



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: March 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2019.	278 293	53 882	4,1%	75 305	5,2	1,4
2.3.2019.	203 020	36 308	2,8%	53 435	5,6	1,5
3.3.2019.	220 474	41 140	3,1%	60 412	5,4	1,5
4.3.2019.	308 714	63 337	4,8%	88 183	4,9	1,4
5.3.2019.	295 381	59 514	4,5%	82 036	5,0	1,4
6.3.2019.	307 388	60 562	4,6%	84 375	5,1	1,4
7.3.2019.	307 336	59 547	4,5%	84 478	5,2	1,4
8.3.2019.	285 762	54 190	4,1%	77 328	5,3	1,4
9.3.2019.	200 512	35 560	2,7%	53 569	5,6	1,5
10.3.2019.	234 269	42 642	3,2%	62 481	5,5	1,5
11.3.2019.	338 077	68 207	5,2%	97 499	5,0	1,4
12.3.2019.	310 048	61 397	4,7%	86 473	5,0	1,4
13.3.2019.	322 095	61 545	4,7%	87 759	5,2	1,4
14.3.2019.	292 247	57 461	4,4%	80 361	5,1	1,4
15.3.2019.	271 110	51 058	3,9%	74 025	5,3	1,4
16.3.2019.	193 061	32 678	2,5%	49 649	5,9	1,5
17.3.2019.	218 702	38 364	2,9%	57 370	5,7	1,5
18.3.2019.	336 839	66 015	5,0%	94 165	5,1	1,4
19.3.2019.	314 507	62 035	4,7%	85 031	5,1	1,4
20.3.2019.	298 442	56 875	4,3%	80 225	5,2	1,4
21.3.2019.	281 687	53 637	4,1%	76 183	5,3	1,4
22.3.2019.	255 437	48 238	3,7%	68 641	5,3	1,4
23.3.2019.	178 106	30 119	2,3%	45 408	5,9	1,5
24.3.2019.	198 449	33 140	2,5%	50 492	6,0	1,5
25.3.2019.	304 746	59 842	4,5%	85 612	5,1	1,4
26.3.2019.	303 662	59 473	4,5%	83 669	5,1	1,4
27.3.2019.	303 616	59 094	4,5%	82 006	5,1	1,4
28.3.2019.	288 797	55 730	4,2%	78 545	5,2	1,4
29.3.2019.	259 947	49 179	3,7%	70 766	5,3	1,4
30.3.2019.	173 893	30 872	2,3%	46 048	5,6	1,5
31.3.2019.	187 472	33 354	2,5%	48 788	5,6	1,5

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2019. - 3.3.2019.	701 807	91 059	6,9%	189 145	7,7	2,1
4.3.2019. - 10.2.2019.	1 939 439	163 928	12,4%	532 525	11,8	3,2
11.3.2019. - 17.3.2019.	1 945 355	161 046	12,2%	533 232	12,1	3,3
18.3.2019. - 24.3.2019.	1 863 514	152 406	11,6%	500 229	12,2	3,3
25.3.2019. - 31.3.2019.	1 822 165	151 738	11,5%	495 474	12,0	3,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2019. - 31.3.2019.	8 272 313	327 749	24,9%	2 250 631	25,2	6,9

