



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 proizvedu po najrazličnejših izdelkih in storitvah.

Comment:

Period: October 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2019.	340 445	57 443	4,3%	75 521	5,9	1,3
2.10.2019.	365 578	62 680	4,7%	82 409	5,8	1,3
3.10.2019.	330 447	55 920	4,2%	71 484	5,9	1,3
4.10.2019.	304 158	49 811	3,7%	66 052	6,1	1,3
5.10.2019.	220 882	33 276	2,5%	45 612	6,6	1,4
6.10.2019.	248 666	35 262	2,7%	48 929	7,1	1,4
7.10.2019.	357 179	59 437	4,5%	75 118	6,0	1,3
8.10.2019.	327 846	54 798	4,1%	68 441	6,0	1,2
9.10.2019.	322 554	53 569	4,0%	69 231	6,0	1,3
10.10.2019.	342 442	54 861	4,1%	70 600	6,2	1,3
11.10.2019.	301 999	47 191	3,6%	61 406	6,4	1,3
12.10.2019.	204 903	30 319	2,3%	42 702	6,8	1,4
13.10.2019.	239 244	36 608	2,8%	51 873	6,5	1,4
14.10.2019.	335 893	59 485	4,5%	75 932	5,6	1,3
15.10.2019.	341 861	58 276	4,4%	75 177	5,9	1,3
16.10.2019.	338 072	56 644	4,3%	71 285	6,0	1,3
17.10.2019.	324 087	51 542	3,9%	64 690	6,3	1,3
18.10.2019.	311 914	50 908	3,8%	67 444	6,1	1,3
19.10.2019.	216 333	30 723	2,3%	43 474	7,0	1,4
20.10.2019.	249 926	38 558	2,9%	53 803	6,5	1,4
21.10.2019.	352 605	62 094	4,7%	82 508	5,7	1,3
22.10.2019.	331 521	57 854	4,4%	74 953	5,7	1,3
23.10.2019.	330 969	54 750	4,1%	70 433	6,0	1,3
24.10.2019.	320 643	52 126	3,9%	67 502	6,2	1,3
25.10.2019.	306 244	49 082	3,7%	63 779	6,2	1,3
26.10.2019.	208 706	28 549	2,1%	39 826	7,3	1,4
27.10.2019.	239 029	34 099	2,6%	48 832	7,0	1,4
28.10.2019.	326 937	52 463	3,9%	69 211	6,2	1,3
29.10.2019.	339 264	52 403	3,9%	68 982	6,5	1,3
30.10.2019.	304 873	48 219	3,6%	64 524	6,3	1,3
31.10.2019.	266 649	38 665	2,9%	55 463	6,9	1,4

Weekly reach (Slovenian visitors)

