



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: December 2019

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2019.	192 809	33 629	2,5%	48 357	5,7	1,4
2.12.2019.	298 360	63 993	4,8%	84 212	4,7	1,3
3.12.2019.	265 520	59 263	4,5%	74 845	4,5	1,3
4.12.2019.	265 737	57 833	4,4%	73 316	4,6	1,3
5.12.2019.	252 447	54 868	4,1%	69 614	4,6	1,3
6.12.2019.	244 837	51 230	3,9%	66 322	4,8	1,3
7.12.2019.	182 165	37 002	2,8%	49 948	4,9	1,3
8.12.2019.	206 134	42 085	3,2%	57 963	4,9	1,4
9.12.2019.	281 757	63 517	4,8%	81 584	4,4	1,3
10.12.2019.	284 098	65 738	4,9%	88 250	4,3	1,3
11.12.2019.	281 492	66 806	5,0%	91 713	4,2	1,4
12.12.2019.	265 232	59 322	4,5%	78 426	4,5	1,3
13.12.2019.	258 937	55 127	4,1%	74 490	4,7	1,4
14.12.2019.	194 613	42 642	3,2%	61 963	4,6	1,5
15.12.2019.	207 905	45 413	3,4%	62 448	4,6	1,4
16.12.2019.	266 729	61 778	4,6%	79 956	4,3	1,3
17.12.2019.	259 915	57 350	4,3%	72 640	4,5	1,3
18.12.2019.	255 927	55 999	4,2%	72 942	4,6	1,3
19.12.2019.	256 946	55 385	4,2%	72 010	4,6	1,3
20.12.2019.	237 845	51 562	3,9%	66 925	4,6	1,3
21.12.2019.	202 009	40 436	3,0%	56 322	5,0	1,4
22.12.2019.	231 295	46 630	3,5%	65 548	5,0	1,4
23.12.2019.	244 020	56 226	4,2%	71 864	4,3	1,3
24.12.2019.	202 777	43 687	3,3%	58 099	4,6	1,3
25.12.2019.	198 679	39 331	3,0%	57 606	5,1	1,5
26.12.2019.	222 989	46 194	3,5%	66 344	4,8	1,4
27.12.2019.	232 248	51 395	3,9%	71 217	4,5	1,4
28.12.2019.	193 008	40 623	3,1%	57 919	4,8	1,4
29.12.2019.	219 854	47 818	3,6%	69 299	4,6	1,4
30.12.2019.	234 382	53 547	4,0%	71 064	4,4	1,3
31.12.2019.	210 242	43 198	3,2%	58 676	4,9	1,4

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2019. - 1.12.2019.	192 809	33 629	2,5%	48 357	5,7	1,4
2.12.2019. - 8.12.2019.	1 715 296	156 260	11,8%	476 255	11,0	3,0
9.12.2019. - 15.12.2019.	1 774 086	168 726	12,7%	538 968	10,5	3,2
16.12.2019. - 22.12.2019.	1 710 737	156 846	11,8%	486 380	10,9	3,1
23.12.2019. - 29.12.2019.	1 513 663	145 773	11,0%	452 317	10,4	3,1
30.12.2019. - 31.12.2019.	444 624	77 570	5,8%	129 730	5,7	1,7

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2019. - 31.12.2019.	7 351 502	326 860	24,6%	2 132 143	22,5	6,5

