches:	30.9 M
Avg. Minutes per User:	7 mins
Total Page View	31 M

Top Search Terms†

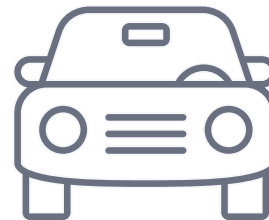
- Phone
- Couch
- Snowblower
- Dresser
- Sofa
- Desk
- Guitar
- Fridge

Popular Sub-Categories†

- Furniture
- Home - Outdoor & Garden
- Phones
- Sporting Goods & Exercise
- Tools
- Musical Instruments
- Bikes

Cars & Vehicles (2023 average)

Monthly UVs:	1.8 M
Total Page Views:	44 M
Avg. Minutes per User:	14 min



Top Search Terms†

- Truck
- Tractor
- 4x4
- ATV
- Winter Tires
- SUV
- Snowmobile
- Diesel

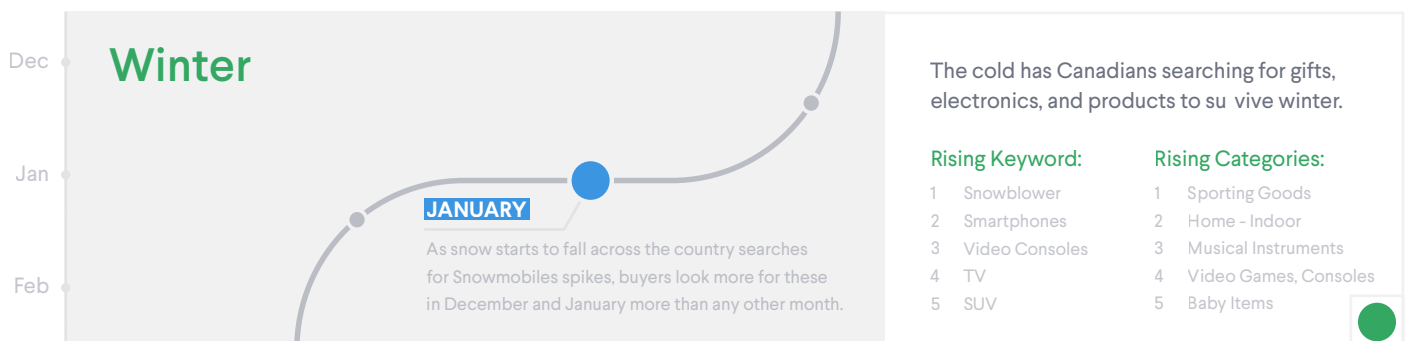
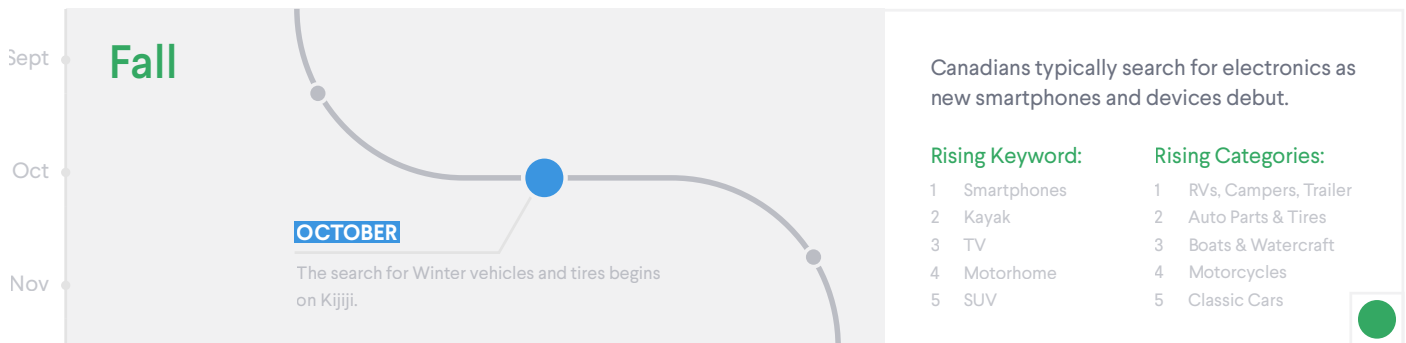
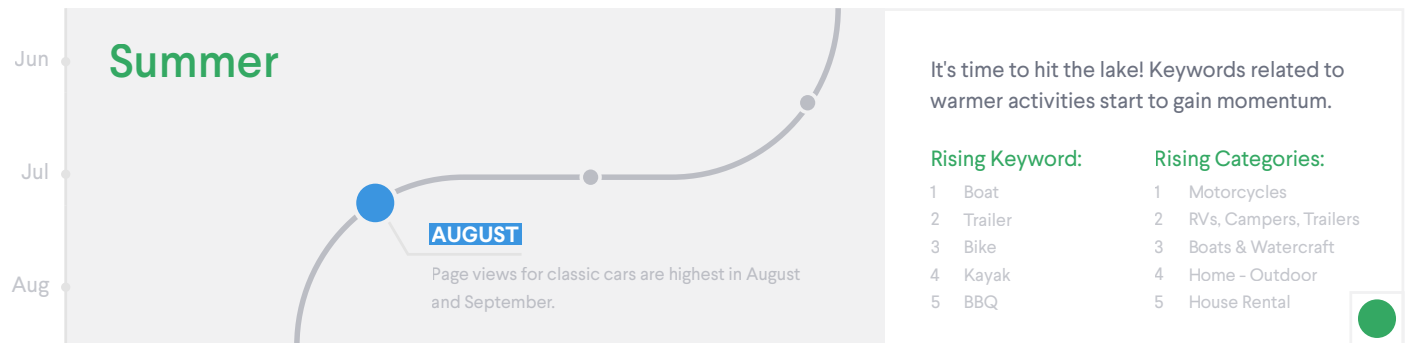
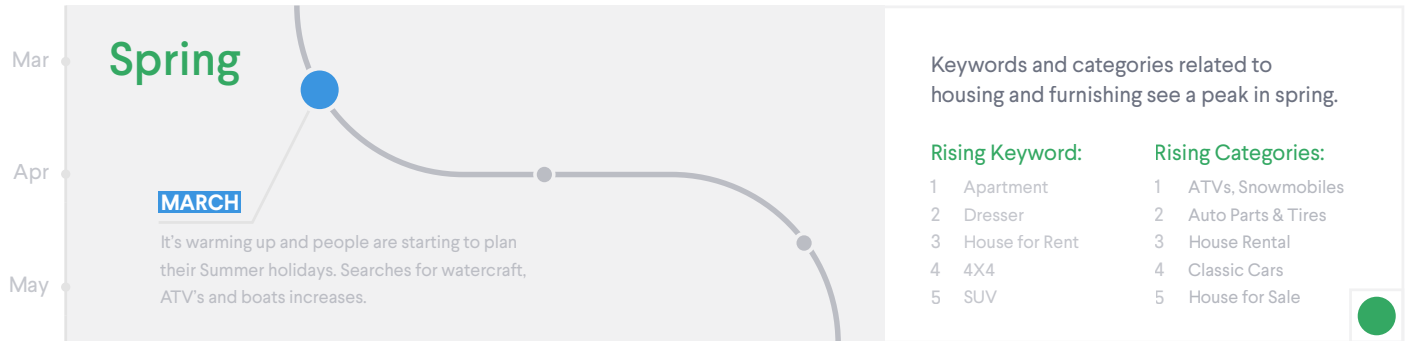
Popular Sub-Categories†