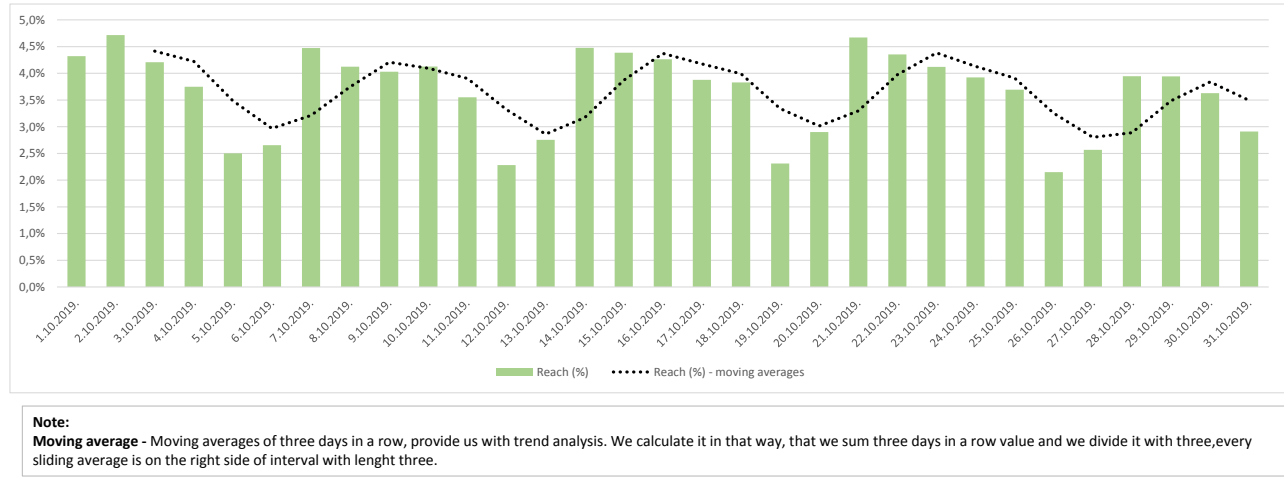
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2019. - 6.10.2019.	1 810 228	137 742	10,4%	390 199	13,1	2,8
7.10.2019. - 13.10.2019.	2 096 288	139 483	10,5%	439 385	15,0	3,2
14.10.2019. - 20.10.2019.	2 118 186	142 210	10,7%	451 907	14,9	3,2
21.10.2019. - 27.10.2019.	2 089 764	139 544	10,5%	448 026	15,0	3,2
28.10.2019. - 31.10.2019.	1 237 726	109 352	8,2%	258 169	11,3	2,4

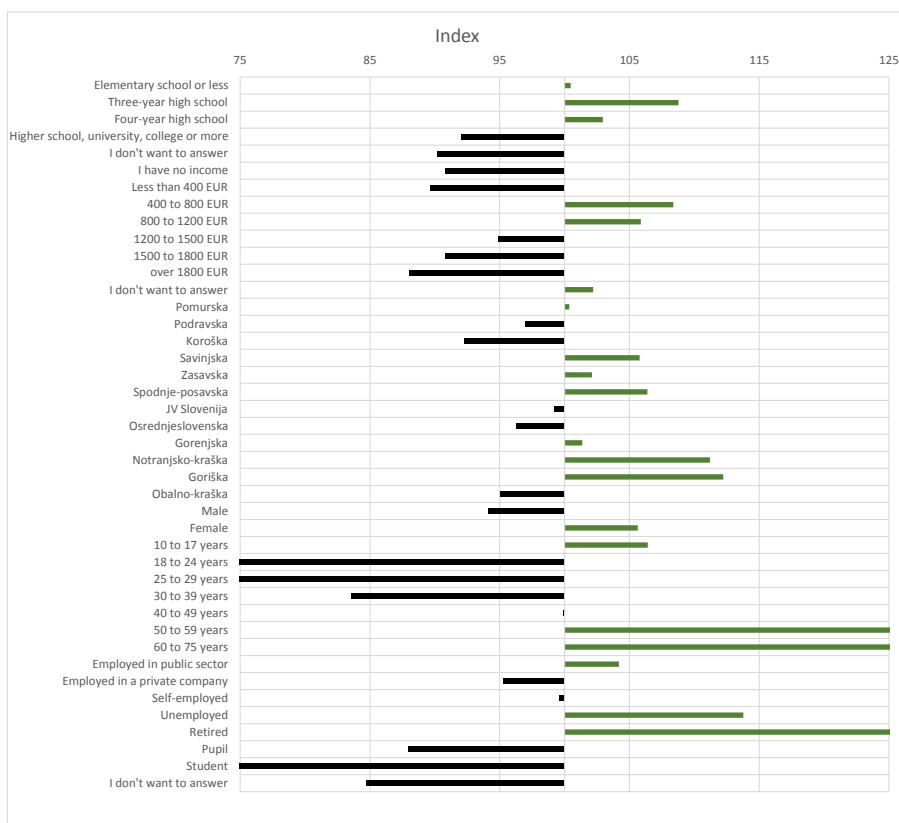
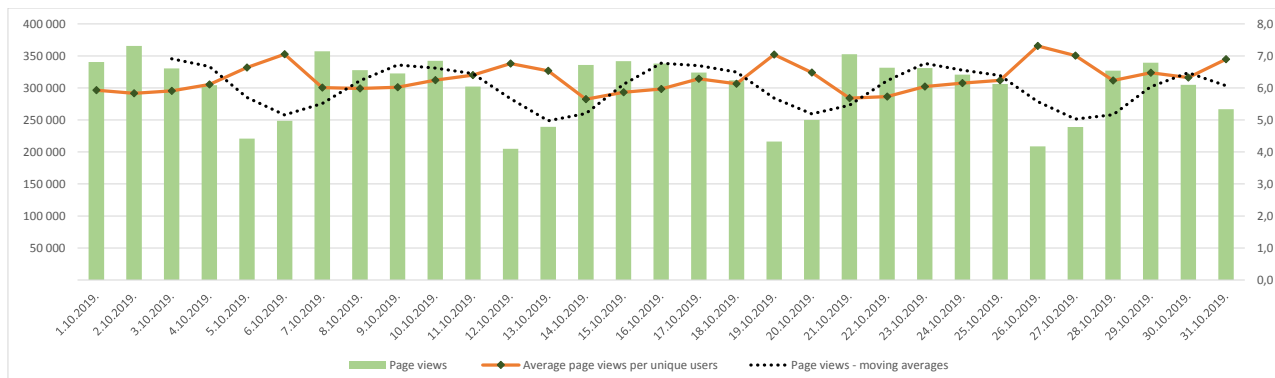
Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2019. - 31.10.2019.	9 352 207	283 774	21,3%	1 987 614	33,0	7,0

