



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: April 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2019.	276 926	58 367	4,4%	78 967	4,7	1,4
2.4.2019.	272 031	57 207	4,3%	76 552	4,8	1,3
3.4.2019.	282 855	59 171	4,5%	79 616	4,8	1,3
4.4.2019.	284 139	58 144	4,4%	78 224	4,9	1,3
5.4.2019.	305 473	59 422	4,5%	82 005	5,1	1,4
6.4.2019.	200 974	36 998	2,8%	52 952	5,4	1,4
7.4.2019.	218 840	40 877	3,1%	58 579	5,4	1,4
8.4.2019.	306 733	65 122	4,9%	87 064	4,7	1,3
9.4.2019.	289 863	59 984	4,5%	81 056	4,8	1,4
10.4.2019.	295 228	60 382	4,5%	82 465	4,9	1,4
11.4.2019.	296 545	59 519	4,5%	81 996	5,0	1,4
12.4.2019.	280 832	53 895	4,1%	74 865	5,2	1,4
13.4.2019.	206 711	35 633	2,7%	52 186	5,8	1,5
14.4.2019.	243 597	41 883	3,2%	62 131	5,8	1,5
15.4.2019.	295 448	59 532	4,5%	83 249	5,0	1,4
16.4.2019.	275 754	54 519	4,1%	73 361	5,1	1,3
17.4.2019.	265 623	52 408	3,9%	70 976	5,1	1,4
18.4.2019.	260 384	51 722	3,9%	70 267	5,0	1,4
19.4.2019.	238 147	45 792	3,4%	62 938	5,2	1,4
20.4.2019.	169 115	28 854	2,2%	42 813	5,9	1,5
21.4.2019.	179 087	31 181	2,3%	46 555	5,7	1,5
22.4.2019.	206 506	37 085	2,8%	54 280	5,6	1,5
23.4.2019.	320 144	65 414	4,9%	88 276	4,9	1,3
24.4.2019.	289 947	57 893	4,4%	78 258	5,0	1,4
25.4.2019.	263 100	52 108	3,9%	70 279	5,0	1,3
26.4.2019.	246 579	49 572	3,7%	67 820	5,0	1,4
27.4.2019.	190 798	32 478	2,4%	49 071	5,9	1,5
28.4.2019.	218 469	37 237	2,8%	55 351	5,9	1,5
29.4.2019.	257 458	50 918	3,8%	71 849	5,1	1,4
30.4.2019.	232 142	43 254	3,3%	62 585	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
1.4.2019. - 7.4.2019.	1 841 275	163 477	12,3%	506 950	11,3	3,1
8.4.2019. - 14.4.2019.	1 919 530	163 969	12,3%	521 825	11,7	3,2
15.4.2019. - 21.4.2019.	1 683 569	141 088	10,6%	450 218	11,9	3,2
22.4.2019. - 28.4.2019.	1 735 568	145 156	10,9%	463 353	12,0	3,2
29.4.2019. - 30.4.2019.	489 599	73 910	5,6%	134 430	6,6	1,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2019. - 30.4.2019.	7 669 505	319 363	24,0%	2 076 751	24,0	6,5

