

# Trade Me New Goods

## CSV (Comma Separated Values) Feed Specification

Version 4.5 10/03/2026

This document outlines the import of listing information & images onto Trade Me. The completed file & images will be deposited to an FTP folder at <ftp.trademe.co.nz>. Please contact your account manager for your login and password information.

### Product Feed Listing Process

1. Set up your shipping templates that you will want to use for your listings in Tradevine
2. Create a CSV file with your listings
3. Importing file will run through validating the listings & report any error
4. Upload completed CSV and images for loading via FTP server (provided by Trade Me)
5. Listings are created on [www.trademe.co.nz](http://www.trademe.co.nz)
6. Edit your CSV at any time and upload to via FTP to make any changes

### File Requirements

The import of listing data to Trade Me is accomplished using two types of files.

#### File Formats

- The listing file is to be provided as a CSV file with a '.csv' extension.
- The photo file(s) is to be provided as any photo format i.e. JPEG, GIF, PNG. A url to a photo in any of these formats is also acceptable.

#### Listing Files

The format of the listings data file will be in CSV. The file must be well formed and conform to the example provided by Trade Me. The file can have any name provided it is a '.csv' extension. If there are multiple files they will be processed alphanumerically by title.

#### Valid CSV

We recommend using the example CSV file which you will have been provided as a base and example. Your first file should be between 10 and 50 SKU's, which will keep it easy to test and find any issues.

The first row of the CSV file must contain a column for each mandatory element described in this document. The columns must be ordered as they appear in this document and be spelt exactly the same, take particular care with capitalisation. The column can be omitted if the element is optional.

The CSV file must be escaped correctly to ensure characters within your data do not break the CSV file. Strings that contain commas or carriage return/line feeds must be wrapped in double quotes. If the string contains a double quote it should be escaped by repeating the double quote. Each line must be ended with a carriage return/line feed.

## Photo Files

One photo per product item should be provided as any photo format at 800 x 600 minimum resolution. You can name the images whatever you like, but the name of the image file must end in '.jpg' (or other image type) and has to match what the CSV says it will be. The photo must also be placed in the FTP 'IN' folder with the CSV feed file. Photos should be uploaded before the CSV file.

## Structured Shipping Templates

Structured Shipping Templates is the new way of providing shipping information on our listings. For more information please review our [How To document](#).

## Payment Requirements

For standard transactions, payments up to \$25,000 can be processed through **Ping**. Transactions exceeding this limit (over \$25,000) are not eligible for **Ping** and must be processed via **Cash** (a direct arrangement between the buyer and seller). For all sellers, **Ping** is a required payment method, while **Cash** and **Afterpay** remain optional payment methods that can be enabled alongside **Ping**.

## CSV Elements List

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## Interface File Format

All elements are described below.

### sku element

This basic field allows you to specify your SKU to identify the product on Trade Me and possibly in your back-end systems. This field is not shown to the customer on Trade Me.	
Occurs	<b>Required</b>
Restrictions	<ul style="list-style-type: none"><li>● Must be unique for each supplier</li><li>● Minimum length of 1</li><li>● Maximum length of 50</li></ul>

### title element

This element defines the title of your listing, both on the listing detail page and in search/categories on Trade Me. It is very important that this is accurate and descriptive because it is of high importance to your search ranking on Trade Me.	
Occurs	<b>Required</b>
Maps to	Auction title
Restrictions	<ul style="list-style-type: none"><li>● Minimum length of 1</li><li>● Maximum length of 80</li><li>● Word limit of 20 chars</li></ul>

### subtitle element

This optional element allows you to include more information which you couldn't fit into your title.	
Occurs	Optional
Maps to	Auction subtitle
Restrictions	<ul style="list-style-type: none"><li>● Minimum length of 1</li><li>● Maximum length of 50</li><li>● Word limit of 20 chars</li></ul>

Comments	This is a premium feature (55c). A subtitle cannot be added to an existing listing but if a listing already has a subtitle the text can be changed.
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### description element

This element is the main description field on your listing.  
You should include as much detail as possible regarding features, model numbers and any other useful information.  
You can create new lines here with (ALT+ENTER) in Microsoft Excel to make your listing more readable.

