



Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Alen Savič

E-mail: alen.savic@tsmedia.si

Telephone number: 01/ 473 00 10

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: May 2019

Daily reach (Slovenian visitors)

| Period | Page views | Reach | Reach (%) | Visits | Average page views per unique users | Average visits per unique user |
|------------|------------|--------|-----------|--------|-------------------------------------|--------------------------------|
| 1.5.2019. | 173 996 | 28 616 | 2,2% | 43 438 | 6,1 | 1,5 |
| 2.5.2019. | 186 905 | 29 986 | 2,3% | 46 274 | 6,2 | 1,5 |
| 3.5.2019. | 232 686 | 42 956 | 3,2% | 62 315 | 5,4 | 1,5 |
| 4.5.2019. | 233 133 | 39 116 | 2,9% | 57 035 | 6,0 | 1,5 |
| 5.5.2019. | 253 189 | 44 371 | 3,3% | 65 291 | 5,7 | 1,5 |
| 6.5.2019. | 305 158 | 62 541 | 4,7% | 85 307 | 4,9 | 1,4 |
| 7.5.2019. | 276 631 | 55 972 | 4,2% | 75 290 | 4,9 | 1,3 |
| 8.5.2019. | 281 453 | 54 220 | 4,1% | 75 226 | 5,2 | 1,4 |
| 9.5.2019. | 310 388 | 60 025 | 4,5% | 81 871 | 5,2 | 1,4 |
| 10.5.2019. | 258 192 | 49 906 | 3,8% | 69 261 | 5,2 | 1,4 |
| 11.5.2019. | 185 762 | 31 724 | 2,4% | 47 000 | 5,9 | 1,5 |
| 12.5.2019. | 245 500 | 43 019 | 3,2% | 63 709 | 5,7 | 1,5 |
| 13.5.2019. | 330 185 | 65 346 | 4,9% | 91 835 | 5,1 | 1,4 |
| 14.5.2019. | 317 074 | 61 747 | 4,6% | 85 323 | 5,1 | 1,4 |
| 15.5.2019. | 322 506 | 61 702 | 4,6% | 85 837 | 5,2 | 1,4 |
| 16.5.2019. | 298 059 | 56 967 | 4,3% | 77 790 | 5,2 | 1,4 |
| 17.5.2019. | 260 794 | 48 263 | 3,6% | 67 129 | 5,4 | 1,4 |
| 18.5.2019. | 200 367 | 33 222 | 2,5% | 50 265 | 6,0 | 1,5 |
| 19.5.2019. | 224 845 | 37 624 | 2,8% | 56 986 | 6,0 | 1,5 |
| 20.5.2019. | 308 659 | 61 298 | 4,6% | 83 880 | 5,0 | 1,4 |
| 21.5.2019. | 311 085 | 59 571 | 4,5% | 83 872 | 5,2 | 1,4 |
| 22.5.2019. | 282 218 | 56 334 | 4,2% | 76 435 | 5,0 | 1,4 |
| 23.5.2019. | 265 039 | 50 871 | 3,8% | 69 666 | 5,2 | 1,4 |
| 24.5.2019. | 241 608 | 45 653 | 3,4% | 63 238 | 5,3 | 1,4 |
| 25.5.2019. | 182 891 | 29 338 | 2,2% | 44 435 | 6,2 | 1,5 |
| 26.5.2019. | 209 110 | 33 184 | 2,5% | 51 402 | 6,3 | 1,5 |
| 27.5.2019. | 337 350 | 63 006 | 4,7% | 87 844 | 5,4 | 1,4 |
| 28.5.2019. | 313 518 | 58 667 | 4,4% | 81 511 | 5,3 | 1,4 |
| 29.5.2019. | 323 552 | 59 868 | 4,5% | 83 617 | 5,4 | 1,4 |
| 30.5.2019. | 301 334 | 54 841 | 4,1% | 76 565 | 5,5 | 1,4 |
| 31.5.2019. | 254 447 | 46 379 | 3,5% | 65 202 | 5,5 | 1,4 |

Weekly reach (Slovenian visitors)