- Cars & Trucks
- Vehicle Parts, Tires & Accessories
- ATVs & Snowmobiles
- RVs, Campers & Trailers
- Heavy Equipment
- Boats & Watercraft
- Classic Cars
- Motorcycles

Shopper Trends Calendar

- Kijiji Autos Data
- Kijiji Data
- Timeline
- Month

Kijiji isn't just for one type of product, time of the year, or period of life. Here's how searches on Kijiji and Kijiji Autos change throughout the year:



Our Products

Product Glossary

Kijiji offers a range of ad sizes and ad placements within Kijiji.ca , Kijiji Autos. Our team is happy to work with you on a direct IO basis or programmatically.

	Kijiji.ca	Programmatic	Kijiji Autos
Banners (IAB Standard)	✓	✓	✓
Kijiji Homepage Takeover	✓	✓	✓
Category Stack	✓	✓	
Cars Landing Page	✓	✓	
Inline Sponsorship	✓	✓	
Integrated Native Unit	✓		
Native Text Link	✓		
Point of Entry	✓		

Product Glossary

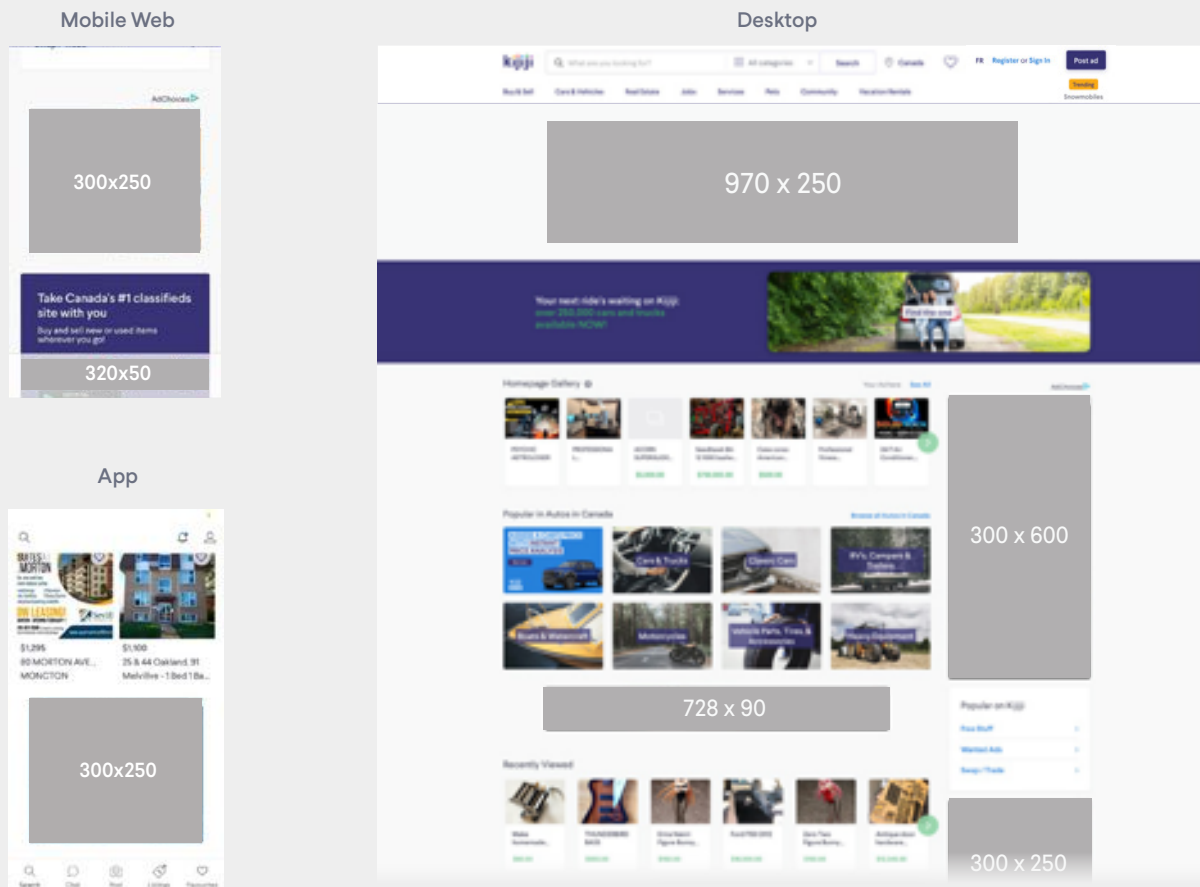
Kijiji offers standard IAB Ad Units. We also offer custom native ad placements. The chart below provides details on ad products and ad placements.

<p>Banners (IAB Standard)</p> <p>CPM</p>	<p>Standard placements across categories and locations. Sizes include: 970x250, 970x90, 728x90, 300x250, 300x600, 320x50, and 160x600.</p>	<p>Inline Sponsorship</p> <p>CPD</p>	<p>Sponsor ad units that are delivered between listings on the search results page. Available in 728x90 and 300x250 for web and mobile. Available across any category or location.</p>
<p>Kijiji Homepage Takeover</p> <p>CPD</p>	<p>Exclusive placements on Kijiji Autos homepage with high impact ad units, 300x 250, 300x600 and 728x90 sizes. Can be purchased nationally, provincially, and by language.</p>	<p>Integrated Native unit</p> <p>CPD</p>	<p>A native ad unit designed to complement the product or service on view item page with a clickable headline, expanding into additional brand messaging. Available in any category and location.</p>
<p>Category Stack</p> <p>CPD</p>	<p>Own majority share of voice for standard banner placements across chosen categories and locations.</p>	<p>Native Text Link</p> <p>CPM</p>	<p>Native text-based ad unit designed for performance-based placement within chosen categories and locations.</p>
<p>Cars Landing Page</p> <p>CPD</p>	<p>Exclusive sponsorship of the Cars landing page, which displays a 970x250 image, outstream unit or 300x250 banner. Can be purchased nationally, provincially, and by language.</p>	<p>Point of Entry</p> <p>CPD</p>	<p>Draw attention to related products, services, and offers when shoppers are actively considering products on the view item page.</p>

Product Spotlight

Homepage Takeover

Here's your opportunity to get your brands or products seen by millions* of Canadians on our homepage.



SPECIFICATIONS

Required Banner Sizes: 970x250, 728x90, 300x250, 320x50, 300x600
 Optional File Type: JPEG, GIF, PNG, HTML5
 File Size: 150 KB

HIGHLIGHTS

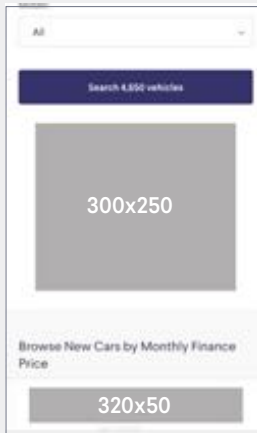
Type: Programmatic/Direct
 Platform: Web and App
 Targeted: National & Regional available, English and French