Occurs	<b>Required</b>
Maps to	Auction description
Restrictions	<ul style="list-style-type: none"><li>● Minimum length of 1</li><li>● Maximum length of 2048</li></ul>

### categoryName element

This is the name of the category where the listing will be placed.

Occurs	Optional
Maps to	Auction category
Restrictions	<ul style="list-style-type: none"><li>● Minimum length of 1</li><li>● Maximum length of 200</li></ul>
Comments	This element is optional and for organisational purposes.

### categoryId element

This is the ID of the leaf category on Trade Me where you listing will be placed.

Occurs	<b>Required</b>
Restrictions	<ul style="list-style-type: none"><li>● Minimum of 1</li></ul>
Comments	Category Id is the code on Trade Me for a category. We will provide these category codes as a separate document on request.

### buyNowPrice element

Buy Now allows your customers to immediately purchase the product on Trade Me without bidding like a traditional auction. If this is left blank, the listing will be an auction where buyers bid from \$1

Occurs	Optional
Type	Restriction of <b>decimal</b>
Maps to	Auction Buy Now price
Restrictions	<ul style="list-style-type: none"><li>● Minimum of 1.00</li></ul>

### buyNowOnly element

Buy Now Only allows you to create listings that can only be purchased via buy now and cannot be bid on. This also allows you to sell a quantity of more than one in a single purchase.	
Occurs	Optional. Defaults to False if column is omitted.
Type	<b>Boolean (True = 1/False = 0)</b>
Maps to	Buy now only auction
Comments	Option to bid is removed. Existing listings will not be affected by a change to this value. The quantity on any new listings will be set from your available stock. The quantity on existing listings will be updated when available stock is decreased. Quantity will not be updated if available stock is increased.

### reservePrice element

The reserve price determines the pricing level which the product is made available for sale.	
Occurs	Optional, but recommended
Type	Restriction of <b>decimal</b>
Maps to	Auction reserve price, start price
Restrictions	<ul style="list-style-type: none"><li>● Minimum of 1.00</li></ul>
Comments	Reserve price will be the same as the buyNowPrice if this element is omitted

### listingDuration element

This allows you to customise the number of days which your listing is live on Trade Me.	
Occurs	Optional
Type	Restriction of <b>integer</b>
Maps to	Auction length
Restrictions	<ul style="list-style-type: none"><li>● Between 3 and 7, or 10</li></ul>
Comments	The auction duration in days. Defaults to 7 if the column is omitted.

### endTime element

This allows you to customise the time your listing will end (close) on Trade Me. Once a listing closes it will be relisted automatically according to your stockLevel.	
Occurs	Optional
Type	Restriction of <b>time</b>
Restrictions	<ul style="list-style-type: none"><li>In <i>hh:mm:ss</i> format where 'hh' is the hour, 'mm' is the minute, 'ss' is the second</li></ul>
Comments	24-hour format e.g. 20:30:00 will mean the listing closes at 8:30pm

### stockLevel element

Stock level allows you to control the automatic relisting of your products on Trade Me by defining how many of an item you have for sale. This element is not shown to the customer on Trade Me.	
Occurs	<b>Required</b>
Type	Restriction of <b>integer</b>
Comments	Set stock to zero to stop the item listing on Trade Me and withdraw any active listings.

### stockLevelUpdated element

The optional 'stock level updated' allows you to set a date when the stock level was accurate. This is used to control stock updated times for individual SKUs/products.	
Occurs	Optional
Type	Date & Time
Restrictions	<ul style="list-style-type: none"><li>[YYYY]-[MM]-[DD]T[HH]:[mm]:[ss] e.g. 2010-05-30T19:00:00</li><li>yyyy is the year, mm is the month, dd is the day. hh is the hour, mm is the minute, ss is the second.</li></ul>
Comments	If this column is left empty, the feed uses the creation date of the file as the date that the stock level was updated.

