



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: January 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2019.	229 445	36 165	2,7%	57 948	6,3	1,6
2.1.2019.	268 261	45 952	3,5%	69 901	5,8	1,5
3.1.2019.	325 902	64 073	4,9%	91 461	5,1	1,4
4.1.2019.	302 945	59 024	4,5%	83 746	5,1	1,4
5.1.2019.	236 925	42 639	3,2%	62 629	5,6	1,5
6.1.2019.	241 553	43 092	3,3%	62 393	5,6	1,4
7.1.2019.	334 820	67 241	5,1%	92 591	5,0	1,4
8.1.2019.	321 957	65 450	5,0%	88 993	4,9	1,4
9.1.2019.	325 341	63 062	4,8%	87 472	5,2	1,4
10.1.2019.	316 344	62 657	4,8%	86 350	5,0	1,4
11.1.2019.	302 720	59 953	4,6%	85 836	5,0	1,4
12.1.2019.	224 030	42 134	3,2%	62 395	5,3	1,5
13.1.2019.	237 750	44 648	3,4%	64 753	5,3	1,5
14.1.2019.	320 145	65 653	5,0%	91 912	4,9	1,4
15.1.2019.	319 376	62 207	4,7%	86 090	5,1	1,4
16.1.2019.	318 633	61 932	4,7%	85 514	5,1	1,4
17.1.2019.	328 557	61 372	4,7%	85 930	5,4	1,4
18.1.2019.	326 328	58 991	4,5%	84 927	5,5	1,4
19.1.2019.	239 514	40 478	3,1%	59 482	5,9	1,5
20.1.2019.	240 581	44 557	3,4%	65 921	5,4	1,5
21.1.2019.	340 822	66 687	5,1%	94 531	5,1	1,4
22.1.2019.	342 245	64 821	4,9%	90 533	5,3	1,4
23.1.2019.	345 370	63 959	4,9%	93 688	5,4	1,5
24.1.2019.	329 868	63 528	4,8%	90 712	5,2	1,4
25.1.2019.	309 203	58 043	4,4%	83 415	5,3	1,4
26.1.2019.	234 182	42 865	3,3%	63 523	5,5	1,5
27.1.2019.	242 100	43 050	3,3%	63 155	5,6	1,5
28.1.2019.	351 137	67 878	5,2%	96 580	5,2	1,4
29.1.2019.	345 418	65 575	5,0%	94 474	5,3	1,4
30.1.2019.	336 851	65 175	4,9%	94 091	5,2	1,4
31.1.2019.	334 596	65 427	5,0%	93 328	5,1	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2019. - 6.1.2019.	1 605 074	137 691	10,5%	428 208	11,7	3,1
7.1.2019. - 13.1.2019.	2 062 999	174 445	13,2%	568 401	11,8	3,3
14.1.2019. - 20.1.2019.	2 093 162	169 866	12,9%	559 771	12,3	3,3
21.1.2019. - 27.1.2019.	2 143 816	171 206	13,0%	579 581	12,5	3,4
28.1.2019. - 31.1.2019.	1 368 009	153 690	11,7%	378 475	8,9	2,5

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2019. - 31.1.2019.	9 273 067	351 028	26,6%	2 514 410	26,4	7,2