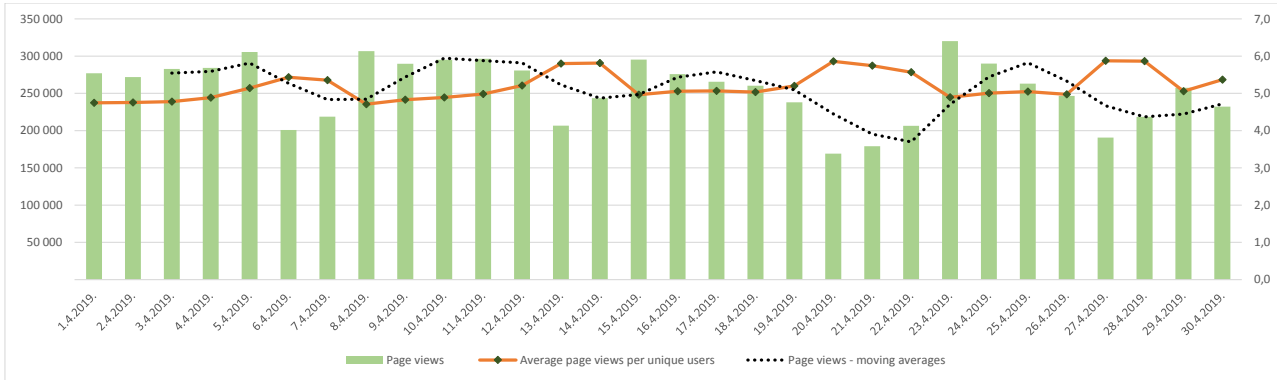
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	16,1%	110	12,1%	
	Three-year high school	14,4%	108	15,4%	
	Four-year high school	42,0%	100	44,4%	
	Higher school, university, college or more	26,7%	92	27,5%	
	I don't want to answer	0,8%	81	0,6%	
Personal income	I have no income	9,4%	85	6,0%	
	Less than 400 EUR	9,0%	84	3,4%	
	400 to 800 EUR	28,2%	116	30,2%	
	800 to 1200 EUR	26,2%	101	27,5%	
	1200 to 1500 EUR	8,9%	100	7,7%	
	1500 to 1800 EUR	4,4%	93	5,4%	
	over 1800 EUR	4,9%	83	6,2%	
	I don't want to answer	9,0%	105	13,5%	
Region	Pomurska	6,0%	103	5,4%	
	Podravska	14,8%	94	11,9%	
	Koroška	3,6%	97	1,7%	
	Savinjska	13,0%	100	12,5%	
	Zasavska	2,5%	109	3,6%	
	Spodnje-posavska	3,7%	115	5,4%	
	JV Slovenija	6,8%	102	4,2%	
	Osrednjeslovenska	25,7%	96	28,0%	
	Gorenjska	10,6%	105	13,6%	
	Notranjsko-kraška	2,2%	105	0,9%	
	Goriška	6,1%	105	7,9%	
	Obalno-kraška	5,1%	106	5,1%	
	Gender	Male	47,8%	98	49,2%
		Female	52,2%	102	50,8%
Age	10 to 17 years	3,5%	100	0,6%	
	18 to 24 years	9,7%	75	5,4%	
	25 to 29 years	6,6%	72	1,4%	
	30 to 39 years	19,9%	85	8,4%	
	40 to 49 years	22,4%	99	14,6%	
	50 to 59 years	20,4%	124	28,0%	
	60 to 75 years	16,7%	147	39,5%	
Employment status	Employed in public sector	15,1%	106	18,2%	
	Employed in a private company	38,4%	95	25,7%	
	Self-employed	8,7%	100	10,9%	
	Unemployed	7,8%	108	6,3%	
	Retired	15,9%	148	31,9%	
	Pupil	5,5%	78	2,8%	
	Student	7,3%	69	3,1%	
	I don't want to answer	1,2%	108	1,2%	

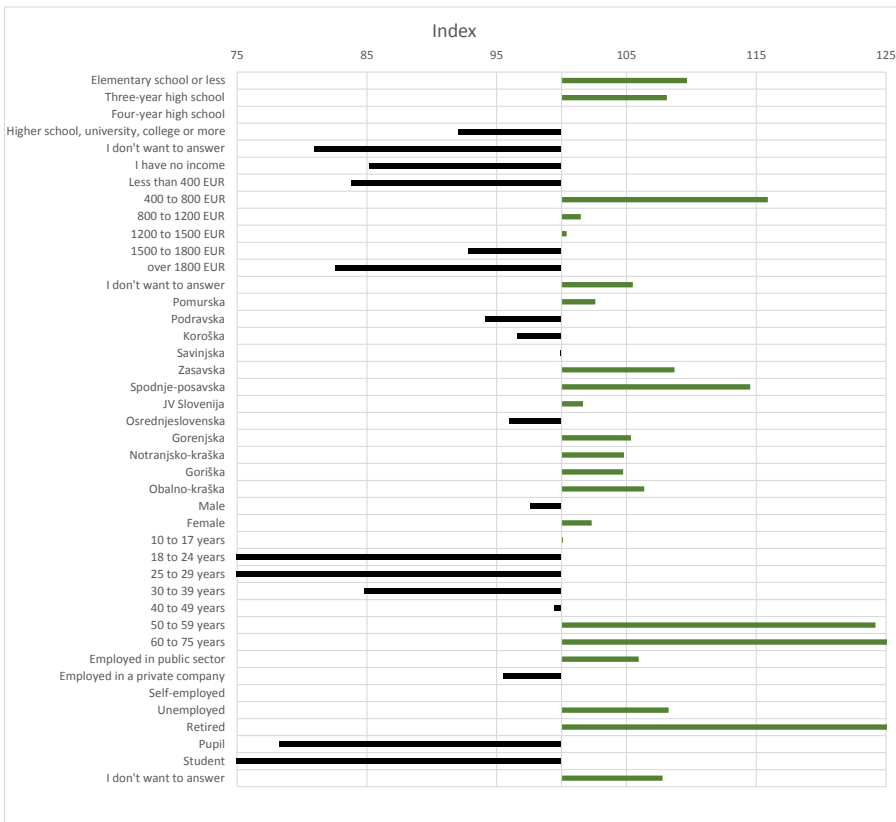


Note:

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 side 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 1.4. to 30.4.2019. 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 1.4. to 30.4.2019. 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.