Product Spotlight

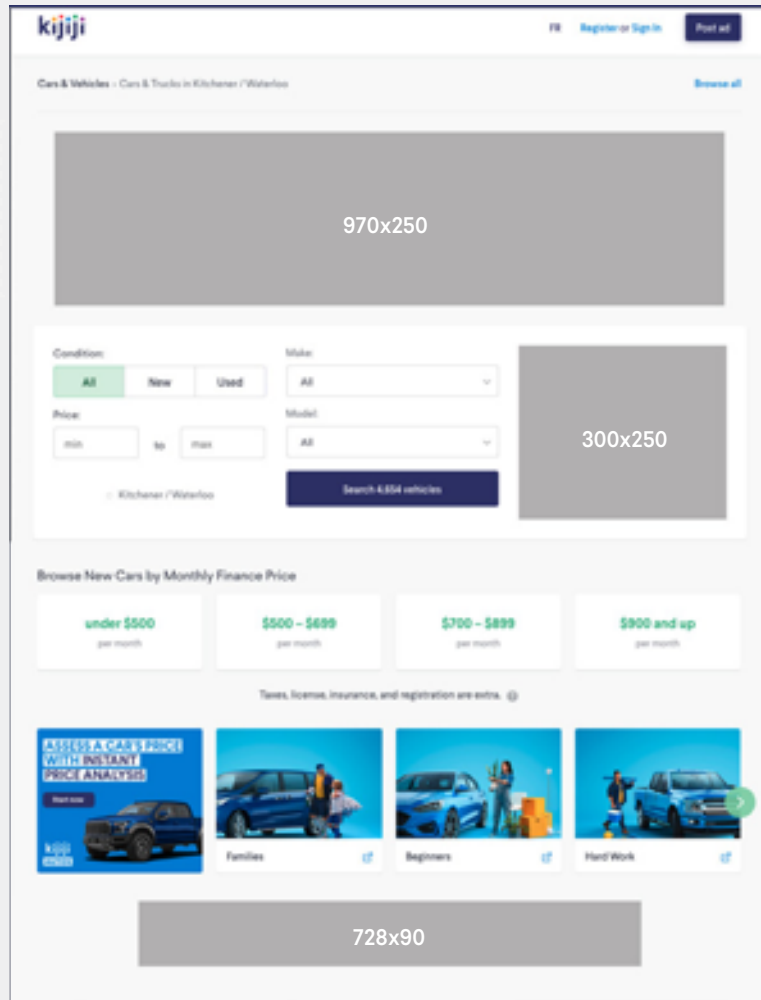
Cars Landing Page Takeover

The perfect opportunity to connect brands with shoppers looking for their next car or truck. Includes outstream video, a hero image, and companion banners.