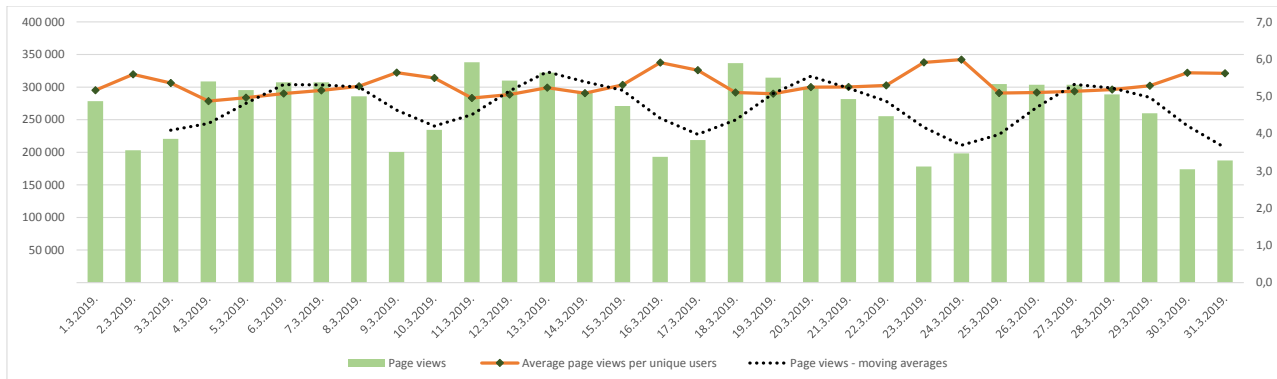
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,1%	90	10,2%
	Three-year high school	14,2%	110	16,9%
	Four-year high school	43,0%	103	41,6%
	Higher school, university, college or more	27,9%	97	30,6%
	I don't want to answer	0,9%	88	0,7%
Personal income	I have no income	9,8%	86	7,8%
	Less than 400 EUR	9,2%	81	3,7%
	400 to 800 EUR	27,6%	110	31,8%
	800 to 1200 EUR	26,4%	105	24,8%
	1200 to 1500 EUR	8,3%	99	8,2%
	1500 to 1800 EUR	4,6%	101	4,2%
	over 1800 EUR	4,8%	85	5,6%
Region	I don't want to answer	9,4%	111	13,9%
	Pomurska	6,1%	103	6,6%
	Podravska	15,2%	97	12,3%
	Koroška	3,8%	99	2,4%
	Savinjska	12,8%	99	11,1%
	Zasavska	2,2%	96	1,3%
	Spodnje-posavska	3,8%	122	5,9%
	JV Slovenija	5,9%	88	5,2%
	Osrednjeslovenska	27,0%	100	25,6%
	Gorenjska	10,0%	102	11,9%
	Notranjsko-kraška	2,1%	101	0,8%
	Goriška	6,1%	106	11,1%
	Obalno-kraška	4,8%	102	5,8%
	Gender	Male	45,8%	95
Female		54,2%	105	53,4%
Age	10 to 17 years	2,9%	80	0,6%
	18 to 24 years	9,0%	70	6,2%
	25 to 29 years	6,5%	72	1,3%
	30 to 39 years	20,6%	89	7,9%
	40 to 49 years	22,4%	101	15,1%
	50 to 59 years	21,1%	126	25,8%
	60 to 75 years	16,9%	141	40,2%
Employment status	Employed in public sector	15,0%	105	14,9%
	Employed in a private company	38,4%	98	28,1%
	Self-employed	8,8%	99	8,0%
	Unemployed	7,6%	112	8,4%
	Retired	15,9%	142	32,9%
	Pupil	5,4%	70	4,0%
	Student	7,8%	72	3,0%
	I don't want to answer	1,1%	97	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.

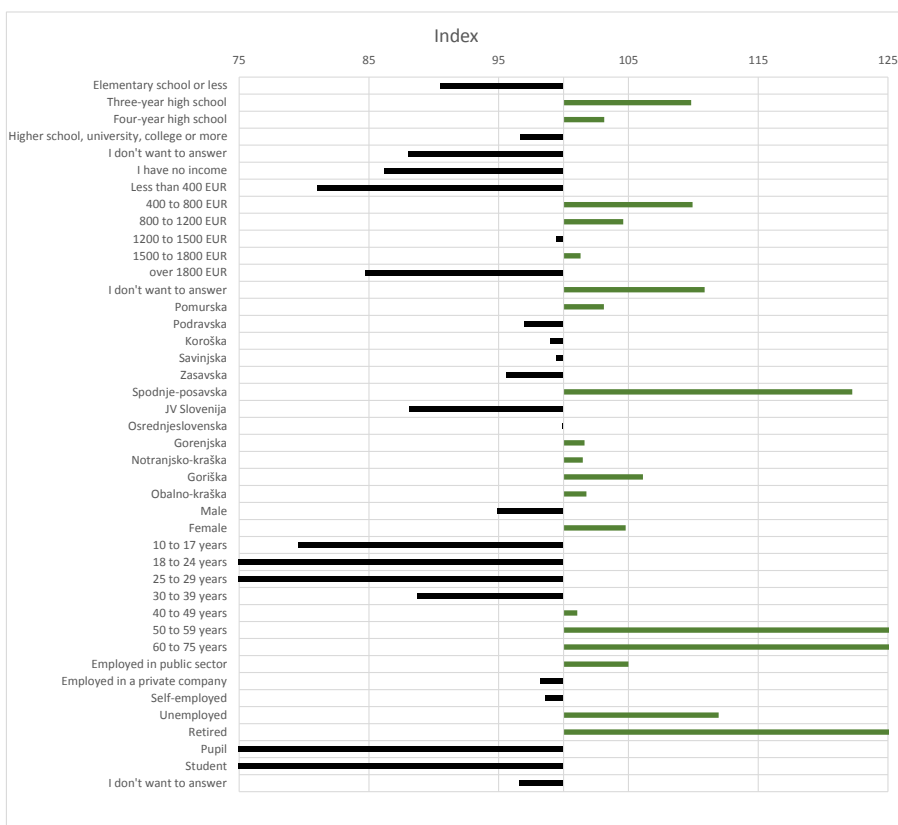


Note:

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 1.3. to 31.3.2019. 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 1.3. to 31.3.2019. 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.