



Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

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CERTIFICATE

Short description:

Najdi.si že dolgo ni več klasični lokalni spletni iskalnik, temveč prava vstopna točka v slovenski splet. Brskate lahko po spletu, med novicami iz več kot 130 slovenskih virov, recepti, dogodki in preostalimi koristnimi informacijami. S preglednim, interaktivnim zemljevidom preprosto načrtujete svojo pot in pridobite ključne prometne informacije, s slovarji petih svetovnih jezikov pa se nikoli ne znajdete v prevajalski zagati. Hkrati je najdi.si tudi idealno mesto za oglaševalce, saj omogoča popolno oglaševalsko storitev, kar tri četrtine njegovih uporabnikov pa poizveduje po najrazličnejših izdelkih in storitvah.

Comment:

Period: May 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2018.	325 628	34 774	2,7%	55 488	9,4	1,6
2.5.2018.	351 332	39 624	3,1%	64 226	8,9	1,6
3.5.2018.	462 654	56 558	4,4%	84 425	8,2	1,5
4.5.2018.	487 198	56 574	4,4%	86 401	8,6	1,5
5.5.2018.	346 367	38 580	3,0%	60 390	9,0	1,6
6.5.2018.	357 599	39 374	3,0%	61 283	9,1	1,6
7.5.2018.	495 572	59 704	4,6%	85 966	8,3	1,4
8.5.2018.	365 580	52 625	4,1%	75 320	6,9	1,4
9.5.2018.	478 346	60 706	4,7%	89 640	7,9	1,5
10.5.2018.	498 088	58 364	4,5%	87 254	8,5	1,5
11.5.2018.	486 900	57 184	4,4%	86 095	8,5	1,5
12.5.2018.	336 668	37 625	2,9%	58 715	8,9	1,6
13.5.2018.	377 055	41 250	3,2%	66 791	9,1	1,6
14.5.2018.	561 419	68 655	5,3%	103 370	8,2	1,5
15.5.2018.	539 294	65 730	5,1%	97 481	8,2	1,5
16.5.2018.	492 489	60 150	4,6%	88 857	8,2	1,5
17.5.2018.	500 089	58 633	4,5%	86 544	8,5	1,5
18.5.2018.	475 459	54 406	4,2%	81 024	8,7	1,5
19.5.2018.	326 648	35 204	2,7%	55 302	9,3	1,6
20.5.2018.	361 973	42 834	3,3%	68 422	8,5	1,6
21.5.2018.	521 243	63 840	4,9%	93 361	8,2	1,5
22.5.2018.	524 163	63 180	4,9%	93 637	8,3	1,5
23.5.2018.	480 249	58 261	4,5%	87 210	8,2	1,5
24.5.2018.	451 547	58 935	4,5%	88 454	7,7	1,5
25.5.2018.	418 544	54 011	4,2%	81 677	7,7	1,5
26.5.2018.	277 836	33 228	2,6%	53 243	8,4	1,6
27.5.2018.	322 125	37 092	2,9%	60 865	8,7	1,6
28.5.2018.	471 439	60 568	4,7%	90 456	7,8	1,5
29.5.2018.	482 194	60 346	4,7%	92 200	8,0	1,5
30.5.2018.	457 637	58 279	4,5%	88 632	7,9	1,5
31.5.2018.	452 941	55 308	4,3%	85 199	8,2	1,5

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2018. - 6.5.2018.	2 330 884	119 997	9,3%	412 220	19,4	3,4
7.5.2018. - 13.5.2018.	3 038 194	150 149	11,6%	549 690	20,2	3,7
14.5.2018. - 20.5.2018.	3 257 468	158 581	12,2%	580 884	20,5	3,7
21.5.2018. - 27.5.2018.	2 995 809	152 317	11,7%	558 314	19,7	3,7
28.5.2018. - 31.5.2018.	1 864 210	132 653	10,2%	356 487	14,1	2,7

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2018. - 1.5.2018.	13 486 486	313 661	24,2%	2 457 669	43,0	7,8