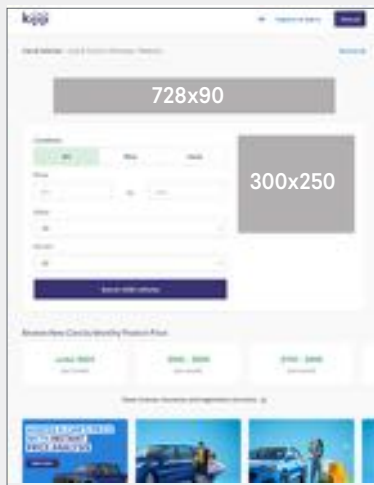
Mobile Web



Desktop



Tablet



SPECIFICATIONS

Required Banner Sizes: 970x250, 728x90, 300x250, 320x50

HIGHLIGHTS

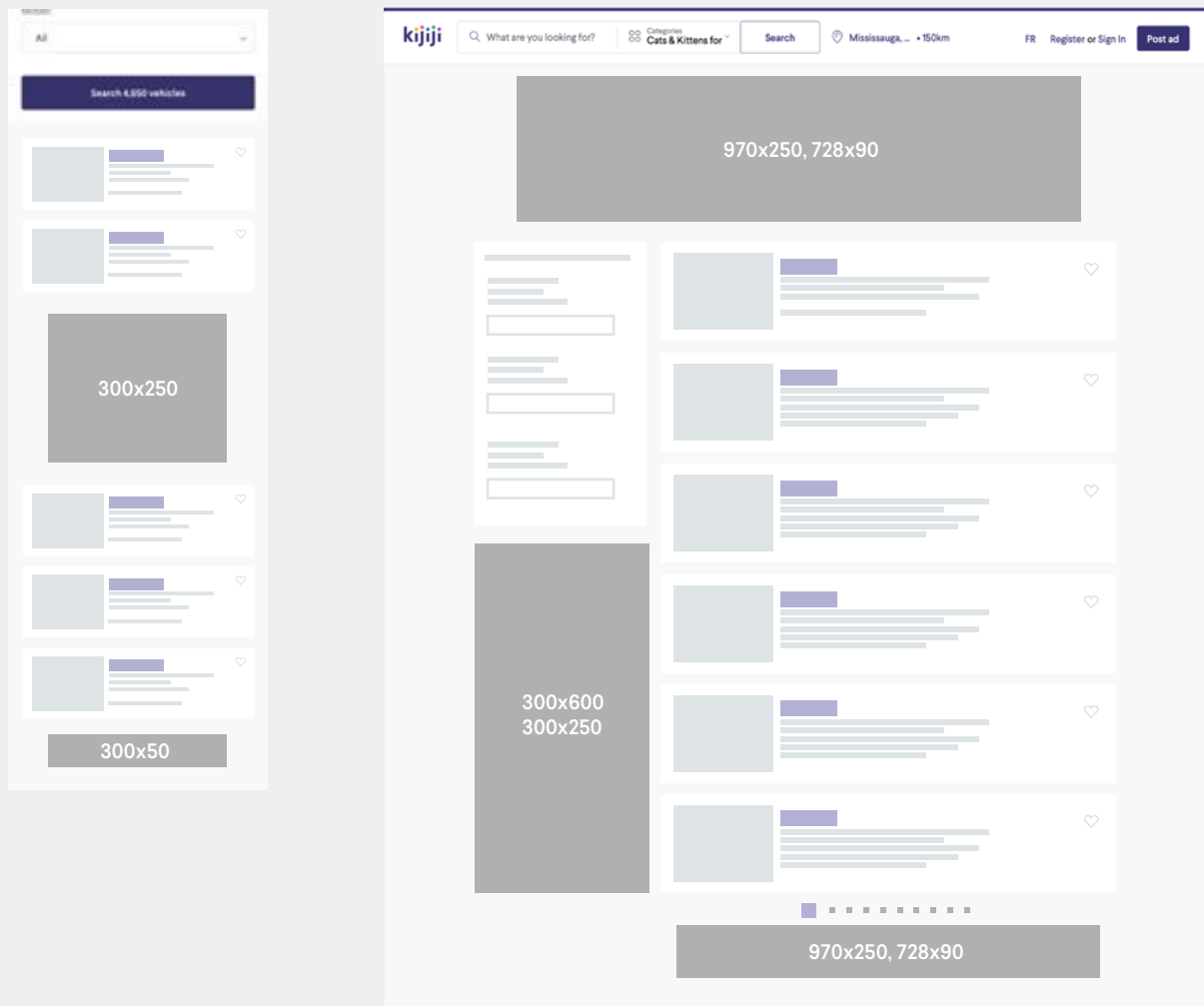
Type: Programmatic/Direct
 Platform: Web
 Targeted: National English & French

Product Spotlight

Category Stack

Category takeover - contextually relevant