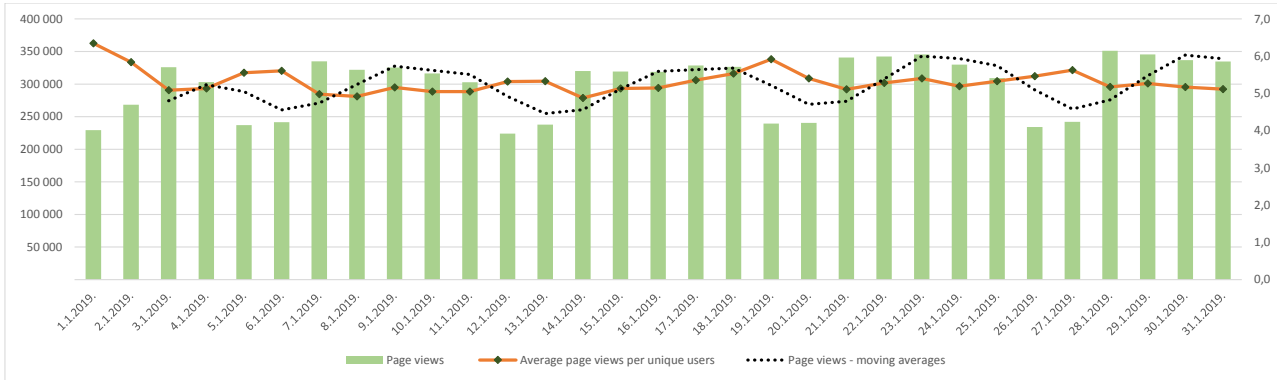
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	15,7%	101	12,9%
	Three-year high school	14,8%	115	12,2%
	Four-year high school	41,6%	100	46,8%
	Higher school, university, college or more	27,0%	93	27,4%
	I don't want to answer	0,9%	93	0,7%
Personal income	I have no income	9,8%	88	5,3%
	Less than 400 EUR	9,2%	81	3,7%
	400 to 800 EUR	28,4%	114	31,9%
	800 to 1200 EUR	26,3%	102	27,9%
	1200 to 1500 EUR	8,4%	99	7,4%
	1500 to 1800 EUR	4,6%	104	3,6%
	over 1800 EUR	4,7%	84	4,9%
	I don't want to answer	8,5%	100	15,3%
Region	Pomurska	6,0%	104	6,8%
	Podravska	14,8%	93	19,4%
	Koroška	4,2%	112	1,9%
	Savinjska	14,0%	107	10,1%
	Zasavska	2,1%	91	2,4%
	Spodnje-posavska	3,5%	111	4,2%
	JV Slovenija	6,4%	98	4,3%
	Osrednjeslovenska	25,3%	93	24,0%
	Gorenjska	10,5%	106	10,5%
	Notranjsko-kraška	2,0%	96	2,7%
	Goriška	6,2%	109	9,9%
	Obalno-kraška	4,9%	102	4,0%
	Gender	Male	46,5%	96
Female		53,5%	104	46,1%
Age	10 to 17 years	2,6%	75	1,5%
	18 to 24 years	9,7%	75	3,9%
	25 to 29 years	6,3%	69	1,4%
	30 to 39 years	20,7%	88	12,9%
	40 to 49 years	22,1%	100	13,4%
	50 to 59 years	21,4%	128	24,0%
Employment status	60 to 75 years	16,6%	139	40,7%
	Employed in public sector	14,7%	103	13,3%
	Employed in a private company	38,8%	99	32,3%
	Self-employed	9,0%	100	7,9%
	Unemployed	7,3%	108	7,2%
	Retired	16,1%	144	33,2%
	Pupil	5,4%	73	3,6%
	Student	7,6%	70	1,9%
	I don't want to answer	1,0%	98	0,5%

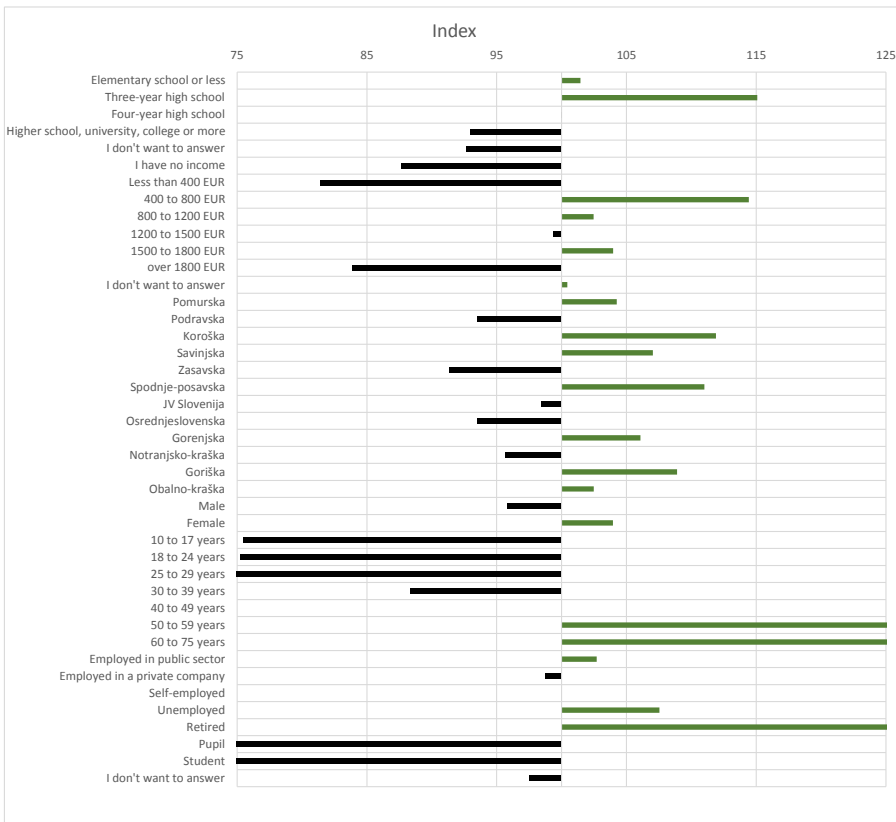


Note:

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 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 1.1. to 31.1.2019. 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 1.1. to 31.1.2019. 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.