



Website: Najdi.si

Provider:

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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: November 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018.	371 793	47 027	3,6%	74 077	7,9	1,6
2.11.2018.	406 078	56 167	4,3%	86 209	7,2	1,5
3.11.2018.	328 535	43 747	3,3%	68 842	7,5	1,6
4.11.2018.	356 457	47 400	3,6%	74 093	7,5	1,6
5.11.2018.	481 052	69 973	5,3%	101 931	6,9	1,5
6.11.2018.	468 979	65 627	5,0%	95 916	7,1	1,5
7.11.2018.	462 923	64 831	4,9%	94 055	7,1	1,5
8.11.2018.	441 641	58 586	4,5%	85 217	7,5	1,5
9.11.2018.	419 543	56 819	4,3%	83 591	7,4	1,5
10.11.2018.	319 622	39 355	3,0%	61 142	8,1	1,6
11.11.2018.	357 397	46 585	3,6%	73 086	7,7	1,6
12.11.2018.	469 484	65 298	5,0%	96 019	7,2	1,5
13.11.2018.	461 693	61 979	4,7%	91 779	7,4	1,5
14.11.2018.	452 345	59 686	4,6%	88 071	7,6	1,5
15.11.2018.	440 377	58 854	4,5%	86 010	7,5	1,5
16.11.2018.	420 706	56 464	4,3%	83 728	7,5	1,5
17.11.2018.	314 682	39 456	3,0%	60 769	8,0	1,5
18.11.2018.	306 835	41 146	3,1%	66 420	7,5	1,6
19.11.2018.	484 317	68 957	5,3%	103 702	7,0	1,5
20.11.2018.	506 190	65 665	5,0%	98 181	7,7	1,5
21.11.2018.	480 811	62 121	4,7%	91 345	7,7	1,5
22.11.2018.	455 710	61 803	4,7%	90 641	7,4	1,5
23.11.2018.	403 393	56 730	4,3%	84 110	7,1	1,5
24.11.2018.	326 295	41 228	3,1%	62 385	7,9	1,5
25.11.2018.	374 034	47 073	3,6%	72 211	7,9	1,5
26.11.2018.	430 675	68 960	5,3%	103 609	6,2	1,5
27.11.2018.	346 870	65 232	5,0%	95 643	5,3	1,5
28.11.2018.	337 935	62 824	4,8%	89 918	5,4	1,4
29.11.2018.	318 297	59 089	4,5%	85 345	5,4	1,4
30.11.2018.	296 699	55 364	4,2%	80 000	5,4	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018. - 4.11.2018.	1 462 868	112 686	8,6%	303 246	13,0	2,7
5.11.2018. - 11.11.2018.	2 951 222	163 890	12,5%	594 858	18,0	3,6
12.11.2018. - 18.11.2018.	2 866 203	156 104	11,9%	572 700	18,4	3,7
19.11.2018. - 25.11.2018.	3 030 796	166 457	12,7%	602 474	18,2	3,6
26.11.2018. - 30.11.2018.	1 730 485	158 461	12,1%	454 462	10,9	2,9

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018. - 30.11.2018.	12 041 655	326 762	24,9%	2 524 886	36,9	7,7