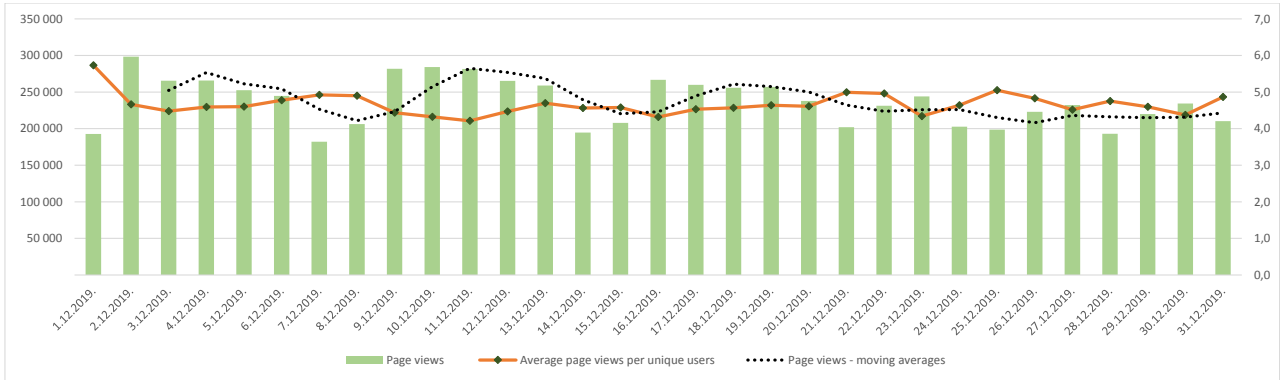
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,2%	99	14,2%	
	Three-year high school	15,6%	113	13,7%	
	Four-year high school	41,2%	100	43,8%	
	Higher school, university, college or more	28,1%	94	27,3%	
	I don't want to answer	1,0%	94	1,0%	
Personal income	I have no income	9,1%	85	11,8%	
	Less than 400 EUR	8,8%	87	2,4%	
	400 to 800 EUR	26,3%	109	31,5%	
	800 to 1200 EUR	26,8%	104	22,5%	
	1200 to 1500 EUR	9,3%	102	7,0%	
	1500 to 1800 EUR	4,9%	94	4,2%	
	over 1800 EUR	5,8%	91	5,6%	
Region	I don't want to answer	9,1%	103	15,0%	
	Pomurska	5,5%	96	7,9%	
	Podravska	14,9%	95	13,2%	
	Koroška	3,6%	104	2,1%	
	Savinjska	12,1%	96	10,9%	
	Zasavska	2,6%	113	0,9%	
	Spodnje-posavska	3,5%	109	3,2%	
	JV Slovenija	6,4%	96	4,0%	
	Osrednjeslovenska	26,1%	94	27,5%	
	Gorenjska	10,7%	107	16,9%	
	Notranjsko-kraška	2,4%	112	1,6%	
	Goriška	7,0%	123	5,3%	
	Obalno-kraška	5,3%	109	6,5%	
	Gender	Male	47,5%	97	50,8%
		Female	52,5%	103	49,2%
Age	10 to 17 years	2,2%	83	1,1%	
	18 to 24 years	8,1%	72	6,9%	
	25 to 29 years	5,6%	70	2,1%	
	30 to 39 years	16,1%	74	5,6%	
	40 to 49 years	23,0%	97	11,7%	
	50 to 59 years	23,3%	126	25,4%	
Employment status	60 to 75 years	20,8%	153	45,5%	
	Employed in public sector	14,8%	102	13,0%	
	Employed in a private company	37,8%	94	23,9%	
	Self-employed	9,0%	99	5,4%	
	Unemployed	7,1%	99	12,4%	
	Retired	18,2%	156	35,8%	
	Pupil	5,5%	87	7,1%	
	Student	6,5%	65	1,6%	
	I don't want to answer	1,2%	100	0,8%	

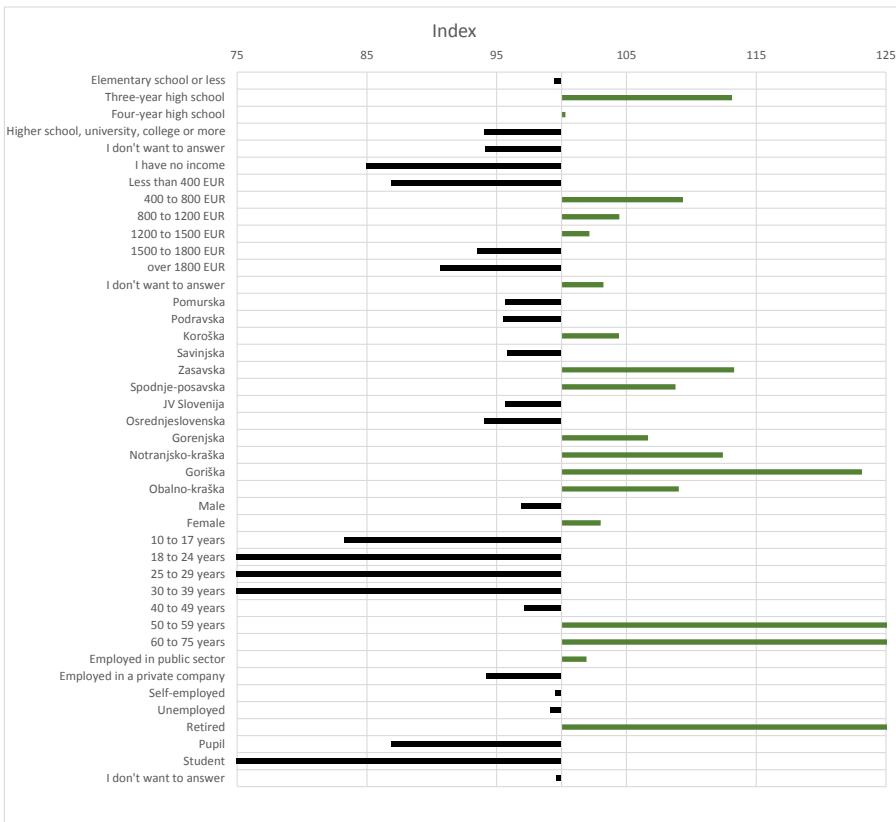


### Note:

**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 side 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 1.12. to 31.12.2019. 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 1.12. to 31.12.2019. 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.