



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:

On September 11, 2018 due to a technical failure, data was not measured on any website included in the MOSS survey.

Period: September 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2018.	374 982	45 141	3,5%	75 772	8,3	1,7
2.9.2018.	387 550	47 918	3,7%	77 801	8,1	1,6
3.9.2018.	496 910	66 555	5,1%	102 289	7,5	1,5
4.9.2018.	468 943	61 762	4,7%	94 053	7,6	1,5
5.9.2018.	417 112	56 440	4,3%	84 856	7,4	1,5
6.9.2018.	400 813	57 177	4,4%	88 042	7,0	1,5
7.9.2018.	387 272	55 056	4,2%	85 714	7,0	1,6
8.9.2018.	280 882	37 374	2,9%	58 655	7,5	1,6
9.9.2018.	305 103	37 755	2,9%	59 832	8,1	1,6
10.9.2018.	443 769	61 848	4,7%	93 028	7,2	1,5
11.9.2018.			0,0%		0,0	0,0
12.9.2018.	473 734	63 575	4,9%	94 504	7,5	1,5
13.9.2018.	421 484	54 970	4,2%	82 799	7,7	1,5
14.9.2018.	410 380	52 609	4,0%	80 089	7,8	1,5
15.9.2018.	293 826	34 472	2,6%	54 629	8,5	1,6
16.9.2018.	327 484	38 977	3,0%	60 610	8,4	1,6
17.9.2018.	460 794	62 651	4,8%	93 658	7,4	1,5
18.9.2018.	452 493	60 985	4,7%	91 718	7,4	1,5
19.9.2018.	442 387	58 903	4,5%	87 858	7,5	1,5
20.9.2018.	430 592	55 984	4,3%	84 174	7,7	1,5
21.9.2018.	402 878	52 933	4,1%	80 898	7,6	1,5
22.9.2018.	354 547	44 059	3,4%	70 344	8,0	1,6
23.9.2018.	331 709	43 086	3,3%	67 067	7,7	1,6
24.9.2018.	474 058	65 011	5,0%	97 871	7,3	1,5
25.9.2018.	448 567	61 660	4,7%	90 309	7,3	1,5
26.9.2018.	432 576	58 467	4,5%	84 703	7,4	1,4
27.9.2018.	428 585	55 697	4,3%	81 792	7,7	1,5
28.9.2018.	401 060	53 273	4,1%	79 143	7,5	1,5
29.9.2018.	218 908	33 930	2,6%	52 852	6,5	1,6
30.9.2018.	244 711	36 611	2,8%	57 183	6,7	1,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2018. - 2.9.2018.	762 530	73 435	5,6%	153 574	10,4	2,1
3.9.2018. - 9.9.2018.	2 757 205	150 566	11,6%	573 504	18,3	3,8
10.9.2018. - 16.9.2018.	2 370 674	130 600	10,0%	465 466	18,2	3,6
17.9.2018. - 23.9.2018.	2 875 439	154 353	11,8%	575 696	18,6	3,7
24.9.2018. - 30.9.2018.	2 648 625	150 081	11,5%	543 388	17,6	3,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2018. - 30.9.2018.	11 414 761	295 692	22,7%	2 312 180	38,6	7,8

