



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: July 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2019.	267 042	56 480	4,3%	75 514	4,7	1,3
2.7.2019.	278 436	56 343	4,2%	75 575	4,9	1,3
3.7.2019.	305 471	51 992	3,9%	71 172	5,9	1,4
4.7.2019.	314 609	49 860	3,8%	65 153	6,3	1,3
5.7.2019.	288 149	45 818	3,5%	59 595	6,3	1,3
6.7.2019.	255 081	35 637	2,7%	49 135	7,2	1,4
7.7.2019.	254 394	37 080	2,8%	53 704	6,9	1,4
8.7.2019.	328 884	55 571	4,2%	71 197	5,9	1,3
9.7.2019.	329 034	54 378	4,1%	71 155	6,1	1,3
10.7.2019.	311 044	50 681	3,8%	65 904	6,1	1,3
11.7.2019.	303 031	47 789	3,6%	62 545	6,3	1,3
12.7.2019.	293 037	46 368	3,5%	61 602	6,3	1,3
13.7.2019.	227 894	32 238	2,4%	45 307	7,1	1,4
14.7.2019.	224 076	33 575	2,5%	47 984	6,7	1,4
15.7.2019.	310 923	51 299	3,9%	67 807	6,1	1,3
16.7.2019.	306 543	49 261	3,7%	63 759	6,2	1,3
17.7.2019.	308 294	49 324	3,7%	66 889	6,3	1,4
18.7.2019.	313 408	48 890	3,7%	64 184	6,4	1,3
19.7.2019.	278 746	44 541	3,4%	59 476	6,3	1,3
20.7.2019.	200 789	29 474	2,2%	41 698	6,8	1,4
21.7.2019.	238 642	37 580	2,8%	54 847	6,4	1,5
22.7.2019.	307 784	54 226	4,1%	74 574	5,7	1,4
23.7.2019.	295 223	48 310	3,6%	64 527	6,1	1,3
24.7.2019.	303 311	48 336	3,6%	64 649	6,3	1,3
25.7.2019.	301 248	47 495	3,6%	64 037	6,3	1,3
26.7.2019.	300 378	44 272	3,3%	62 214	6,8	1,4
27.7.2019.	236 825	33 744	2,5%	50 708	7,0	1,5
28.7.2019.	277 582	42 412	3,2%	61 035	6,5	1,4
29.7.2019.	328 937	57 515	4,3%	79 264	5,7	1,4
30.7.2019.	305 447	50 600	3,8%	66 996	6,0	1,3
31.7.2019.	311 718	48 000	3,6%	64 599	6,5	1,3

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2019. - 7.7.2019.	1 963 317	136 751	10,3%	450 894	14,4	3,3
8.7.2019. - 14.7.2019.	2 017 026	132 950	10,0%	425 698	15,2	3,2
15.7.2019. - 21.7.2019.	1 957 379	126 161	9,5%	418 696	15,5	3,3
22.7.2019. - 28.7.2019.	2 022 332	129 171	9,7%	441 821	15,7	3,4
29.7.2019. - 31.7.2019.	946 109	103 013	7,8%	210 862	9,2	2,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2019. - 31.7.2019.	8 906 033	272 804	20,5%	1 947 416	32,6	7,1