The Category Stack provides an impactful presence on all search results pages in a dedicated category, and the opportunity for a more custom experiences



SPECIFICATIONS

Required Banner Sizes: 970x250, 728x90, 300x250, 320x50

File type: JPEG, GIF, PNG, HTML5

File size: 150 KB

HIGHLIGHTS

Type: Direct, Programmatic Guarantee

Platform: Web, mWeb

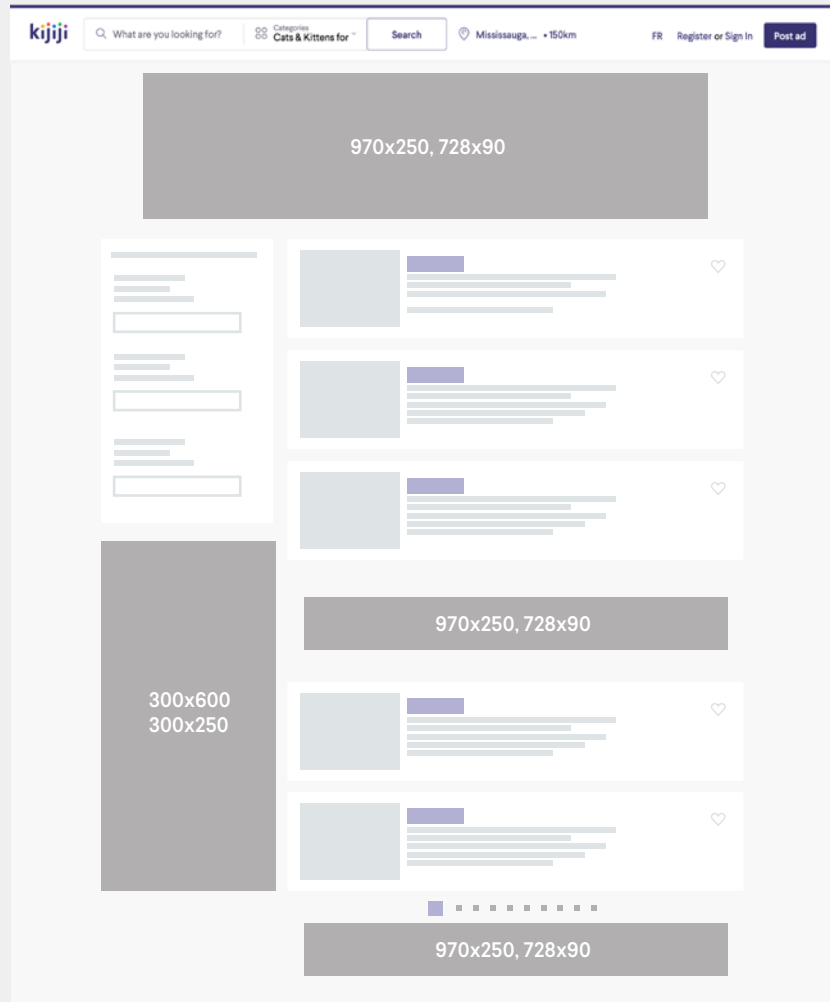
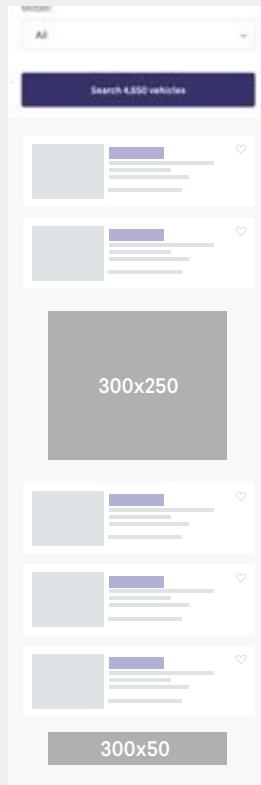
Language: English & French

