



Website: Najdi.si

Provider:

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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: September 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2019.	240 359	36 669	2,8%	52 599	6,6	1,4
2.9.2019.	344 691	56 367	4,2%	78 340	6,1	1,4
3.9.2019.	339 235	56 085	4,2%	73 304	6,0	1,3
4.9.2019.	328 280	52 231	3,9%	68 316	6,3	1,3
5.9.2019.	309 799	49 526	3,7%	65 613	6,3	1,3
6.9.2019.	331 446	52 203	3,9%	69 427	6,3	1,3
7.9.2019.	241 686	35 111	2,6%	48 599	6,9	1,4
8.9.2019.	263 249	40 027	3,0%	57 436	6,6	1,4
9.9.2019.	345 066	61 108	4,6%	80 983	5,6	1,3
10.9.2019.	309 359	50 958	3,8%	65 536	6,1	1,3
11.9.2019.	309 215	49 881	3,8%	65 454	6,2	1,3
12.9.2019.	305 802	46 896	3,5%	62 931	6,5	1,3
13.9.2019.	289 919	45 214	3,4%	60 573	6,4	1,3
14.9.2019.	210 898	30 382	2,3%	44 118	6,9	1,5
15.9.2019.	243 591	41 299	3,1%	59 524	5,9	1,4
16.9.2019.	345 512	61 779	4,7%	84 418	5,6	1,4
17.9.2019.	326 422	55 207	4,2%	72 408	5,9	1,3
18.9.2019.	349 352	58 479	4,4%	78 040	6,0	1,3
19.9.2019.	279 521	47 104	3,5%	62 458	5,9	1,3
20.9.2019.	285 810	47 372	3,6%	61 890	6,0	1,3
21.9.2019.	191 887	27 514	2,1%	38 476	7,0	1,4
22.9.2019.	234 198	35 580	2,7%	49 914	6,6	1,4
23.9.2019.	351 404	62 319	4,7%	79 860	5,6	1,3
24.9.2019.	324 539	55 267	4,2%	71 355	5,9	1,3
25.9.2019.	338 537	56 475	4,3%	71 692	6,0	1,3
26.9.2019.	319 232	51 120	3,8%	65 455	6,2	1,3
27.9.2019.	298 269	46 661	3,5%	60 792	6,4	1,3
28.9.2019.	236 340	35 991	2,7%	53 678	6,6	1,5
29.9.2019.	266 671	42 106	3,2%	62 107	6,3	1,5
30.9.2019.	339 278	59 500	4,5%	76 507	5,7	1,3

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2019. - 1.9.2019.	240 359	36 669	2,8%	52 599	6,6	1,4
2.9.2019. - 8.9.2019.	2 158 406	141 367	10,6%	461 037	15,3	3,3
9.9.2019. - 15.9.2019.	2 014 015	132 035	9,9%	439 132	15,3	3,3
16.9.2019. - 22.9.2019.	2 012 733	136 346	10,3%	447 795	14,8	3,3
23.9.2019. - 29.9.2019.	2 135 079	143 657	10,8%	464 888	14,9	3,2
30.9.2019. - 30.9.2019.	339 278	59 500	4,5%	76 507	5,7	1,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2019. - 30.9.2019.	8 899 934	275 378	20,7%	1 941 835	32,3	7,1