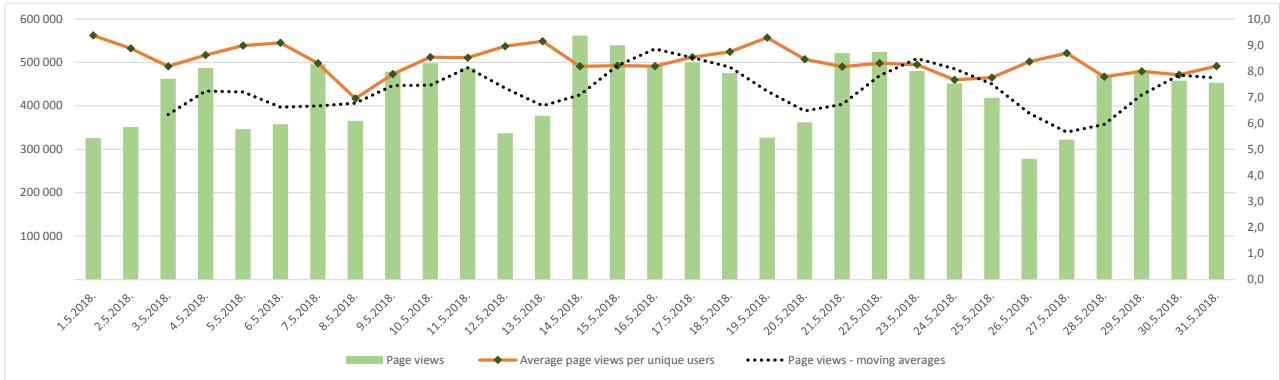
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	15,5%	102	17,0%	
	Three-year high school	14,9%	115	14,4%	
	Four-year high school	41,8%	101	42,3%	
	Higher school, university, college or more	26,8%	92	25,7%	
	I don't want to answer	0,9%	89	0,6%	
Personal income	I have no income	9,7%	84	2,4%	
	Less than 400 EUR	9,9%	90	3,6%	
	400 to 800 EUR	29,8%	116	43,7%	
	800 to 1200 EUR	26,0%	103	27,8%	
	1200 to 1500 EUR	7,7%	94	7,0%	
	1500 to 1800 EUR	4,2%	96	4,4%	
	over 1800 EUR	4,5%	87	2,7%	
	I don't want to answer	8,2%	95	8,4%	
Region	Pomurska	6,3%	101	4,3%	
	Podravska	16,7%	105	20,2%	
	Koroška	3,6%	101	3,1%	
	Savinjska	12,9%	101	9,5%	
	Zasavska	2,5%	103	2,5%	
	Spodnje-posavska	2,9%	97	4,1%	
	JV Slovenija	6,9%	104	5,3%	
	Osrednjeslovenska	25,3%	93	23,1%	
	Gorenjska	9,6%	96	13,9%	
	Notranjsko-kraška	2,2%	100	1,4%	
	Goriška	5,8%	103	9,7%	
	Obalno-kraška	5,3%	112	3,0%	
	Gender	Male	48,2%	98	54,8%
		Female	51,8%	102	45,2%
Age	10 to 17 years	3,1%	78	0,4%	
	18 to 24 years	8,8%	73	2,3%	
	25 to 29 years	6,9%	75	2,4%	
	30 to 39 years	20,3%	85	10,1%	
	40 to 49 years	23,2%	104	16,8%	
	50 to 59 years	21,6%	130	28,0%	
	60 to 75 years	15,9%	135	39,8%	
Employment status	Employed in public sector	14,8%	100	14,3%	
	Employed in a private company	39,2%	101	33,0%	
	Self-employed	8,6%	95	6,5%	
	Unemployed	8,0%	109	3,5%	
	Retired	16,0%	140	39,2%	
	Pupil	5,4%	76	1,3%	
	Student	7,0%	68	1,6%	
	I don't want to answer	1,1%	96	0,6%	