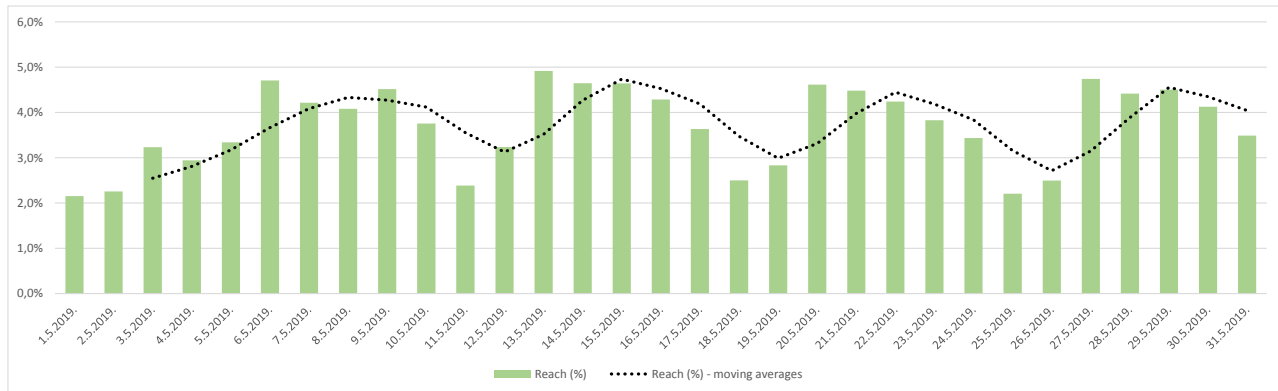
| Period | Page views | Reach | Reach (%) | Visits | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|---------|-------------------------------------|--------------------------------|
| 1.5.2019. - 5.5.2019. | 1 079 958 | 96 432 | 7,3% | 274 390 | 11,2 | 2,8 |
| 6.5.2019. - 12.5.2019. | 1 863 127 | 155 534 | 11,7% | 497 726 | 12,0 | 3,2 |
| 13.5.2019. - 19.5.2019. | 1 953 915 | 158 813 | 12,0% | 515 416 | 12,3 | 3,2 |
| 20.5.2019. - 26.5.2019. | 1 800 638 | 146 864 | 11,1% | 473 026 | 12,3 | 3,2 |
| 27.5.2019. - 31.5.2019. | 1 530 228 | 147 339 | 11,1% | 394 737 | 10,4 | 2,7 |

Monthly reach (Slovenian visitors)

| Period | Page views | Reach | Reach (%) | Visits | Average page views per unique users | Average visits per unique user |
|------------------------|------------|---------|-----------|-----------|-------------------------------------|--------------------------------|
| 1.5.2019. - 31.5.2019. | 8 228 032 | 319 736 | 24,1% | 2 155 383 | 25,7 | 6,7 |

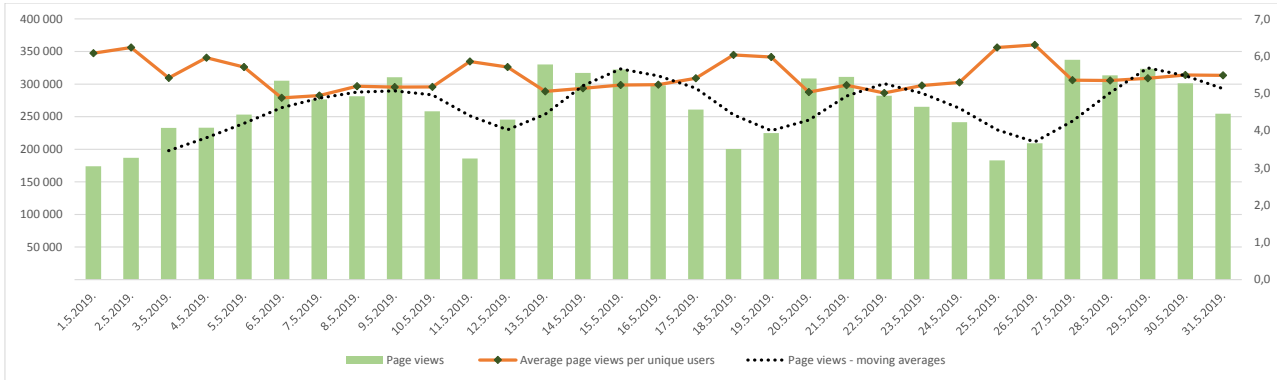
Demographic profile of Slovenian visitors