Targeted: Categories, Locations, Languages

Product Spotlight

Search Results Page

Explore a range of advertisement placements on the Search Results Pages, suitable for all types of campaigns, whether you're targeting specific categories or audiences



SPECIFICATIONS

Required Banner Sizes: 970x250, 728x90, 970x90, 300x600, 300x250, 160x600, 320x50

File Type: JPEG, GIF, PNG, HTML5

File Size: 150 KB

HIGHLIGHTS

Type: Programmatic/Direct

Platform: Web & App

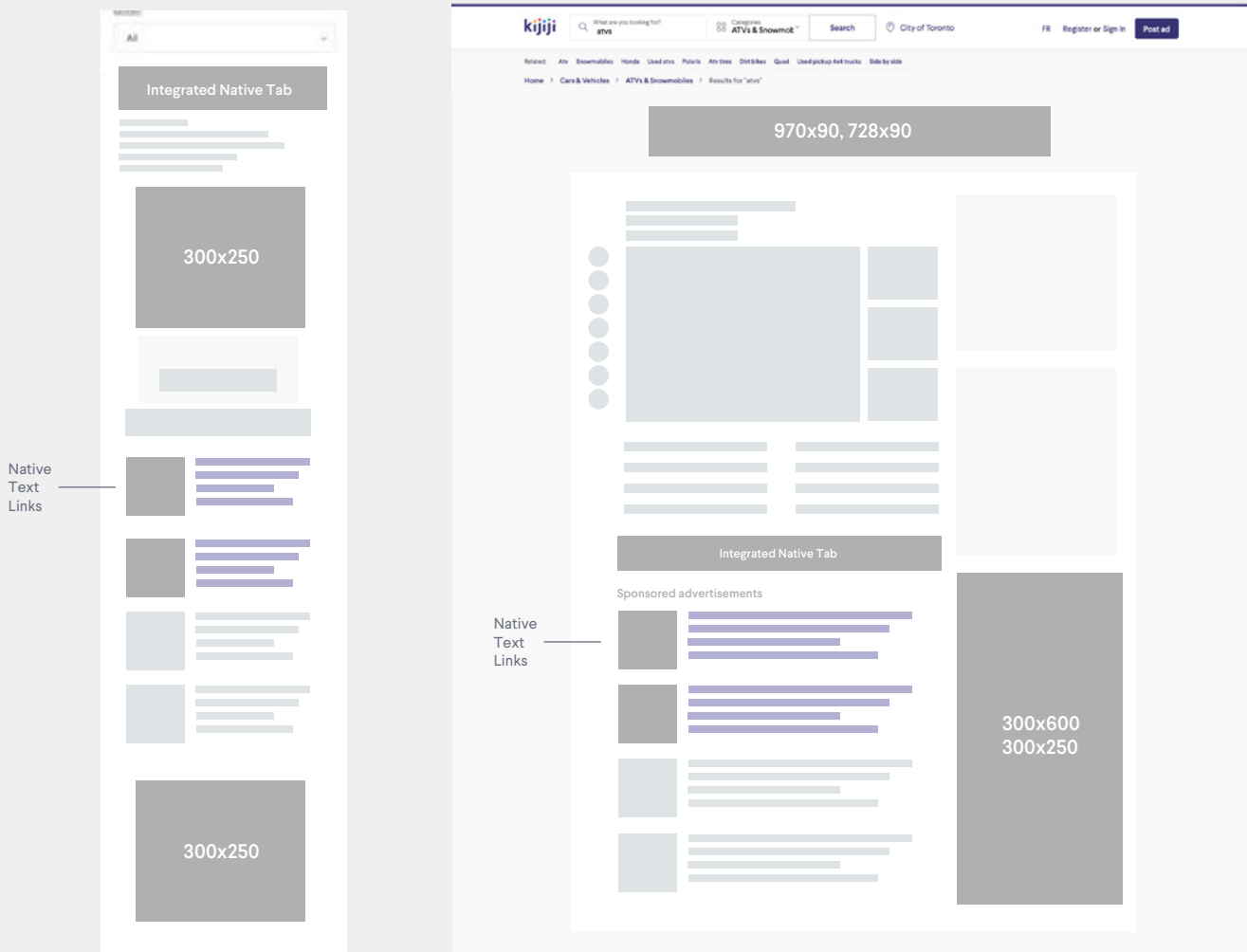
Language: English & French

Targeted: Categories, Audiences, Locations, Languages

Product Spotlight

View Item Page

Explore a range of advertisement placements on the View Item Page, suitable for all types of campaigns, whether you're targeting specific categories or audiences