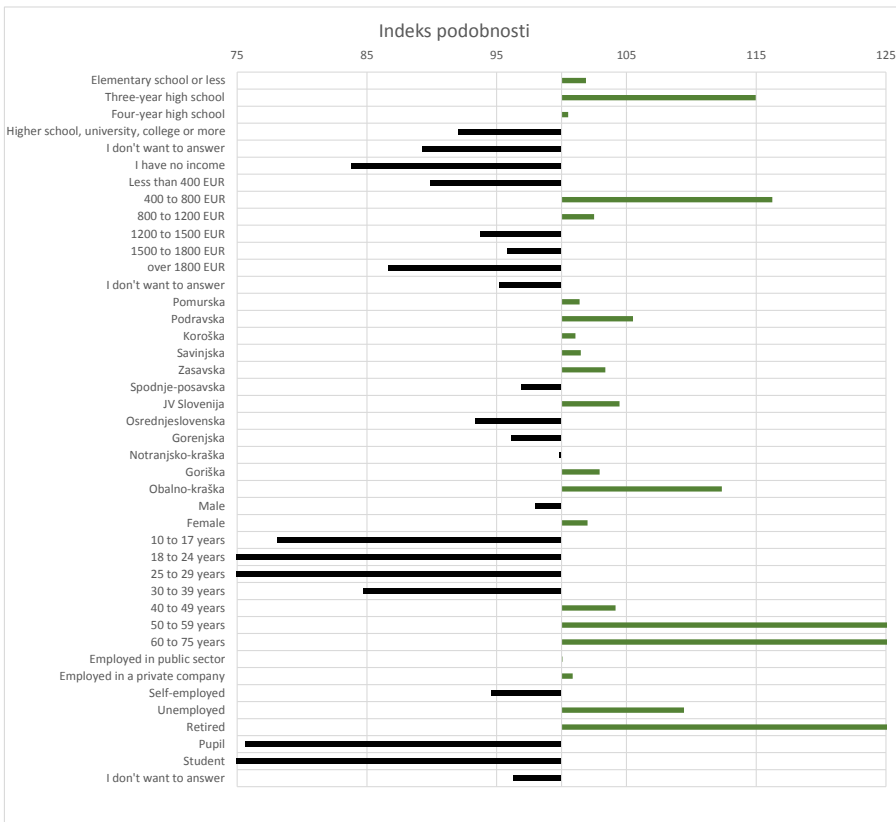


Note:

Moving average - Moving averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we sum three days in a row value and we divide it with three, every sliding average is on the right side of interval with length three.



Note:
Left side of graph Shows page views.
Right side of graph Shows average page views per unique user.
Moving average - Moving averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we sum three days in a row value and we divide it with three, every sliding average is on the right side of interval with length three.



Note:
Affinity index
The ratio of the value of the audience composition for a given target group for the selected websites/site sections in a specified time period to the value of the audience composition for a given target group for the whole internet (all websites covered by the research) in the specified time period.

Legend and notes:

Description of MOSS measurement:

MOSS certificate relating to the period from 1.5. to 31.5.2018. MOSS measurement took place during that period, which is consisted of technical measurement, telephone survey and web pop up survey

Media description:

Website, information about the provider and short description are the informations provided by MOSS participants.

Reach:

Currency is measured Slovenian reach of the web site in period from 1.5. to 31.5.2018. Reach shows number of actual people/users (in a given target group) who visited selected website/site section in a specified time period. This indicator is calculated by Ipsos Puls using offline survey data and the number of devices who visited the selected website/site section.

Reach(%):

Per cent of actual people/users (in a given target group) who visited selected website/site section in a specified time period. This indicator is calculated by Ipsos Puls using offline survey data and the number of devices who visited the selected website/site section.

Page views:

The amount of times unique users (in a given target group) in a specified time period viewed individual pages of a website.

Visits:

A series of page views generated by the uniquely identified user (in a given target group) on a given website/site section in a specified time period. In one visits, time between two consecutive page views in no longer than 30 minutes. There are two types of measurement: on the whole website and on the site section. Visits on site sections are measured separately from website visits so the number of visits for the website is not a sum of visits on the site sections.

Average page views per unique users:

The average number of page views generated by unique users (in a given target group) in a specified time period per unique user.

Average visits per unique users:

The average number of visits generated by unique users (in a given target group) in a specified time period per unique user.

Audience composition (%) :

The ratio of the number of unique users in a given target group who visited the selected website/site section in a specified time period to the total number of unique users who visited the selected website/site section in the specified time period.

Affinity index:

The ratio of the value of the audience composition for a given target group for the selected websites/site sections in a specified time period to the value of the audience composition for a given target group for the whole internet (all websites covered by the research) in the specified time period.

Page views (%)

The ratio of the number of page views (in a given target group) on each website/site section to the total number of page views (in a given target group) on all selected websites/site sections in the specified time period.

In case there is no data available:

- Data is not available, because the site was not measured in given time period.

N/A - When there is not enough data collected to create sample of chosen target group, data is not shown. For analysis minimal condition must be fulfilled (n=80), meaning that at least 80 visitors visited chosen web site and that they have fulfilled MOSS questionnaire on at least one web site that is participating in MOSS.