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,5%	100	8,1%
	Three-year high school	14,6%	109	14,3%
	Four-year high school	42,5%	103	41,7%
	Higher school, university, college or more	27,4%	92	35,4%
	I don't want to answer	0,9%	90	0,5%
Personal income	I have no income	9,6%	91	6,4%
	Less than 400 EUR	9,3%	90	1,8%
	400 to 800 EUR	26,2%	108	27,6%
	800 to 1200 EUR	27,4%	106	27,2%
	1200 to 1500 EUR	8,4%	95	8,3%
	1500 to 1800 EUR	4,6%	91	9,0%
	over 1800 EUR	5,6%	88	7,0%
	I don't want to answer	8,9%	102	12,7%
Region	Pomurska	5,6%	100	6,8%
	Podravska	15,3%	97	9,8%
	Koroška	3,2%	92	3,5%
	Savinjska	13,6%	106	14,0%
	Zasavska	2,3%	102	2,3%
	Spodnje-posavska	3,4%	106	3,4%
	JV Slovenija	6,3%	99	5,2%
	Osrednjeslovenska	26,4%	96	28,2%
	Gorenjska	10,2%	101	15,2%
	Notranjsko-kraška	2,3%	111	0,9%
	Goriška	6,5%	112	6,9%
	Obalno-kraška	4,9%	95	3,7%
Gender	Male	45,9%	94	53,8%
	Female	54,1%	106	46,2%
Age	10 to 17 years	4,2%	106	0,5%
	18 to 24 years	9,0%	73	3,1%
	25 to 29 years	5,6%	65	1,4%
	30 to 39 years	19,2%	84	5,0%
	40 to 49 years	22,7%	100	16,4%
	50 to 59 years	21,4%	126	29,8%
	60 to 75 years	17,3%	143	42,4%
Employment status	Employed in public sector	15,3%	104	17,0%
	Employed in a private company	37,9%	95	31,8%
	Self-employed	8,7%	100	5,2%
	Unemployed	8,2%	114	8,2%
	Retired	15,9%	139	33,9%
	Pupil	5,9%	88	2,2%
	Student	7,2%	69	0,9%
	I don't want to answer	1,0%	85	0,9%





Legend and notes:**Description of MOSS measurement:**

MOSS certificate relating to the period from 1.10. to 31.10.2019. 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 1.10. to 31.10.2019. 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.