| | Variable | Audience composition (%) | Affinity index | Page views composition (%) | |
|--------------------|--|--------------------------|----------------|----------------------------|-------|
| Level of Education | Elementary school or less | 16,0% | 108 | 10,5% | |
| | Three-year high school | 14,3% | 108 | 14,3% | |
| | Four-year high school | 41,6% | 99 | 45,4% | |
| | Higher school, university, college or more | 27,2% | 93 | 29,3% | |
| | I don't want to answer | 0,9% | 90 | 0,5% | |
| Personal income | I have no income | 9,0% | 82 | 5,2% | |
| | Less than 400 EUR | 8,8% | 82 | 3,8% | |
| | 400 to 800 EUR | 28,5% | 115 | 30,8% | |
| | 800 to 1200 EUR | 27,2% | 106 | 24,6% | |
| | 1200 to 1500 EUR | 8,4% | 97 | 8,4% | |
| | 1500 to 1800 EUR | 4,5% | 93 | 5,3% | |
| | over 1800 EUR | 5,0% | 83 | 8,4% | |
| | I don't want to answer | 8,6% | 102 | 13,5% | |
| Region | Pomurska | 6,1% | 107 | 6,1% | |
| | Podravska | 14,9% | 95 | 10,8% | |
| | Koroška | 3,9% | 106 | 2,3% | |
| | Savinjska | 13,8% | 106 | 14,0% | |
| | Zasavska | 2,2% | 95 | 1,4% | |
| | Spodnje-posavska | 4,0% | 130 | 5,1% | |
| | JV Slovenija | 6,0% | 88 | 4,9% | |
| | Osrednjeslovenska | 25,8% | 96 | 28,0% | |
| | Gorenjska | 10,0% | 100 | 14,0% | |
| | Notranjsko-kraška | 2,2% | 108 | 1,1% | |
| | Goriška | 6,4% | 110 | 7,0% | |
| | Obalno-kraška | 4,8% | 96 | 5,1% | |
| | Gender | Male | 46,7% | 95 | 47,3% |
| | | Female | 53,3% | 105 | 52,7% |
| Age | 10 to 17 years | 2,8% | 81 | 0,6% | |
| | 18 to 24 years | 9,6% | 76 | 4,0% | |
| | 25 to 29 years | 7,2% | 78 | 2,6% | |
| | 30 to 39 years | 19,5% | 83 | 7,2% | |
| | 40 to 49 years | 22,8% | 101 | 13,8% | |
| | 50 to 59 years | 20,5% | 124 | 31,1% | |
| | 60 to 75 years | 17,0% | 147 | 38,8% | |
| Employment status | Employed in public sector | 14,5% | 101 | 16,8% | |
| | Employed in a private company | 39,5% | 99 | 26,3% | |
| | Self-employed | 8,2% | 94 | 10,6% | |
| | Unemployed | 7,7% | 103 | 7,1% | |
| | Retired | 16,3% | 151 | 32,8% | |
| | Pupil | 5,3% | 76 | 2,5% | |
| | Student | 7,2% | 69 | 2,3% | |
| | I don't want to answer | 1,2% | 109 | 1,6% | |

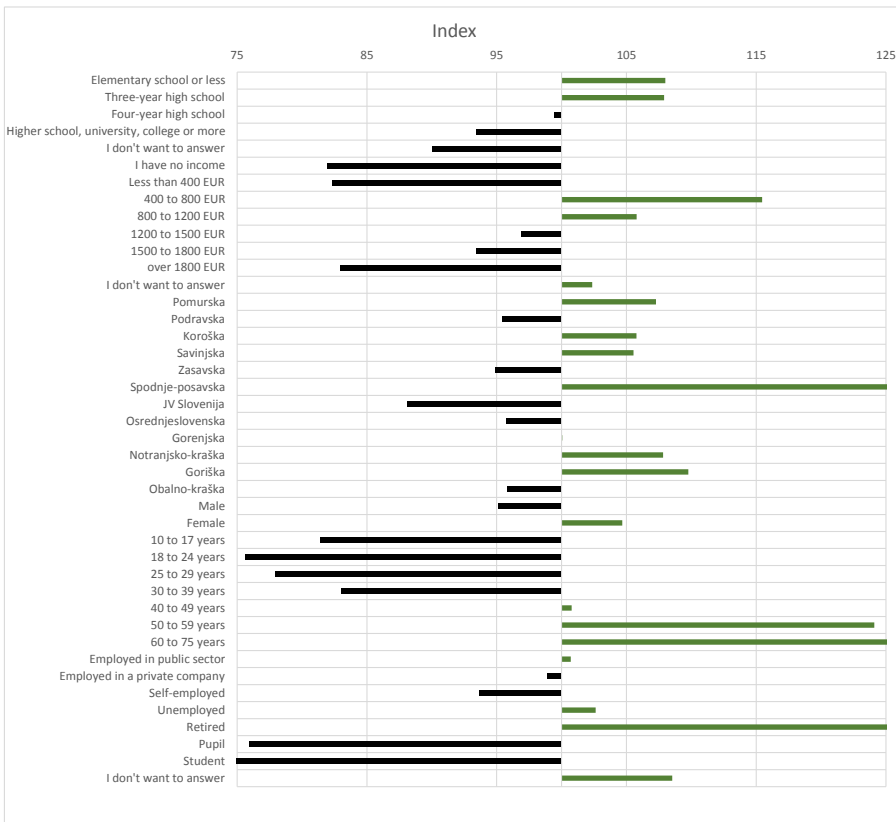


Note:

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 1.5. to 31.5.2019. 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 1.5. to 31.5.2019. 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.