### pickup element

Here you can determine whether the customer can/must pick up the item from your premises.	
Occurs	Optional. Defaults to Forbid if column is omitted
Type	Restriction of <b>String</b>
Maps to	Auction pickup flag.
Restriction	<ul style="list-style-type: none"><li>● Forbid, Allow, Demand</li></ul>

### isNew element

This is simply whether the item is new or used.	
Occurs	Optional. Defaults to True if column is omitted
Type	<b>Boolean (True = 1/False = 0)</b>
Maps to	Auction brand new item flag

### isGallery element

With Gallery your items are twice as likely to sell on average. This is a recommended extra which will add a photo besides your listing in categories and search.	
Occurs	Optional. Defaults to False if column is omitted
Type	<b>Boolean (True = 1/False = 0)</b>
Maps to	Auction extras gallery flag
Comments	This is a premium feature (55c). If no photo is supplied Gallery will not be enabled.

### isGalleryPlus element

With Gallery plus you get free gallery on relists, where the listing hasn't sold.	
Occurs	Optional. Defaults to False if column is omitted
Type	<b>Boolean (True = 1/False = 0)</b>
Maps to	Auction extras gallery plus flag
Comments	This is a premium feature (65c except books/cds 30c). When isGalleryPlus is true, the listing will get free gallery for two relists (where the listing does not sell). Will only be applied to new listings. Ignored when isGallery is false or isCombo is true.

### isCombo element

A premium feature combo package which includes; a photo beside your listing in categories & search, shows your listings first in categories & adds a bold title.	
Occurs	Optional. Defaults to False if column is omitted
Type	<b>Boolean (True = 1/False = 0)</b>
Maps to	Auction extras combo flag
Comments	This is a premium feature (\$3.95). If no photo is supplied Gallery will not be enabled. Feature & Bold Title will however still be enabled.

### allowBankTransfer element

Defines whether the customer can pay for the item via bank transfer.	
Occurs	Optional. Defaults to False if column is omitted & Buy Now Price is less than \$1000, otherwise true
Type	<b>Boolean (True = 1/False = 0)</b>
Maps to	Auction payment methods
Comments	Making it True means you will allow internet banking as a payment method for the buyer.

### allowCreditCard element

Defines whether the customer can pay for the item via Credit Card.	
Occurs	Optional. Defaults to True if column is omitted
Type	<b>Boolean (True = 1/False = 0)</b>
Maps to	Auction payment methods
Comments	Making it False means you will not allow Credit Card as a payment method

### allowAfterpay element

Defines whether AfterPay is a permitted payment option. Note: other business rules may mean that it isn't offered on an item due to category or price restriction. At least one other payment option must be defined.	
Occurs	Optional. Defaults to False if column is omitted
Type	<b>Boolean (True = 1/False = 0)</b>
Maps to	Auction payment methods

### allowCash element

Defines whether the customer can pay for the item with cash.	
Occurs	Optional. Defaults to False if column is omitted
Type	<b>Boolean (True = 1/False = 0)</b>
Maps to	Auction payment methods

### otherPaymentMethod element

Defines a custom payment method.	
Occurs	Optional
Type	<b>Text</b>
Restrictions	<ul style="list-style-type: none"><li>● Maximum of 40 characters</li></ul>
Maps to	Auction payment methods
Comments	A free text field to define a custom payment method.

### sendPaymentInstructions element

If you make this element true (1) the buyer will automatically receive the email template congratulating them and telling them how to pay. You can set this up on Trade Me by <a href="#">navigating here</a> .	
Occurs	Optional. Defaults to False if column is omitted.
Type	<b>Boolean (True = 1/False = 0)</b>
Maps to	Auction send buyer email flag
Comments	Setting it as True has no effect if no payment instruction has been set up yet.

### authenticatedOnly element

Will only allow authenticated members to bid or buy the listing. More information on authentication is <a href="#">available here</a> .	
Occurs	Optional. Defaults to False if column is omitted.
Type	<b>Boolean (True = 1/False = 0)</b>
Maps to	Authenticated only

### shippingTemplateName element

This basic field should match the name of one of your shipping templates created in Tradevine UI to apply the appropriate shipping options to your listing. This field is not shown to the customer on Trade Me.	
Occurs	<b>Required</b>
Restrictions	<ul style="list-style-type: none"><li>● Must be a name if an existing template that has been created</li></ul>

