



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: February 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020.	211 418	47 634	3,6%	67 662	4,4	1,4
2.2.2020.	232 783	50 385	3,8%	72 922	4,6	1,4
3.2.2020.	289 199	68 099	5,1%	88 666	4,2	1,3
4.2.2020.	290 273	66 070	5,0%	87 159	4,4	1,3
5.2.2020.	281 496	62 582	4,7%	83 236	4,5	1,3
6.2.2020.	259 931	57 483	4,3%	74 963	4,5	1,3
7.2.2020.	254 039	54 792	4,1%	74 533	4,6	1,4
8.2.2020.	202 289	39 471	3,0%	54 418	5,1	1,4
9.2.2020.	219 364	44 426	3,3%	62 776	4,9	1,4
10.2.2020.	297 805	62 858	4,7%	83 540	4,7	1,3
11.2.2020.	263 036	56 114	4,2%	73 411	4,7	1,3
12.2.2020.	256 752	55 057	4,1%	71 907	4,7	1,3
13.2.2020.	264 023	57 495	4,3%	75 721	4,6	1,3
14.2.2020.	252 084	53 530	4,0%	72 847	4,7	1,4
15.2.2020.	195 503	42 787	3,2%	62 183	4,6	1,5
16.2.2020.	201 920	43 893	3,3%	61 804	4,6	1,4
17.2.2020.	272 121	63 460	4,8%	85 262	4,3	1,3
18.2.2020.	273 828	63 266	4,8%	86 179	4,3	1,4
19.2.2020.	290 070	66 538	5,0%	98 414	4,4	1,5
20.2.2020.	263 328	59 753	4,5%	85 595	4,4	1,4
21.2.2020.	242 151	56 128	4,2%	78 881	4,3	1,4
22.2.2020.	177 439	36 899	2,8%	52 082	4,8	1,4
23.2.2020.	208 257	42 390	3,2%	60 794	4,9	1,4
24.2.2020.	289 256	61 109	4,6%	83 393	4,7	1,4
25.2.2020.	287 634	53 562	4,0%	74 858	5,4	1,4
26.2.2020.	306 265	62 362	4,7%	86 113	4,9	1,4
27.2.2020.	286 229	59 239	4,5%	82 827	4,8	1,4
28.2.2020.	286 736	58 731	4,4%	86 351	4,9	1,5
29.2.2020.	229 201	49 651	3,7%	73 929	4,6	1,5

Weekly reach (Slovenian visitors)

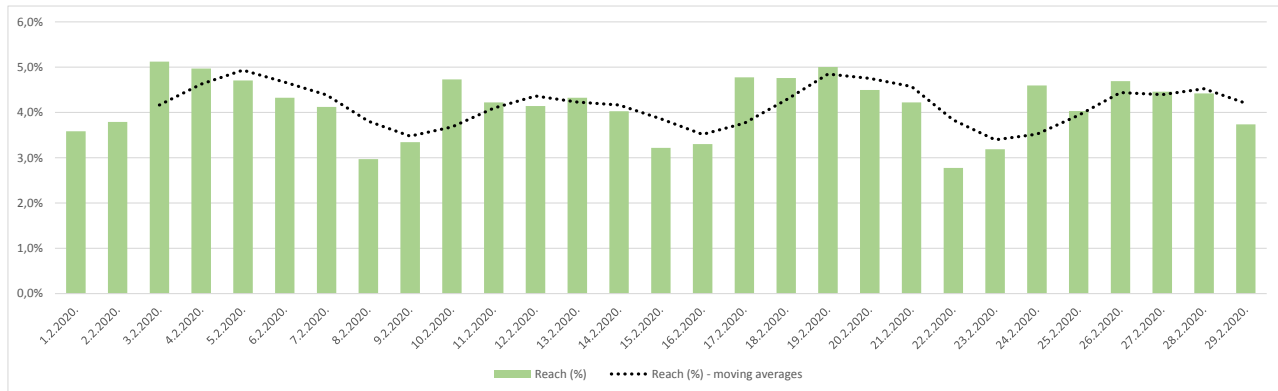
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020. - 2.2.2020.	444 200	81 391	6,1%	140 579	5,5	1,7
3.2.2020. - 9.2.2020.	1 796 582	164 985	12,4%	525 735	10,9	3,2
10.2.2020. - 16.2.2020.	1 731 182	156 015	11,7%	501 487	11,1	3,2
17.2.2020. - 23.2.2020.	1 727 355	159 063	12,0%	547 336	10,9	3,4
24.2.2020. - 29.2.2020.	1 685 339	153 937	11,6%	487 644	10,9	3,2

