



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:

Period: February 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2019.	315 349	60 991	4,6%	87 007	5,2	1,4
2.2.2019.	250 019	43 056	3,3%	64 415	5,8	1,5
3.2.2019.	254 862	47 714	3,6%	71 145	5,3	1,5
4.2.2019.	337 922	68 450	5,2%	95 229	4,9	1,4
5.2.2019.	338 659	64 998	4,9%	91 241	5,2	1,4
6.2.2019.	323 684	62 362	4,7%	88 851	5,2	1,4
7.2.2019.	297 075	56 733	4,3%	80 096	5,2	1,4
8.2.2019.	232 307	40 084	3,0%	59 066	5,8	1,5
9.2.2019.	223 559	40 743	3,1%	60 481	5,5	1,5
10.2.2019.	262 127	46 580	3,5%	68 744	5,6	1,5
11.2.2019.	338 791	67 461	5,1%	95 120	5,0	1,4
12.2.2019.	313 809	63 169	4,8%	86 943	5,0	1,4
13.2.2019.	309 591	61 051	4,6%	84 698	5,1	1,4
14.2.2019.	299 812	57 648	4,4%	79 771	5,2	1,4
15.2.2019.	284 902	53 769	4,1%	75 915	5,3	1,4
16.2.2019.	208 502	36 214	2,7%	53 428	5,8	1,5
17.2.2019.	227 158	38 349	2,9%	56 880	5,9	1,5
18.2.2019.	308 375	61 795	4,7%	86 329	5,0	1,4
19.2.2019.	302 100	59 818	4,5%	83 530	5,1	1,4
20.2.2019.	294 246	59 756	4,5%	82 824	4,9	1,4
21.2.2019.	306 040	58 189	4,4%	82 509	5,3	1,4
22.2.2019.	296 180	54 483	4,1%	79 491	5,4	1,5
23.2.2019.	227 637	39 355	3,0%	58 525	5,8	1,5
24.2.2019.	238 110	44 052	3,3%	66 407	5,4	1,5
25.2.2019.	320 350	61 528	4,7%	88 994	5,2	1,4
26.2.2019.	299 541	58 018	4,4%	80 232	5,2	1,4
27.2.2019.	288 482	55 552	4,2%	78 012	5,2	1,4
28.2.2019.	275 443	53 131	4,0%	74 975	5,2	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2019. - 3.2.2019.	820 231	104 078	7,9%	222 607	7,9	2,1
4.2.2019. - 10.2.2019.	2 015 345	164 788	12,5%	543 719	12,2	3,3
11.2.2019. - 17.2.2019.	1 982 622	164 526	12,5%	532 867	12,1	3,2
18.2.2019. - 24.2.2019.	1 972 736	162 405	12,3%	539 646	12,1	3,3
25.2.2019. - 28.2.2019.	1 183 814	134 350	10,2%	322 204	8,8	2,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2019. - 28.2.2019.	7 974 768	331 171	25,1%	2 161 029	24,1	6,5

