



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: December 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2018.	218 382	37 611	2,9%	56 370	5,8	1,5
2.12.2018.	254 620	42 975	3,3%	67 260	5,9	1,6
3.12.2018.	349 268	67 103	5,1%	99 089	5,2	1,5
4.12.2018.	323 570	62 789	4,8%	89 210	5,2	1,4
5.12.2018.	324 595	61 826	4,7%	89 237	5,3	1,4
6.12.2018.	316 790	59 427	4,5%	84 985	5,3	1,4
7.12.2018.	301 232	54 039	4,1%	78 474	5,6	1,5
8.12.2018.	243 679	38 806	3,0%	58 779	6,3	1,5
9.12.2018.	249 330	41 889	3,2%	63 049	6,0	1,5
10.12.2018.	328 563	64 393	4,9%	91 348	5,1	1,4
11.12.2018.	307 672	59 864	4,6%	85 346	5,1	1,4
12.12.2018.	315 233	59 003	4,5%	84 586	5,3	1,4
13.12.2018.	305 574	56 288	4,3%	81 116	5,4	1,4
14.12.2018.	292 721	54 747	4,2%	79 485	5,3	1,5
15.12.2018.	210 941	37 274	2,8%	56 018	5,7	1,5
16.12.2018.	232 530	41 751	3,2%	61 409	5,6	1,5
17.12.2018.	319 201	61 999	4,7%	87 434	5,1	1,4
18.12.2018.	309 601	58 024	4,4%	82 055	5,3	1,4
19.12.2018.	311 154	58 653	4,5%	83 644	5,3	1,4
20.12.2018.	302 150	56 402	4,3%	80 880	5,4	1,4
21.12.2018.	272 870	50 964	3,9%	73 487	5,4	1,4
22.12.2018.	211 508	36 229	2,8%	54 624	5,8	1,5
23.12.2018.	238 494	41 753	3,2%	67 286	5,7	1,6
24.12.2018.	251 479	46 917	3,6%	73 180	5,4	1,6
25.12.2018.	231 986	38 301	2,9%	61 326	6,1	1,6
26.12.2018.	242 604	41 833	3,2%	65 043	5,8	1,6
27.12.2018.	281 698	51 962	4,0%	78 261	5,4	1,5
28.12.2018.	264 348	49 005	3,7%	73 469	5,4	1,5
29.12.2018.	224 734	37 315	2,8%	57 181	6,0	1,5
30.12.2018.	232 092	38 457	2,9%	59 262	6,0	1,5
31.12.2018.	229 521	39 194	3,0%	61 037	5,9	1,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2018. - 2.12.2018.	473 006	62 983	4,8%	123 625	7,5	2,0
3.12.2018. - 9.12.2018.	2 108 479	161 353	12,3%	562 894	13,1	3,5
10.12.2018. - 16.12.2018.	1 993 234	157 878	12,0%	539 275	12,6	3,4
17.12.2018. - 23.12.2018.	1 965 072	151 795	11,6%	529 439	12,9	3,5
24.12.2018. - 30.12.2018.	1 728 946	123 765	9,4%	467 741	14,0	3,8
31.12.2018.	229 521	39 194	3,0%	61 037	5,9	1,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2018. - 31.12.2018.	8 498 267	303 133	23,1%	2 284 114	28,0	7,5