### shippingPriceWhenMultipleSale element

Whether you want to charge shipping for each item purchased (or for the total purchase regardless of quantity selected) when listing is buy now only.	
Occurs	Optional. Defaults to 'PerItem' if column is omitted.
Type	Restriction of <b>String</b>
Maps to	Shipping price
Restriction	<ul style="list-style-type: none"><li>● PerItem – Charge the shipping price for each item purchased</li><li>● PerOrder – Charge a flat price for regardless of quantity purchased</li></ul>

### youtubeVideoKey element

Adds YouTube link for video on listing. Only the video key code from the URL string required e.g. the bold section of the below link <a href="https://www.youtube.com/watch?v=T_Te4AHL PXA">https://www.youtube.com/watch?v=T_Te4AHL PXA</a>	
Occurs	<b>Optional – account must be Top Seller for use.</b>
Restrictions	<ul style="list-style-type: none"><li>● Maximum length of 20 chars</li></ul>

### imageFileName[1-20] element

It is very important to include at least one image on each listing, this element specifies the filename for the image which will be placed with your CSV file.	
Occurs	Optional but 1 is highly recommended
Type	restriction of <b>string</b>
Maps to	Auction photos
Restrictions	<ul style="list-style-type: none"><li>● Minimum length of 1</li><li>● Maximum length of 250</li></ul>
Comments	The filename must match the actual image filename. Alternatively, you can specify a URL, either HTTP or FTP and we will download the image from your site.

## attributeName [1-20] element

This element allows for the entry of attribute names for categories where attributes are required. Any products which are listed in these categories will require attribute information.

- /Electronics-photography/Digital-cameras

Attribute name	Mandatory	Restrictions
Brand	Yes	A string of one of the following values: Canon, Casio, Fuji, Kodak, Konica-Minolta, Leica, Nikon, Olympus, Panasonic, Pentax, Ricoh, Samsung, Sony, Other
Megapixels	Yes	Decimal greater than 1
Optical zoom	Yes	Decimal

- /Computers/Desktops
- /Computers/Laptops/Laptops

Attribute name	Mandatory	Restrictions
Memory	Yes	Decimal less than 999 followed by the unit. Unit must be one of the following values: MB, GB Note that there must be a space between the number and the unit.
Hard drive	Yes	Decimal less than 999 followed by the unit. Unit must be one of the following values: MB, GB, TB Note that there must be a space between the number and the unit.
CPU speed	Yes	Decimal less than 999 followed by the unit. Unit must be one of the following values: Mhz, Ghz Note that there must be a space between the number and the unit.
CD / DVD	Yes	A string of one of the following values: None, CD reader, CD writer, CD + DVD reader, CD writer + DVD reader, CD + DVD writer
Monitor type	Yes	A string of one of the following values: CRT monitor, LCD monitor
		Note that this value must match the category that the product is to be listed in. Only applicable in the Desktops category

- /Computers/Monitors
- /Mobile-phones/Accessories

Attribute name	Mandatory	Restrictions
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Phone brand	Yes	A string of one of the following values: Alcatel, Gtran, Hyundai, Kyocera, Motorola, Nokia, Panasonic, Philips, Samsung, Sanyo, Sharp, Siemens, Sony-Ericsson, Universal, Other
Maps to	Attributes	
Occurs	Mandatory in; · /Electronics-photography/Digital-cameras · /Computers/Desktops · /Computers/Laptops/Laptops · /Computers/Monitors · /Mobile-phones/Accessories	

### attributeValue [1-20] element

This element allows for the entry of attribute values for categories where attributes are required. Values & restrictions as outlined above.

Occurs	Mandatory in; <ul style="list-style-type: none"><li>• /Electronics-photography/Digital-cameras</li><li>• /Computers/Desktops</li><li>• /Computers/Laptops/Laptops</li><li>• /Computers/Monitors</li><li>• /Mobile-phones/Accessories</li></ul>
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### wasPrice element

Allows for the entry of a previous price point to indicate when an item has been discounted

Occurs	Optional
Type	Restriction of <b>decimal</b>
Maps to	Auction 'Was' price
Restrictions	<ul style="list-style-type: none"><li>• Minimum of 1.00</li><li>• Must be greater than the buyNowPrice</li></ul>

### gtin element

Adds gtin for Google Shopping.