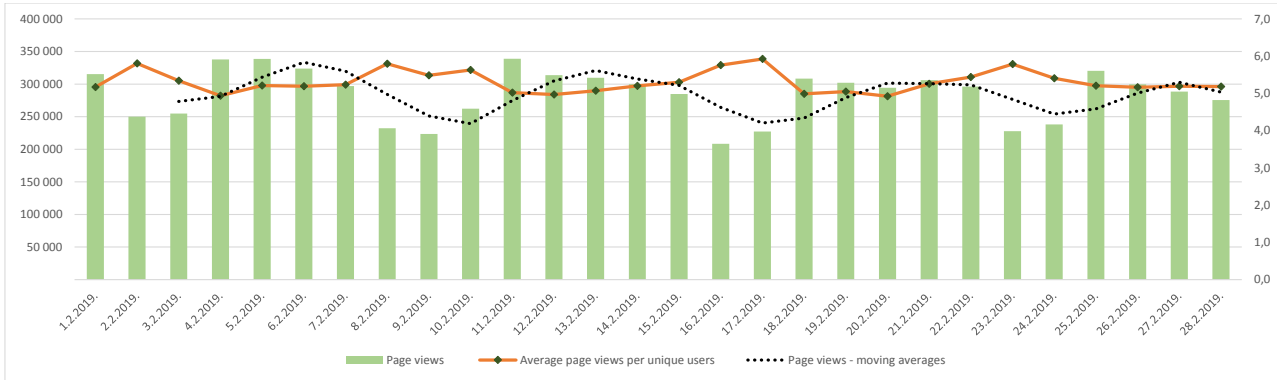
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	15,4%	100	10,5%
	Three-year high school	14,4%	111	14,0%
	Four-year high school	42,1%	101	46,4%
	Higher school, university, college or more	27,2%	94	28,6%
	I don't want to answer	1,0%	94	0,5%
Personal income	I have no income	9,5%	83	5,5%
	Less than 400 EUR	10,7%	97	4,0%
	400 to 800 EUR	27,7%	112	30,4%
	800 to 1200 EUR	25,9%	101	25,3%
	1200 to 1500 EUR	8,2%	99	7,5%
	1500 to 1800 EUR	4,1%	93	3,3%
	over 1800 EUR	5,0%	88	7,0%
	I don't want to answer	8,9%	104	17,0%
Region	Pomurska	5,8%	96	6,5%
	Podravska	14,9%	94	14,3%
	Koroška	4,1%	107	2,4%
	Savinjska	13,0%	101	10,4%
	Zasavska	2,6%	114	1,8%
	Spodnje-posavska	3,2%	105	5,0%
	JV Slovenija	6,9%	104	4,5%
	Osrednjeslovenska	26,1%	97	25,2%
	Gorenjska	9,9%	99	9,0%
	Notranjsko-kraška	2,2%	103	1,4%
	Goriška	6,2%	109	14,7%
	Obalno-kraška	5,2%	108	4,9%
	Gender	Male	46,7%	96
Female		53,3%	104	51,3%
Age	10 to 17 years	3,1%	90	0,6%
	18 to 24 years	9,2%	71	4,8%
	25 to 29 years	6,6%	72	1,3%
	30 to 39 years	19,4%	83	8,3%
	40 to 49 years	22,0%	100	13,0%
	50 to 59 years	22,1%	131	27,0%
	60 to 75 years	17,1%	143	42,1%
Employment status	Employed in public sector	14,9%	104	14,2%
	Employed in a private company	38,0%	96	26,6%
	Self-employed	8,5%	95	9,8%
	Unemployed	7,9%	115	7,5%
	Retired	16,3%	146	35,8%
	Pupil	5,5%	73	3,1%
	Student	7,9%	73	2,4%
	I don't want to answer	1,2%	108	0,6%

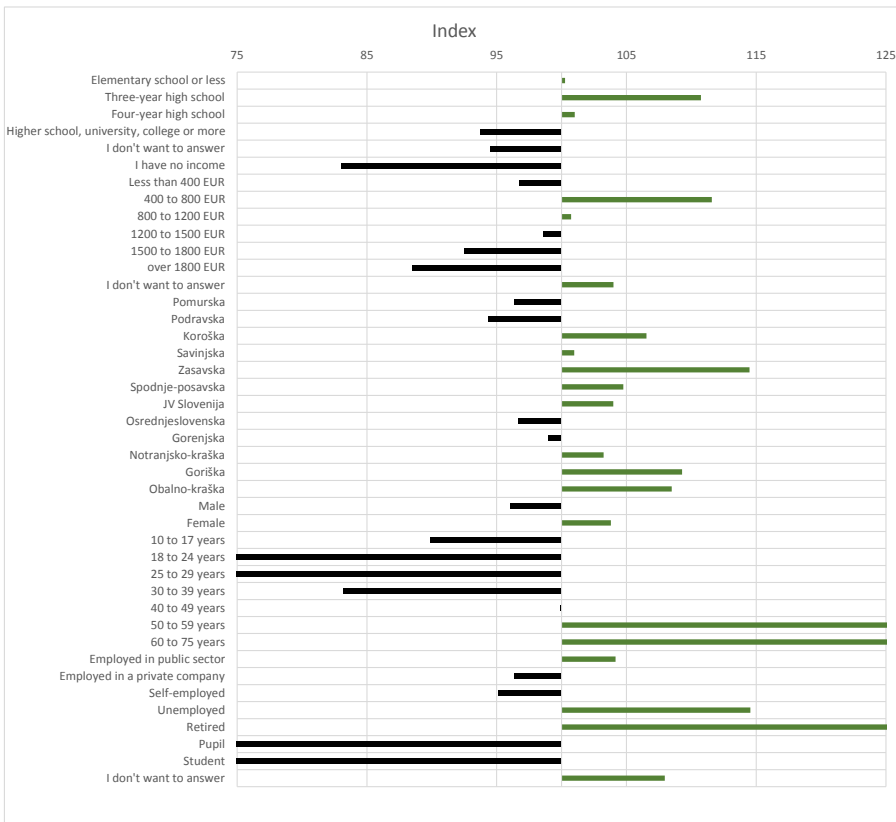


Note:

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 1.2. to 28.2.2019. 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 1.2. to 28.2.2019. 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.