



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: January 2019

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2020.	184 814	34 705	2,6%	49 892	5,3	1,4
2.1.2020.	207 234	47 415	3,6%	66 664	4,4	1,4
3.1.2020.	241 486	56 696	4,3%	78 196	4,3	1,4
4.1.2020.	200 632	42 781	3,2%	57 334	4,7	1,3
5.1.2020.	221 156	50 004	3,8%	70 580	4,4	1,4
6.1.2020.	277 221	65 973	5,0%	87 959	4,2	1,3
7.1.2020.	273 881	63 322	4,8%	81 117	4,3	1,3
8.1.2020.	279 791	62 047	4,7%	81 586	4,5	1,3
9.1.2020.	270 000	63 065	4,7%	83 726	4,3	1,3
10.1.2020.	258 732	59 818	4,5%	78 225	4,3	1,3
11.1.2020.	190 256	41 459	3,1%	57 196	4,6	1,4
12.1.2020.	216 979	47 646	3,6%	65 183	4,6	1,4
13.1.2020.	285 897	67 067	5,0%	87 482	4,3	1,3
14.1.2020.	269 085	60 651	4,6%	75 382	4,4	1,2
15.1.2020.	261 966	59 375	4,5%	75 982	4,4	1,3
16.1.2020.	256 919	58 251	4,4%	76 413	4,4	1,3
17.1.2020.	234 943	50 293	3,8%	65 163	4,7	1,3
18.1.2020.	206 122	40 575	3,1%	57 532	5,1	1,4
19.1.2020.	211 637	41 414	3,1%	56 347	5,1	1,4
20.1.2020.	267 571	59 622	4,5%	75 616	4,5	1,3
21.1.2020.	261 023	55 606	4,2%	71 053	4,7	1,3
22.1.2020.	262 843	58 657	4,4%	76 517	4,5	1,3
23.1.2020.	258 140	56 737	4,3%	73 141	4,5	1,3
24.1.2020.	241 147	51 798	3,9%	66 128	4,7	1,3
25.1.2020.	194 875	38 604	2,9%	51 618	5,0	1,3
26.1.2020.	215 409	45 933	3,5%	62 192	4,7	1,4
27.1.2020.	303 401	65 524	4,9%	90 964	4,6	1,4
28.1.2020.	292 275	65 792	4,9%	87 467	4,4	1,3
29.1.2020.	283 683	64 655	4,9%	86 832	4,4	1,3
30.1.2020.	276 402	61 706	4,6%	81 786	4,5	1,3
31.1.2020.	264 041	57 929	4,4%	79 233	4,6	1,4

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2020. - 5.1.2020.	1 055 312	126 548	9,5%	322 739	8,3	2,6
6.1.2020. - 12.1.2020.	1 766 855	170 176	12,8%	534 970	10,4	3,1
13.1.2020. - 19.1.2020.	1 726 630	161 770	12,2%	494 411	10,7	3,1
20.1.2020. - 26.1.2020.	1 701 047	157 355	11,8%	476 286	10,8	3,0
27.1.2020. - 31.1.2020.	1 419 795	162 327	12,2%	426 276	8,7	2,6

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2020. - 31.1.2020.	7 669 818	326 590	24,6%	2 254 955	23,5	6,9

