



Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Alen Savič

E-mail: alen.savic@tsmedia.si

Telephone number: 01/ 473 00 10

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: July 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2018.	303 599	35 607	2,7%	57 451	8,5	1,6
2.7.2018.	420 143	55 344	4,2%	83 942	7,6	1,5
3.7.2018.	429 176	53 765	4,1%	83 473	8,0	1,6
4.7.2018.	435 760	54 705	4,2%	85 006	8,0	1,6
5.7.2018.	440 504	53 936	4,1%	85 845	8,2	1,6
6.7.2018.	441 321	53 037	4,1%	84 697	8,3	1,6
7.7.2018.	295 970	33 007	2,5%	55 068	9,0	1,7
8.7.2018.	325 047	35 131	2,7%	58 522	9,3	1,7
9.7.2018.	428 124	53 496	4,1%	82 853	8,0	1,5
10.7.2018.	437 246	52 669	4,0%	82 608	8,3	1,6
11.7.2018.	458 623	58 617	4,5%	93 029	7,8	1,6
12.7.2018.	452 275	54 753	4,2%	89 657	8,3	1,6
13.7.2018.	414 102	50 527	3,9%	79 946	8,2	1,6
14.7.2018.	301 448	35 048	2,7%	60 128	8,6	1,7
15.7.2018.	341 337	38 833	3,0%	65 939	8,8	1,7
16.7.2018.	443 028	55 165	4,2%	88 622	8,0	1,6
17.7.2018.	432 876	55 960	4,3%	90 486	7,7	1,6
18.7.2018.	409 483	51 758	4,0%	81 308	7,9	1,6
19.7.2018.	400 030	49 128	3,8%	78 014	8,1	1,6
20.7.2018.	397 421	49 656	3,8%	79 335	8,0	1,6
21.7.2018.	299 532	35 559	2,7%	60 488	8,4	1,7
22.7.2018.	333 683	40 354	3,1%	68 408	8,3	1,7
23.7.2018.	442 613	57 979	4,4%	92 336	7,6	1,6
24.7.2018.	418 659	50 452	3,9%	80 104	8,3	1,6
25.7.2018.	420 028	51 408	3,9%	81 709	8,2	1,6
26.7.2018.	432 088	51 859	4,0%	85 077	8,3	1,6
27.7.2018.	403 279	51 103	3,9%	82 660	7,9	1,6
28.7.2018.	289 520	34 375	2,6%	58 064	8,4	1,7
29.7.2018.	333 124	41 846	3,2%	70 392	8,0	1,7
30.7.2018.	455 453	61 454	4,7%	100 408	7,4	1,6
31.7.2018.	444 712	53 517	4,1%	87 458	8,3	1,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2018.	303 599	35 607	2,7%	57 451	8,5	1,6
2.7.2018. - 8.7.2018.	2 787 956	136 166	10,4%	536 597	20,5	3,9
9.7.2018. - 15.7.2018.	2 833 208	137 519	10,6%	554 137	20,6	4,0
16.7.2018. - 22.7.2018.	2 716 160	133 469	10,2%	546 654	20,4	4,1
23.7.2018. - 29.7.2018.	2 739 601	132 577	10,2%	550 233	20,7	4,2
30.7.2018. - 31.7.2018.	900 213	88 190	6,8%	187 714	10,2	2,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2018. - 30.7.2018.	12 281 257	280 936	21,6%	2 432 477	43,7	8,7