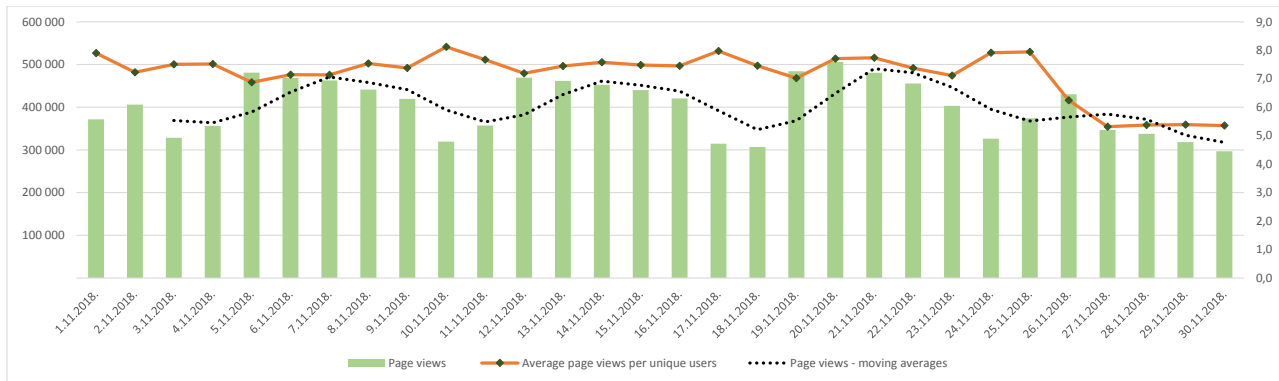
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	15,2%	96	26,0%	
	Three-year high school	15,0%	115	14,3%	
	Four-year high school	41,6%	100	34,3%	
	Higher school, university, college or more	27,3%	95	24,9%	
	I don't want to answer	0,9%	89	0,5%	
Personal income	I have no income	9,4%	83	7,0%	
	Less than 400 EUR	9,7%	87	3,2%	
	400 to 800 EUR	28,8%	115	42,3%	
	800 to 1200 EUR	26,5%	104	24,0%	
	1200 to 1500 EUR	7,7%	93	6,7%	
	1500 to 1800 EUR	4,2%	94	2,7%	
	over 1800 EUR	4,5%	81	2,3%	
	I don't want to answer	9,1%	108	11,8%	
Region	Pomurska	6,4%	110	6,8%	
	Podravska	15,3%	96	16,9%	
	Koroška	3,5%	95	5,4%	
	Savinjska	12,8%	99	8,6%	
	Zasavska	2,1%	98	2,4%	
	Spodnje-posavska	3,4%	105	3,9%	
	JV Slovenija	7,1%	109	6,2%	
	Osrednjeslovenska	26,4%	98	21,7%	
	Gorenjska	9,5%	93	15,2%	
	Notranjsko-kraška	2,3%	111	1,1%	
	Goriška	6,4%	113	8,4%	
	Obalno-kraška	4,6%	94	3,4%	
	Gender	Male	47,7%	97	56,4%
		Female	52,3%	103	43,6%
Age	10 to 17 years	3,6%	76	3,4%	
	18 to 24 years	9,4%	70	3,0%	
	25 to 29 years	6,7%	73	1,3%	
	30 to 39 years	20,4%	84	6,6%	
	40 to 49 years	22,0%	103	20,3%	
	50 to 59 years	21,4%	134	24,1%	
	60 to 75 years	16,3%	149	41,1%	
Employment status	Employed in public sector	14,6%	103	12,0%	
	Employed in a private company	37,7%	96	28,4%	
	Self-employed	8,9%	98	6,4%	
	Unemployed	7,8%	110	5,6%	
	Retired	17,2%	153	43,4%	
	Pupil	5,0%	67	1,4%	
	Student	7,5%	69	1,9%	
	I don't want to answer	1,4%	133	0,9%	

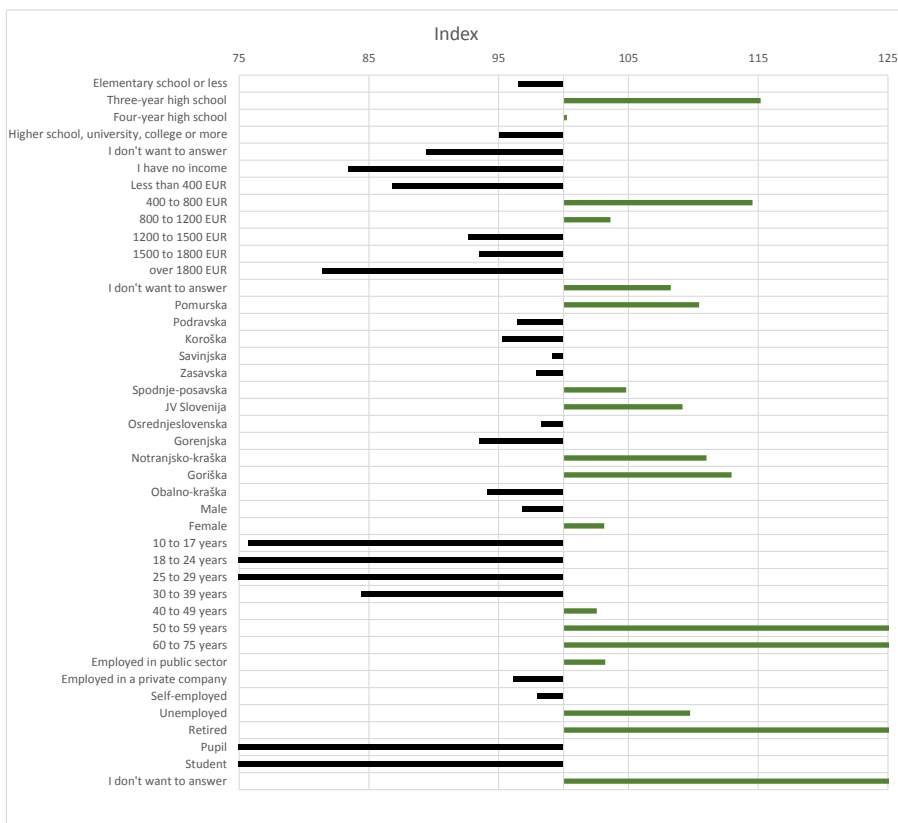


Note:

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 1.11. to 30.11.2018. 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 1.11. to 30.11.2018. 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.