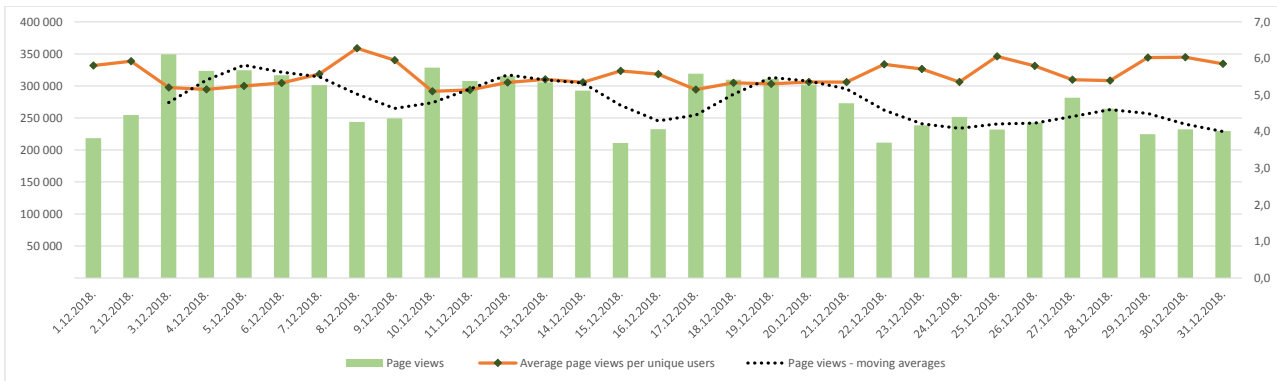
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	16,2%	103	22,4%
	Three-year high school	14,4%	111	11,6%
	Four-year high school	41,7%	100	43,7%
	Higher school, university, college or more	26,7%	93	21,6%
	I don't want to answer	1,1%	111	0,7%
Personal income	I have no income	9,8%	87	9,1%
	Less than 400 EUR	9,2%	81	8,3%
	400 to 800 EUR	28,7%	115	30,5%
	800 to 1200 EUR	26,5%	104	25,6%
	1200 to 1500 EUR	8,0%	95	7,0%
	1500 to 1800 EUR	3,8%	86	2,9%
	over 1800 EUR	4,9%	88	2,7%
	I don't want to answer	9,0%	107	13,8%
Region	Pomurska	6,4%	111	10,1%
	Podravska	15,6%	98	17,4%
	Koroška	4,0%	108	1,8%
	Savinjska	13,3%	104	8,9%
	Zasavska	2,3%	107	2,5%
	Spodnje-posavska	3,4%	105	3,6%
	JV Slovenija	6,6%	101	5,2%
	Osrednjeslovenska	25,7%	95	22,1%
	Gorenjska	9,9%	99	14,2%
	Notranjsko-kraška	2,1%	103	1,5%
	Goriška	6,2%	106	8,6%
	Obalno-kraška	4,5%	92	4,0%
	Gender	Male	46,7%	95
Female		53,3%	105	52,1%
Age	10 to 17 years	2,8%	83	5,2%
	18 to 24 years	9,8%	75	4,2%
	25 to 29 years	7,4%	82	1,3%
	30 to 39 years	19,1%	82	11,8%
	40 to 49 years	22,3%	101	13,5%
	50 to 59 years	20,7%	126	25,3%
	60 to 75 years	17,3%	143	36,4%
Employment status	Employed in public sector	14,1%	99	10,4%
	Employed in a private company	37,7%	96	36,2%
	Self-employed	8,7%	98	7,4%
	Unemployed	7,6%	111	6,5%
	Retired	16,8%	148	33,0%
	Pupil	5,8%	78	3,6%
	Student	8,3%	77	2,5%
	I don't want to answer	1,0%	92	0,4%

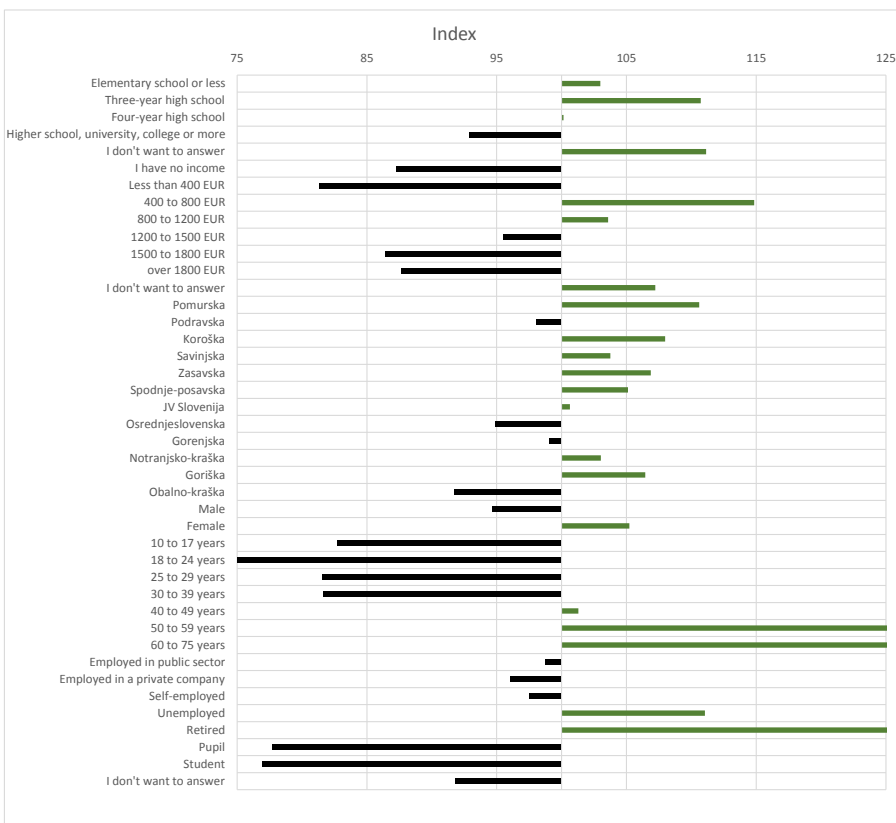


Note:

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 1.12. to 31.12.2018. 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 1.12. to 31.12.2018. 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.