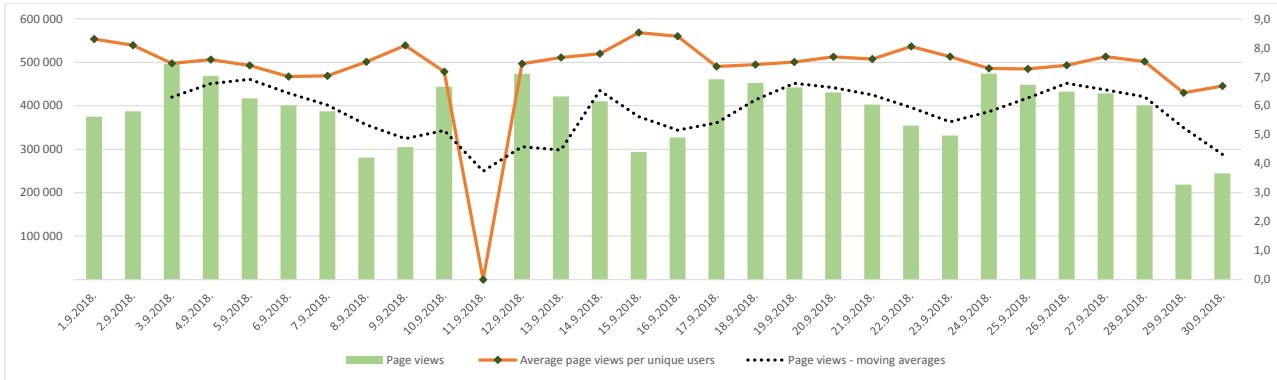
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	15,3%	99	24,1%
	Three-year high school	14,1%	110	16,8%
	Four-year high school	41,3%	99	34,3%
	Higher school, university, college or more	28,3%	97	24,2%
	I don't want to answer	1,0%	98	0,6%
Personal income	I have no income	10,0%	91	3,6%
	Less than 400 EUR	9,7%	87	7,7%
	400 to 800 EUR	28,3%	111	44,3%
	800 to 1200 EUR	26,0%	101	24,0%
	1200 to 1500 EUR	8,1%	100	5,2%
	1500 to 1800 EUR	4,5%	96	2,3%
	over 1800 EUR	4,8%	86	2,5%
	I don't want to answer	8,7%	103	10,5%
Region	Pomurska	6,6%	110	2,5%
	Podravska	15,9%	102	15,9%
	Koroška	3,4%	91	4,1%
	Savinjska	12,8%	100	9,6%
	Zasavska	2,2%	102	2,5%
	Spodnje-posavska	3,4%	113	4,4%
	JV Slovenija	6,8%	103	8,6%
	Osrednjeslovenska	25,9%	94	20,9%
	Gorenjska	10,4%	103	17,6%
	Notranjsko-kraška	2,2%	105	1,3%
	Goriška	5,8%	104	8,2%
	Obalno-kraška	4,6%	93	4,5%
	Gender	Male	46,2%	94
Female		53,8%	106	44,7%
Age	10 to 17 years	3,6%	84	4,4%
	18 to 24 years	9,2%	75	3,7%
	25 to 29 years	6,9%	73	1,3%
	30 to 39 years	21,2%	89	7,0%
	40 to 49 years	22,1%	100	21,0%
	50 to 59 years	20,6%	125	24,1%
Employment status	60 to 75 years	16,2%	142	38,5%
	Employed in public sector	15,4%	107	12,4%
	Employed in a private company	37,7%	96	25,4%
	Self-employed	8,6%	94	5,7%
	Unemployed	8,2%	114	5,6%
	Retired	16,2%	141	41,8%
	Pupil	5,2%	72	6,1%
	Student	7,5%	75	2,1%
	I don't want to answer	1,1%	99	0,8%

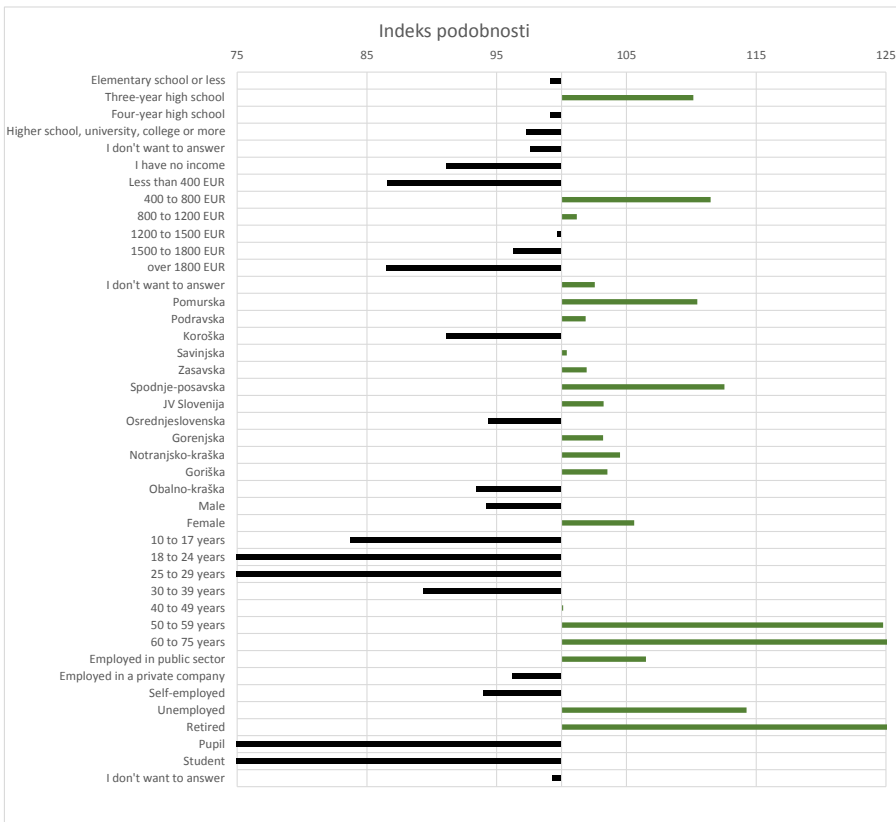


Note:

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 site 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 1.9. to 30.9.2018. 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 1.9. to 30.9.2018. 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.