SPECIFICATIONS

Required Banner Sizes: 728x90, 970x90, 300x600, 300x250, 160x600, 320x50

File type: JPEG, GIF, PNG, HTML5

File size: 150 KB

HIGHLIGHTS

Type: Programmatic/Direct

Platform: Web & App

Language: English & French

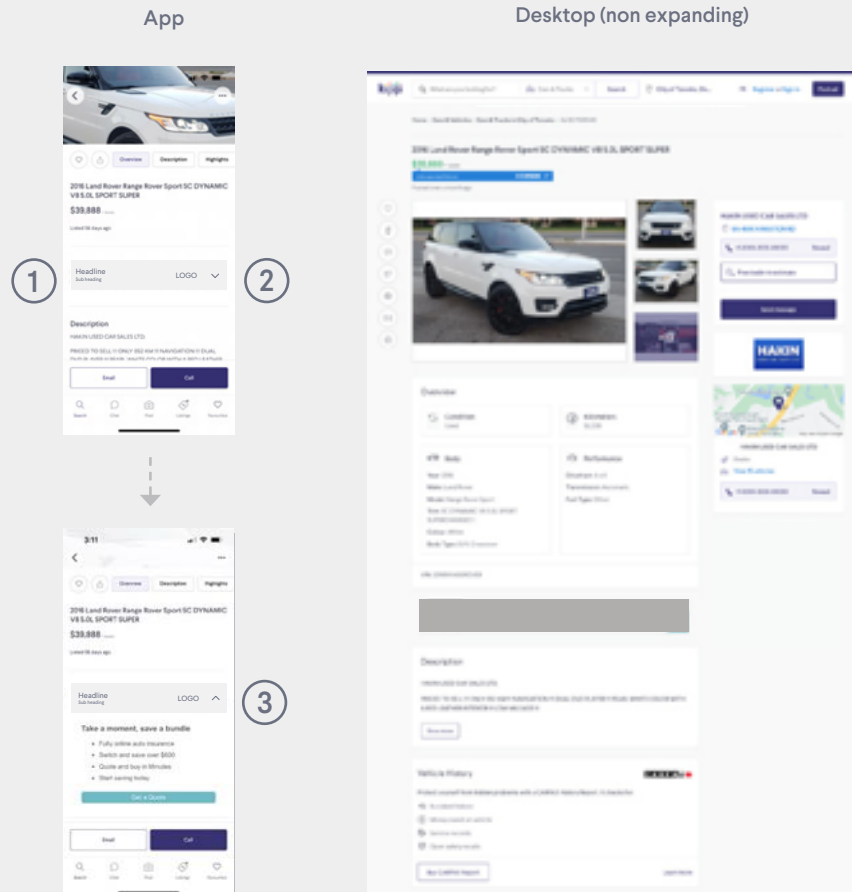
Targeted: Categories, Audiences, Locations, Languages

Product Spotlight

Integrated Native Unit

Draw attention to related products, services, and offers when shoppers are actively considering products on the view item page.

- 1 Logo & Offer Headline
- 2 Click to Expand
- 3 Fully Expanded Offer



SPECIFICATIONS

- Logo File Type: JPEG, GIF, PNG
- Logo Size: 165x36 and 50x50
- Offer Image Size: 320x200

HIGHLIGHTS

- Type: Direct
- Platform: Web/App
- Targeted: National English & French

Product Spotlight

Native Text Links

Reach shoppers directly where they're shopping and browsing through products with Native Text Links.

Native Text Link #1

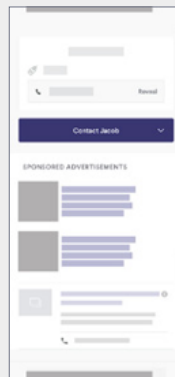
Native text links are strategically placed on search results pages to gain the attention of shoppers browsing through listings as well as on product pages to offer brands top visibility with shoppers who are actively considering products.

Desktop



Mobile Web

Logo Size
200x160



NATIVE TEXT LINK: VERSION #1

Logo Size: 200x160
 Body Text: 3 lines of text
 Line 1: 30 characters
 Line 2: 70 characters
 Line 3: URL

NATIVE TEXT LINK: VERSION #2

Logo Size: 200x160
 Body Text: 4 lines of text
 Line 1: 30 characters
 Line 2: 30 characters
 Line 3: 30 characters
 Line 4: 30 characters

Programmatic Options

Kijiji offers three tiers of programmatic buying that rank by visibility, optimization, and reporting.