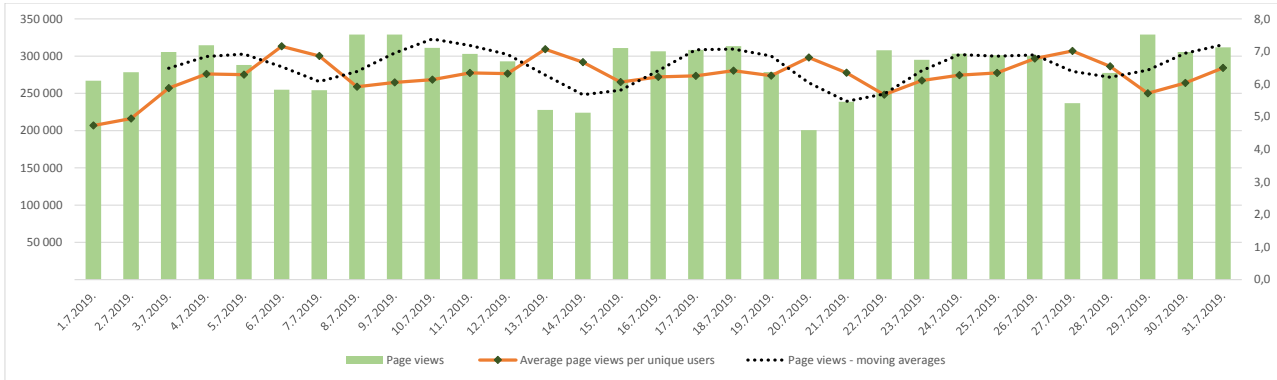
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	15,7%	111	8,8%	
	Three-year high school	15,2%	112	17,8%	
	Four-year high school	40,9%	98	43,7%	
	Higher school, university, college or more	27,4%	93	29,2%	
	I don't want to answer	0,8%	80	0,6%	
Personal income	I have no income	10,1%	94	3,8%	
	Less than 400 EUR	8,0%	77	2,4%	
	400 to 800 EUR	27,5%	111	30,1%	
	800 to 1200 EUR	27,5%	107	27,6%	
	1200 to 1500 EUR	8,9%	101	7,3%	
	1500 to 1800 EUR	4,5%	92	6,4%	
	over 1800 EUR	5,2%	86	7,1%	
	I don't want to answer	8,2%	96	15,4%	
Region	Pomurska	5,7%	99	4,6%	
	Podravska	14,8%	93	12,6%	
	Koroška	3,3%	91	2,9%	
	Savinjska	13,4%	104	11,7%	
	Zasavska	2,7%	124	2,6%	
	Spodnje-posavska	3,7%	118	3,9%	
	JV Slovenija	6,5%	98	5,1%	
	Osrednjeslovenska	26,6%	99	27,2%	
	Gorenjska	10,0%	101	15,5%	
	Notranjsko-kraška	2,5%	125	1,0%	
	Goriška	5,8%	98	7,9%	
	Obalno-kraška	4,8%	97	4,8%	
	Gender	Male	47,4%	97	55,2%
		Female	52,6%	103	44,8%
Age	10 to 17 years	3,4%	95	0,5%	
	18 to 24 years	8,9%	73	3,2%	
	25 to 29 years	5,7%	63	1,8%	
	30 to 39 years	19,6%	83	7,6%	
	40 to 49 years	23,2%	103	14,5%	
	50 to 59 years	21,6%	129	30,5%	
	60 to 75 years	16,8%	141	40,2%	
Employment status	Employed in public sector	15,2%	104	18,5%	
	Employed in a private company	38,3%	96	24,5%	
	Self-employed	9,0%	101	13,5%	
	Unemployed	8,1%	107	4,1%	
	Retired	15,9%	143	32,4%	
	Pupil	5,8%	89	2,9%	
	Student	6,5%	63	1,5%	
	I don't want to answer	1,2%	110	2,8%	

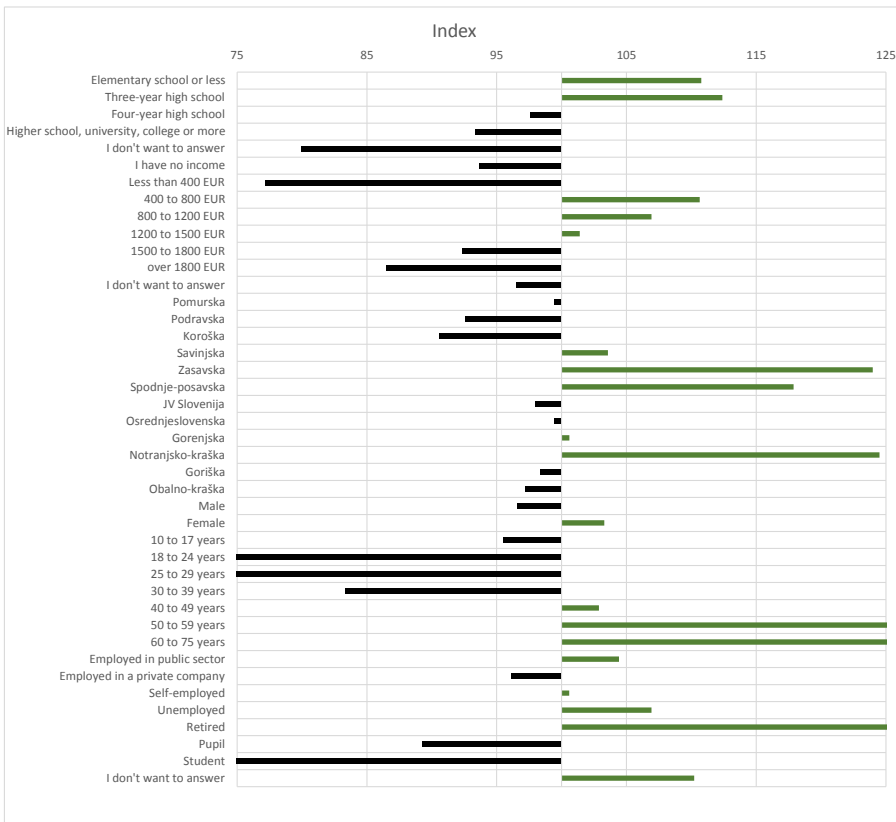


Note:

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 1.7. to 31.7.2019. 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 1.7. to 31.7.2019. 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.