Occurs	<b>Optional</b>
Restrictions	<ul style="list-style-type: none"><li>• Maximum length of 100 chars</li></ul>

### manufacturerCode element

Adds manufacturer code for Google Shopping.

Occurs	<b>Optional</b>
Restrictions	<ul style="list-style-type: none"><li>• Maximum length of 70 chars</li></ul>

### brand element

Adds brand for Google Shopping.

Occurs	<b>Optional</b>
Restrictions	<ul style="list-style-type: none"><li>• Maximum length of 70 chars</li></ul>

### variantGroupSku element

This is the unique identifier for the group of products that form a multi variant listing. The variantGroupSKU will be different for each Multivariant group and is distinct from the Products SKU.	
Occurs	<b>Optional – only if creating multi variant listings</b>
Restrictions	<ul style="list-style-type: none"><li>● Maximum length of 20 chars</li></ul>

### variantOptionName[1-5] element

Used to define the Option's name e.g., size, colour etc. The order will be considered when displaying the listing page	
Occurs	<b>required if using variants</b>
Restrictions	<ul style="list-style-type: none"><li>● Maximum length of 100 chars</li></ul>

### variantOptionValue[1-5] element

This products option value e.g. Small, Blue	
Occurs	<b>required if using variants</b>
Restrictions	<ul style="list-style-type: none"><li>● Maximum length of 100 chars</li></ul>

### variantOptionValuesSort[1-5] element

The order that the Option Values should display to the buyer e.g. Small, Medium, Large	
Occurs	<b>required if using variants</b>
Restrictions	<ul style="list-style-type: none"><li>● 4000 chars (semi-colon delimited list of values)</li></ul>

### variantSharedImageFileName

Name of the shared or "Hero" image that represents the multi variant group.	
Occurs	<b>optional</b>
Restrictions	<ul style="list-style-type: none"><li>● 4000 chars</li></ul>

### variantSharedAttributeName[1-20] element

Name of the attribute shared across a variant group	
Occurs	<b>optional</b>
Restrictions	<ul style="list-style-type: none"><li>● 4000 chars (semi-colon delimited list of values)</li></ul>

### variantSharedAttributeValue[1-20 ] element

Value of shared attribute across variant group	
Occurs	<b>required if variantSharedAttributeNameX supplied</b>
Restrictions	<ul style="list-style-type: none"><li>● 4000 chars (semi-colon delimited list of values)</li></ul>

### Fixed price offers

These are automatically set as on for your account. If you wish to disable these please let your account manager know. FPO's are either on or off for all products and will be set to the buy now price and to run for 3 days.

**If you have any questions, please contact your Trade Me Account Manager**

## Change Log

20/05/15 – Updated to version 3.0

- Listing file section – added that multiple files will be processed by name alphanumerically.
- Photo file section – added photos should be uploaded before CSV.

22/02/16 - Updated to version 3.1

- Added info about FPO's
- Shipping description – added if populated will not show as free shipping.
- Title and subtitle – single word limit of 20 chars.

08/06/16 – Updated to version 3.2

- Pickup element – image corrected to show actual column name

9/9/16 – Updated to version 3.3

- Title limit changed from 50 to 80 chars

14/3/17 – Updated to version 3.4

- Added gtin, brand and manufacturerCode elements.

4/4/17 – Updated to version 3.5

- Images – now accept 1-20 images per product

3/7/17 – Updated to version 3.6

- Removed Safe Trader
- Added youTubeVideoKey element.

8/8/17 – Updated to version 3.7

- Added elements 37-43 for variant listings
- Added Afterpay payment method

30/11/2020 – Update to version 4.0

- Reformatted and updated images
- Removed allowPickups and added wasPrice elements

22/04/2021 – Update to version 4.1

- Corrected Product SKU character limit

15/06/2022 – Update to version 4.2

- Added new element shippingTemplateName
- Deprecated shippingOption and shippingDescription elements

16/12/2024 - Update to version 4.3

- Remove deprecated fields

21/11/2025 - Update to version 4.4

- Added Payment Requirements section

10/03/2026 - Update to version 4.5

- Adjusted Payment Requirements section