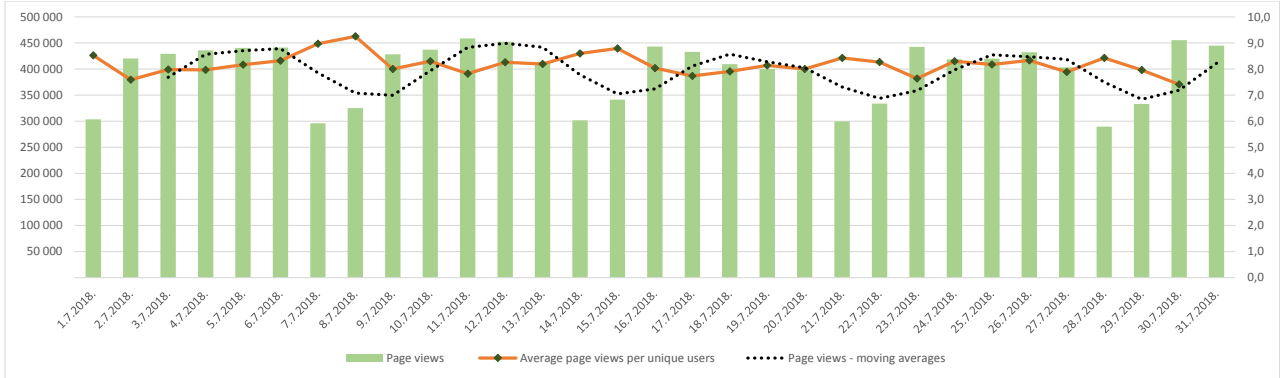
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	16,5%	110	18,1%
	Three-year high school	14,7%	114	18,6%
	Four-year high school	41,0%	98	37,6%
	Higher school, university, college or more	26,9%	92	25,1%
	I don't want to answer	1,0%	96	0,7%
Personal income	I have no income	10,6%	97	3,7%
	Less than 400 EUR	10,2%	92	4,6%
	400 to 800 EUR	29,2%	113	46,7%
	800 to 1200 EUR	24,9%	98	23,8%
	1200 to 1500 EUR	8,1%	96	5,7%
	1500 to 1800 EUR	3,9%	89	2,2%
	over 1800 EUR	4,2%	77	3,9%
	I don't want to answer	9,0%	105	9,3%
Region	Pomurska	6,0%	98	3,7%
	Podravska	15,8%	101	19,2%
	Koroška	3,5%	100	3,3%
	Savinjska	13,1%	103	10,6%
	Zasavska	2,6%	110	3,2%
	Spodnje-posavska	2,7%	88	4,0%
	JV Slovenija	6,4%	98	4,7%
	Osrednjeslovenska	26,7%	98	21,0%
	Gorenjska	10,3%	103	11,2%
	Notranjsko-kraška	2,1%	99	1,8%
	Goriška	6,0%	102	13,1%
	Obalno-kraška	4,9%	102	4,3%
	Gender	Male	46,5%	95
Female		53,5%	105	48,0%
Age	10 to 17 years	3,6%	95	0,3%
	18 to 24 years	9,1%	78	4,4%
	25 to 29 years	7,2%	78	2,2%
	30 to 39 years	19,1%	80	7,5%
	40 to 49 years	21,8%	97	14,3%
	50 to 59 years	21,8%	130	30,2%
Employment status	60 to 75 years	17,1%	143	40,9%
	Employed in public sector	15,1%	101	14,4%
	Employed in a private company	36,3%	93	27,7%
	Self-employed	8,5%	92	5,2%
	Unemployed	7,6%	103	6,2%
	Retired	17,5%	149	41,3%
	Pupil	6,3%	94	2,3%
	Student	7,8%	78	2,4%
	I don't want to answer	0,9%	81	0,5%

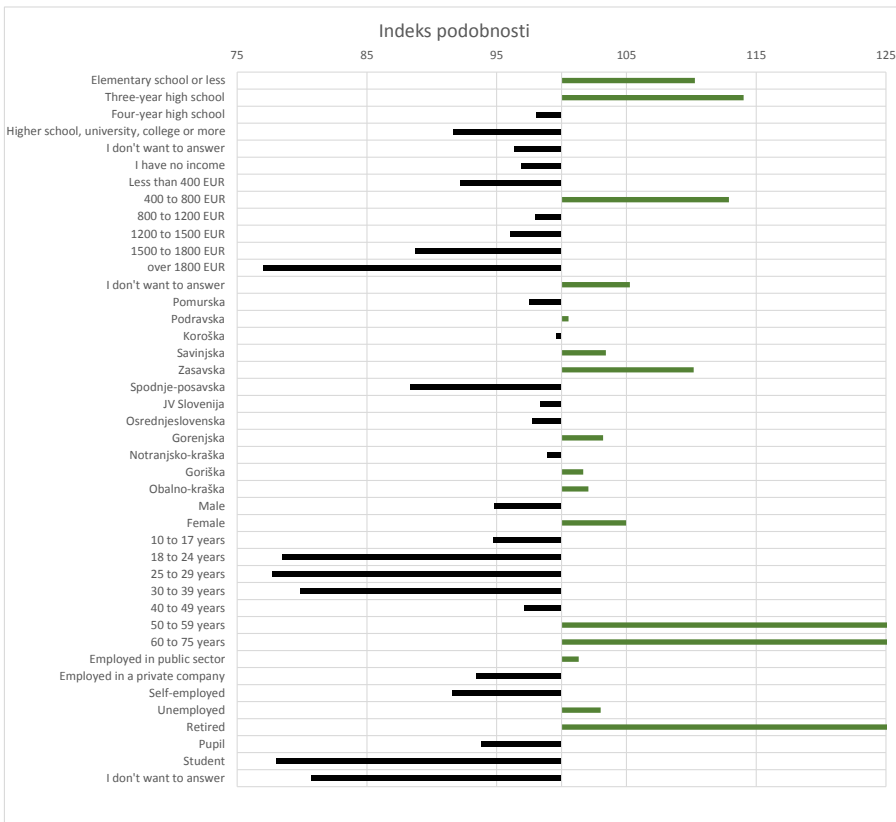


Note:

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 1.7. to 31.7.2018. 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 1.7. to 31.7.2018. 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.