



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: June 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2019.	180 933	29 430	2,2%	43 573	6,1	1,5
2.6.2019.	208 279	33 213	2,5%	50 401	6,3	1,5
3.6.2019.	278 444	55 430	4,2%	75 628	5,0	1,4
4.6.2019.	275 967	54 852	4,1%	74 096	5,0	1,4
5.6.2019.	277 789	55 363	4,2%	75 734	5,0	1,4
6.6.2019.	249 296	50 948	3,8%	69 755	4,9	1,4
7.6.2019.	237 288	47 524	3,6%	65 351	5,0	1,4
8.6.2019.	173 326	29 853	2,2%	44 516	5,8	1,5
9.6.2019.	192 642	34 267	2,6%	51 434	5,6	1,5
10.6.2019.	280 433	57 296	4,3%	80 018	4,9	1,4
11.6.2019.	290 167	57 180	4,3%	81 262	5,1	1,4
12.6.2019.	263 123	52 745	4,0%	72 004	5,0	1,4
13.6.2019.	256 716	51 025	3,8%	69 210	5,0	1,4
14.6.2019.	236 314	46 574	3,5%	64 775	5,1	1,4
15.6.2019.	171 680	29 104	2,2%	43 810	5,9	1,5
16.6.2019.	210 202	35 510	2,7%	54 538	5,9	1,5
17.6.2019.	280 835	57 648	4,3%	81 689	4,9	1,4
18.6.2019.	274 326	54 101	4,1%	76 065	5,1	1,4
19.6.2019.	263 802	52 500	4,0%	73 214	5,0	1,4
20.6.2019.	258 715	48 991	3,7%	68 718	5,3	1,4
21.6.2019.	231 839	44 519	3,4%	63 634	5,2	1,4
22.6.2019.	194 618	32 133	2,4%	49 764	6,1	1,5
23.6.2019.	207 685	35 674	2,7%	54 122	5,8	1,5
24.6.2019.	213 298	42 092	3,2%	60 917	5,1	1,4
25.6.2019.	185 973	31 225	2,3%	47 387	6,0	1,5
26.6.2019.	254 636	49 952	3,8%	69 982	5,1	1,4
27.6.2019.	266 884	50 844	3,8%	73 637	5,2	1,4
28.6.2019.	240 744	45 756	3,4%	65 682	5,3	1,4
29.6.2019.	181 038	32 224	2,4%	49 216	5,6	1,5
30.6.2019.	197 801	35 039	2,6%	54 469	5,6	1,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2019. - 2.6.2019.	389 214	48 941	3,7%	93 974	8,0	1,9
3.6.2019. - 9.6.2019.	1 684 797	141 520	10,7%	456 582	11,9	3,2
10.6.2019. - 16.6.2019.	1 708 667	141 418	10,6%	465 704	12,1	3,3
17.6.2019. - 23.6.2019.	1 711 859	140 035	10,5%	467 299	12,2	3,3
24.6.2019. - 30.6.2019.	1 540 442	123 466	9,3%	421 324	12,5	3,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2019. - 30.6.2019.	7 035 121	282 307	21,2%	1 904 936	24,9	6,7