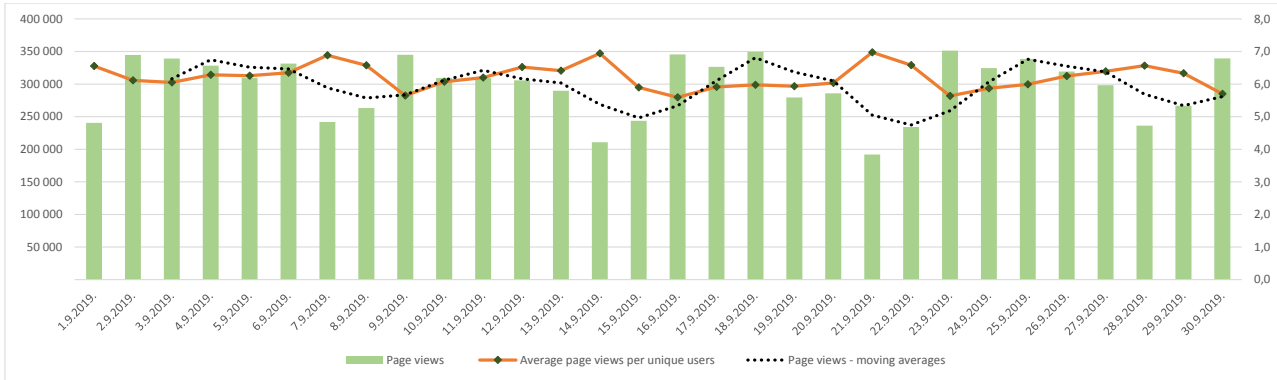
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,1%	93	8,1%
	Three-year high school	15,6%	114	15,0%
	Four-year high school	42,8%	103	40,4%
	Higher school, university, college or more	27,7%	93	35,9%
	I don't want to answer	0,8%	79	0,5%
Personal income	I have no income	8,1%	76	4,4%
	Less than 400 EUR	9,3%	89	2,4%
	400 to 800 EUR	27,0%	112	26,7%
	800 to 1200 EUR	27,5%	107	27,1%
	1200 to 1500 EUR	9,6%	108	9,4%
	1500 to 1800 EUR	4,7%	95	7,4%
	over 1800 EUR	5,4%	85	5,8%
	I don't want to answer	8,4%	96	16,8%
Region	Pomurska	6,0%	106	4,1%
	Podravska	16,3%	104	12,0%
	Koroška	3,4%	97	3,4%
	Savinjska	12,1%	93	12,9%
	Zasavska	2,3%	103	1,7%
	Spodnje-posavska	3,3%	100	2,6%
	JV Slovenija	6,8%	102	4,4%
	Osrednjeslovenska	25,8%	95	31,1%
	Gorenjska	10,5%	105	15,5%
	Notranjsko-kraška	2,2%	103	1,1%
	Goriška	6,5%	112	7,2%
	Obalno-kraška	4,8%	97	3,9%
	Gender	Male	47,2%	96
Female		52,8%	103	48,9%
Age	10 to 17 years	2,5%	69	0,4%
	18 to 24 years	7,9%	63	2,5%
	25 to 29 years	6,4%	73	2,6%
	30 to 39 years	20,4%	87	7,3%
	40 to 49 years	23,1%	101	15,1%
	50 to 59 years	22,3%	132	30,9%
Employment status	60 to 75 years	16,8%	146	39,9%
	Employed in public sector	16,1%	110	17,7%
	Employed in a private company	39,5%	99	30,4%
	Self-employed	8,8%	99	9,3%
	Unemployed	8,1%	109	5,9%
	Retired	15,5%	144	31,4%
	Pupil	3,6%	54	1,9%
	Student	7,0%	69	1,9%
	I don't want to answer	1,3%	108	1,6%

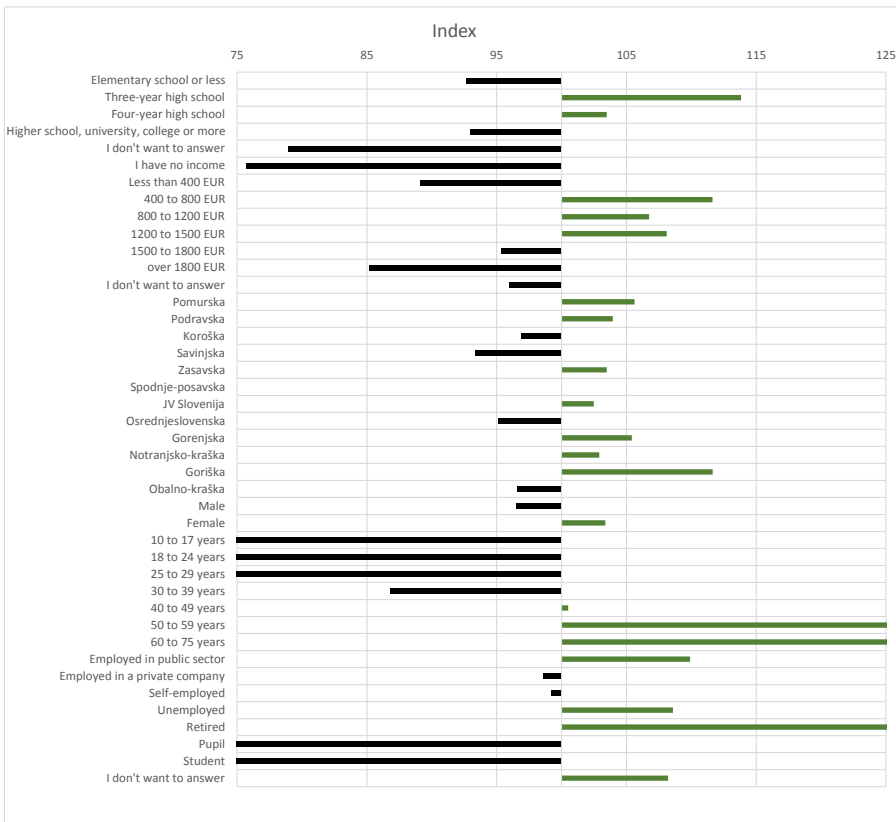


Note:

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 1.9. to 30.9.2019. 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 1.9. to 30.9.2019. 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.