	Open Auction	Private Marketplace	Programmatic Guaranteed
Targeting	N/A	Contextual or Audience	Contextual or Audience
Optimizations	N/A	Minimal	Minimal
Reporting	N/A	N/A	Detailed
Delivery	Non-Guaranteed	Non-Guaranteed	Guaranteed / Reserved
Performance	Varies	Average	Best
Priority	Lowest	Moderate	Highest
Audience Inclusion/ Exclusion (DBM/DFP)	-	-	✓

Why Programmatic Guaranteed?



Scale

Scale your campaigns however you'd like and get the impression volume you need



Performance

Ads are guaranteed to be shown to the right audience, getting you the best bang for your buck



Priority

First dibs means your ads are shown in the best positions on Kijiji's pages

Product Requirements

Product	Ad Type	Sizes	File Type	File Size	Notes
Kijiji Autos Homepage Takeover k	Web and/or App	Required: 300x600, 300x250, and 728x90	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Only available on Kijijiautos.ca
Kijiji Autos Homepage Takeover A	Web	Required: 728x90, 300x600 or 300x250 Clickable CTA: 50 characters max, incl. spaces	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags.	150 KB.	
Cars Landing Page k	Web	Required: 970x250, 728x90, 300x250, 320x50	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags.	150 KB	Only available for the Kijiji.ca Cars & Vehicles category. Missing assets will be replaced with 1x1 collapse
Category Stack k	Web and/or App	Required: 728x90, 970x250, 300x250, 320x50, 300x600, 160x600	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags.	150 KB	Rich media creative accepted pending testing. Animation must not run over 30 seconds or 3 loops.
Inline Sponsorship k	Web	Required: 970x250, 728x90, 300x250 Optional: 320x50	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted for Kijiji pending testing. Rich media is only available for Kijiji. Animation must not run over 30 seconds or 3 loops.

Available on:

k – Kijiji.ca**A** – KijijiAutos.ca

Ad Specs

Product	Ad Type	Sizes	File Type	File Size	Notes
Kijiji Homepage Takeover	Web and/or App	REQUIRED: 970x250, 728x90, 300x250, 320x50	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted pending testing. Animation must not run over 30 seconds or 3 loops.
Cars Landing Page	Web	REQUIRED 970x250, 728x90, and 300x250	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags.	150 KB.	Only available for the Kijiji.ca Cars & Vehicles category. Creative/Ad copy required 5 days prior to launch
Inline Sponsorship	Web	REQUIRED: 970x250, 728x90, 300x250 OPTIONAL: 320x50	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted pending testing. Animation must not run over 30 seconds or 3 loops.
Standard IAB Banners	Web and/or App	728x90, 300x600, 300x250, 160x600, 320x50, 970x250, 970x90	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted pending testing. In-banner Video (IBV) can only be accepted on Kijiji. Animation must not run over 30 seconds or 3 loops. 1 px border or contrasting background colour.
Native Text Links	Web	REQUIRED: 176x176 and 200x160	JPEG or PNG (Logo must be static Image)	150 KB (Logo)	Character length subject to change. Desktop Web: First line will be underlined. Mobile Web: All text will be underlined. Proof will be provided for approval before going live.

To view our Advertising Acceptance Policy, [click here](#)

Ad Specs continued

Product	Ad Type	Sizes	File Type	File Size	Notes
Native Expandable Unit (Tab)	Web and/or App	Desktop: 720x88 Logo: 50x50 Title (includes 1 line of text) - 25 characters max, incl spaces Description (includes 4 lines of text): 30 characters max, incl spaces Call-to-Action Text and Click-through URL Mobile: 352x85 and 320x200 Pre-Expanded Text (includes 1 line of text) - 25 characters max, incl spaces Post-Expanded Body of Text (includes 4 lines of text) Line 1: 30 characters max, incl spaces Line 2: 30 characters max, incl spaces Line 3: 30 characters max, incl spaces Call-to-Action: 30 characters max, incl spaces and Click-through URL	JPEG/PNG/HTML5 (Logo must be static Image)	150 KB (Logo)	1st line (Headline) must be shorter than the 2nd line. Must provide hex colour code for callto-action button. Character length subject to change. Proof will be provided for approval before going live. Desktop 720x88 can be supplied as a static image.
Outstream Video	Web and/or App	VAST: Video length must be :15 seconds or less	For video, only VAST can be accepted	Initial auto-play once video is in view. 3rd party pixel tracking accepted.	
First-Look Impression	Web and/or App	AVAILABLE SIZES: 728x90, 300x250, 320x50, 300x600, 160x600	JPEG, GIF, PNG, HTML5 (Zip file), or 3rd party secure tags	150 KB	Rich media creative accepted pending testing. In-banner Video (IBV) can only be accepted on Kijiji. Animation must not run over 30 seconds or 3 loops.

To view our Advertising Acceptance Policy, [click here](#)



**Speak to a Kijiji media
expert now.**

displaysales@kijiji.ca