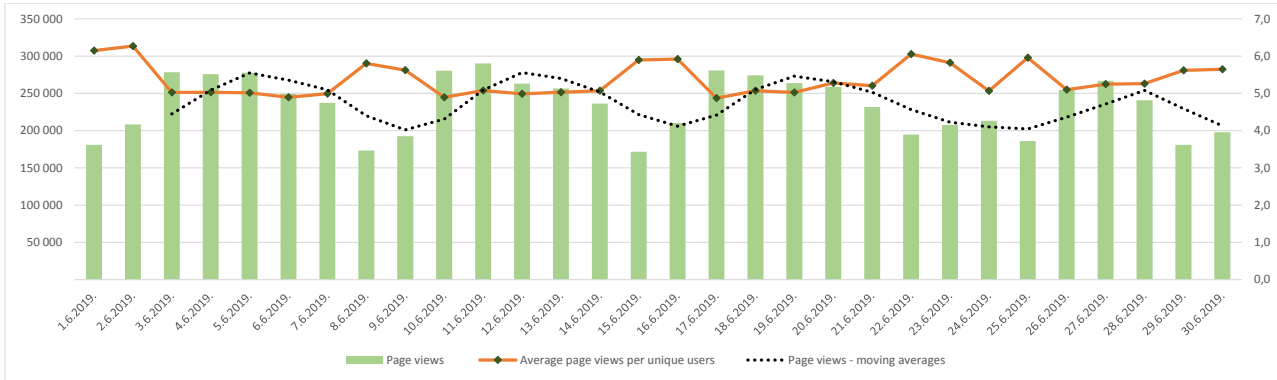
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,4%	98	11,3%	
	Three-year high school	15,8%	118	14,0%	
	Four-year high school	41,5%	99	43,5%	
	Higher school, university, college or more	27,4%	94	30,5%	
	I don't want to answer	0,9%	88	0,7%	
Personal income	I have no income	9,4%	84	4,4%	
	Less than 400 EUR	8,9%	83	3,4%	
	400 to 800 EUR	27,8%	113	29,1%	
	800 to 1200 EUR	26,9%	106	26,4%	
	1200 to 1500 EUR	8,9%	102	8,5%	
	1500 to 1800 EUR	4,6%	96	6,1%	
	over 1800 EUR	5,2%	86	7,7%	
	I don't want to answer	8,3%	96	14,4%	
Region	Pomurska	6,4%	112	6,0%	
	Podravska	14,7%	93	13,7%	
	Koroška	3,7%	102	1,4%	
	Savinjska	13,0%	100	13,7%	
	Zasavska	2,2%	101	3,4%	
	Spodnje-posavska	3,4%	111	2,9%	
	JV Slovenija	6,8%	101	4,5%	
	Osrednjeslovenska	27,5%	102	30,0%	
	Gorenjska	10,4%	105	11,1%	
	Notranjsko-kraška	2,1%	104	1,5%	
	Goriška	5,5%	93	8,6%	
	Obalno-kraška	4,2%	86	3,2%	
	Gender	Male	47,2%	96	49,0%
		Female	52,8%	103	51,0%
Age	10 to 17 years	2,6%	73	0,3%	
	18 to 24 years	9,0%	70	3,1%	
	25 to 29 years	6,3%	69	3,2%	
	30 to 39 years	20,0%	86	10,0%	
	40 to 49 years	23,3%	104	14,8%	
	50 to 59 years	21,4%	128	25,9%	
	60 to 75 years	16,8%	145	40,8%	
Employment status	Employed in public sector	14,7%	102	16,9%	
	Employed in a private company	39,2%	98	27,9%	
	Self-employed	8,4%	96	12,4%	
	Unemployed	9,1%	124	5,8%	
	Retired	15,7%	145	31,3%	
	Pupil	4,9%	71	1,9%	
	Student	6,8%	64	2,4%	
	I don't want to answer	1,2%	100	1,2%	

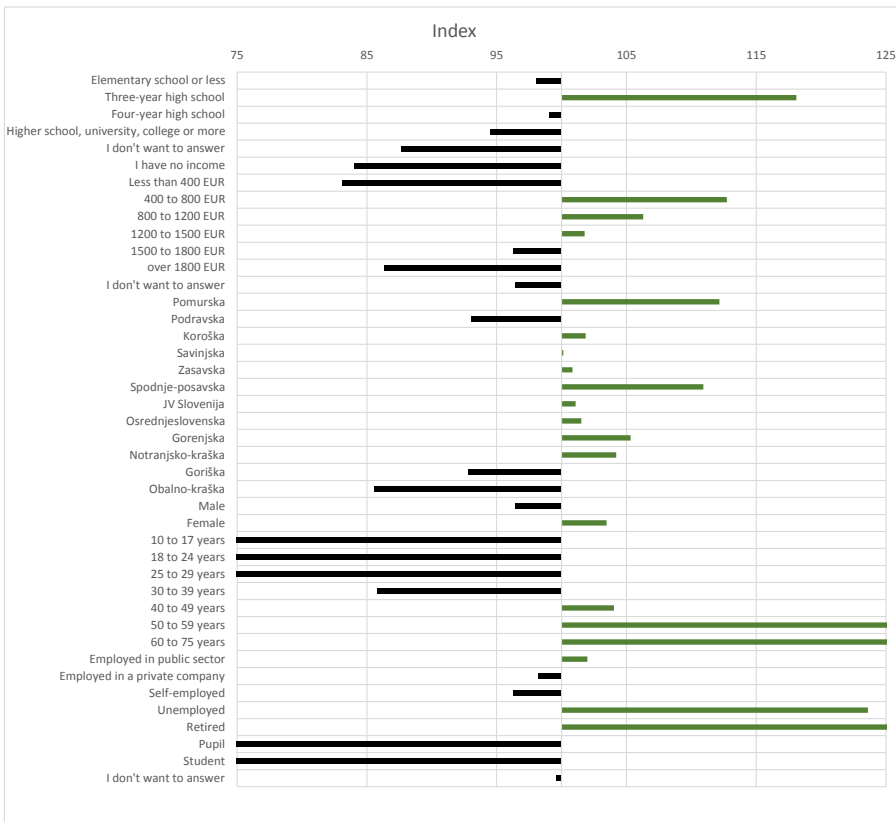


Note:

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 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 1.6. to 30.6.2019. 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 1.6. to 30.6.2019. 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.