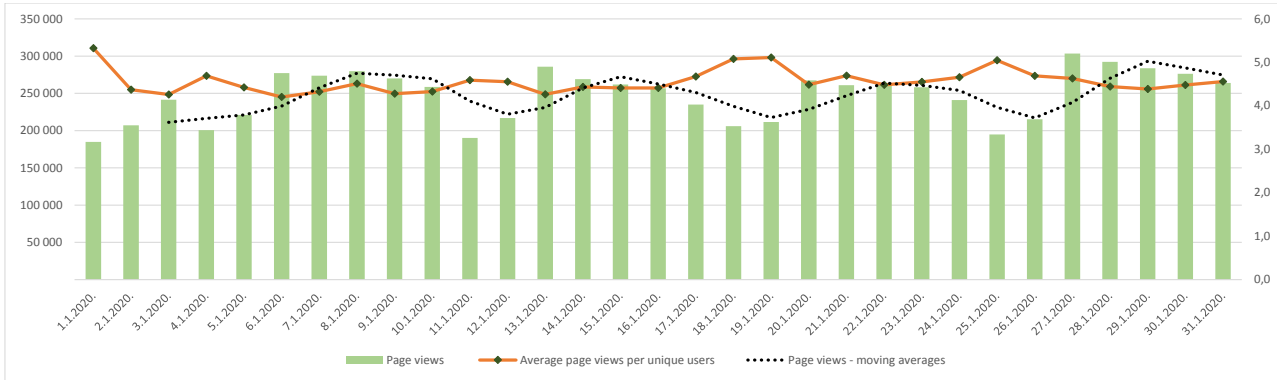
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	15,9%	107	9,1%
	Three-year high school	15,7%	116	15,6%
	Four-year high school	40,5%	101	45,0%
	Higher school, university, college or more	27,1%	89	29,5%
	I don't want to answer	0,8%	81	0,8%
Personal income	I have no income	10,0%	97	8,0%
	Less than 400 EUR	8,3%	86	2,4%
	400 to 800 EUR	26,9%	114	33,9%
	800 to 1200 EUR	27,6%	105	24,6%
	1200 to 1500 EUR	9,0%	97	8,5%
	1500 to 1800 EUR	4,5%	87	4,1%
	over 1800 EUR	5,4%	81	6,4%
Region	I don't want to answer	8,3%	93	12,2%
	Pomurska	6,3%	115	7,3%
	Podravska	15,8%	100	13,4%
	Koroška	3,6%	102	2,3%
	Savinjska	12,7%	98	9,8%
	Zasavska	2,6%	114	0,9%
	Spodnje-posavska	3,0%	98	3,9%
	JV Slovenija	5,8%	87	6,2%
	Osrednjeslovenska	26,4%	96	29,7%
	Gorenjska	10,2%	101	13,4%
	Notranjsko-kraška	2,3%	106	2,2%
	Goriška	6,2%	111	5,9%
	Obalno-kraška	5,2%	102	4,9%
	Gender	Male	48,8%	97
Female		51,2%	103	49,6%
Age	10 to 17 years	2,7%	91	1,5%
	18 to 24 years	7,0%	65	2,2%
	25 to 29 years	6,7%	85	4,4%
	30 to 39 years	16,2%	76	6,7%
	40 to 49 years	22,7%	96	12,4%
	50 to 59 years	22,8%	122	25,0%
	60 to 75 years	21,0%	146	45,3%
Employment status	Employed in public sector	14,9%	101	14,9%
	Employed in a private company	37,7%	95	25,7%
	Self-employed	8,1%	90	5,6%
	Unemployed	8,1%	116	10,3%
	Retired	18,4%	148	36,2%
	Pupil	5,8%	90	5,2%
	Student	5,8%	62	1,2%
	I don't want to answer	1,2%	94	0,8%

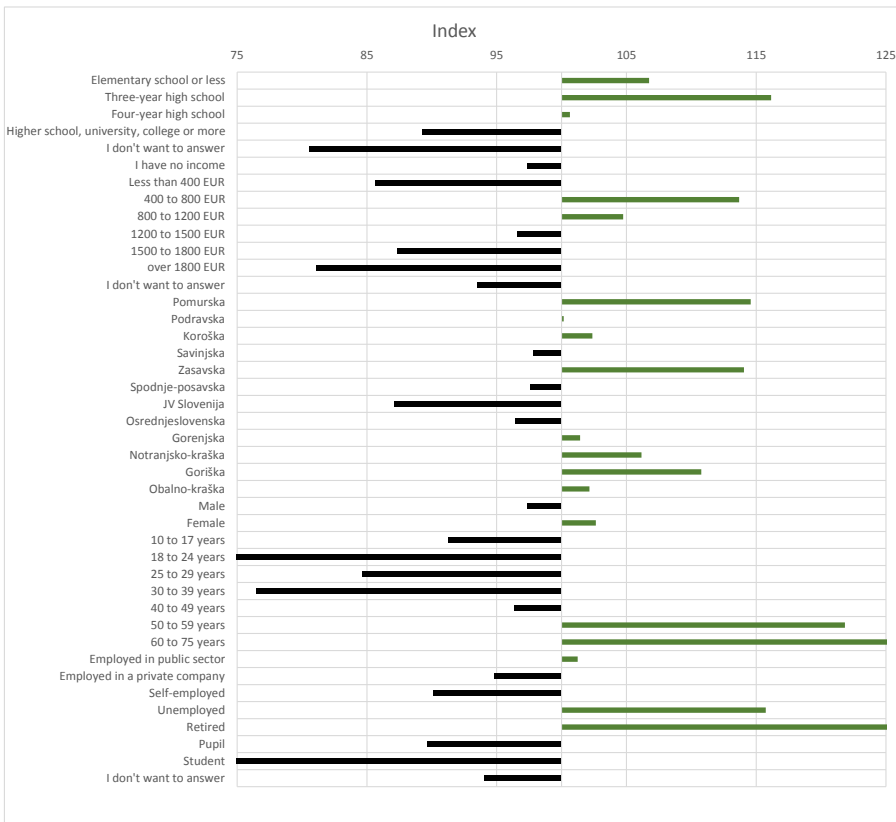


### Note:

**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 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 1.1. to 31.1.2020. 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 1.1. to 31.1.2020. 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.