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020. - 29.2.2020.	7 383 947	315 790	23,8%	2 202 702	23,0	7,0

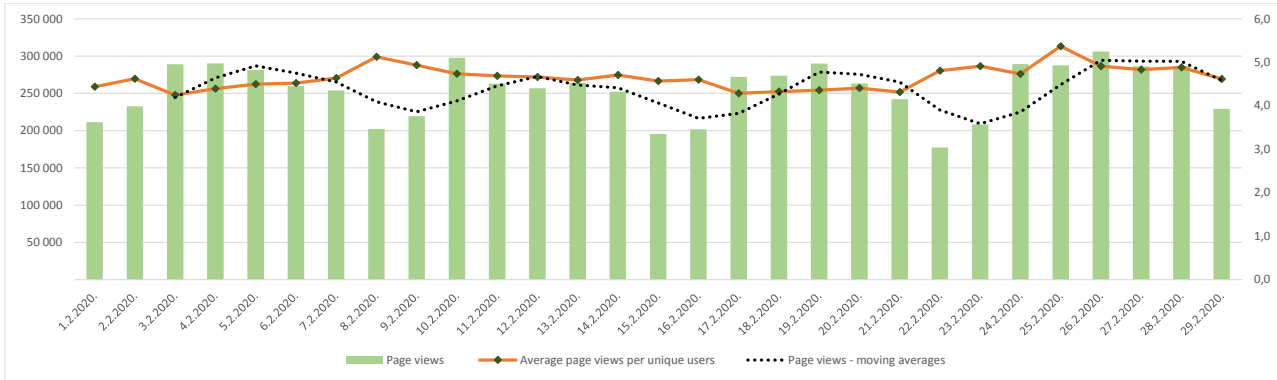
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	15,0%	102	9,4%
	Three-year high school	15,3%	113	15,2%
	Four-year high school	41,0%	101	45,0%
	Higher school, university, college or more	27,7%	92	29,5%
	I don't want to answer	1,0%	87	0,9%
Personal income	I have no income	8,8%	87	8,1%
	Less than 400 EUR	8,8%	91	3,0%
	400 to 800 EUR	27,3%	115	32,8%
	800 to 1200 EUR	26,7%	102	27,5%
	1200 to 1500 EUR	9,5%	102	7,7%
	1500 to 1800 EUR	4,6%	89	5,0%
	over 1800 EUR	4,8%	72	6,2%
	I don't want to answer	9,5%	106	9,8%
Region	Pomurska	5,5%	100	7,9%
	Podravska	15,6%	100	12,0%
	Koroška	3,3%	90	2,4%
	Savinjska	13,0%	101	8,8%
	Zasavska	2,7%	118	0,9%
	Spodnje-posavska	3,2%	99	4,0%
	JV Slovenija	6,1%	90	5,1%
	Osrednjeslovenska	26,2%	96	29,5%
	Gorenjska	10,7%	107	14,6%
	Notranjsko-kraška	2,5%	111	3,1%
	Goriška	5,7%	101	6,2%
	Obalno-kraška	5,5%	111	5,5%
	Gender	Male	47,2%	94
Female		52,8%	106	49,2%
Age	10 to 17 years	2,9%	92	1,3%
	18 to 24 years	7,6%	71	3,8%
	25 to 29 years	5,5%	68	2,8%
	30 to 39 years	17,5%	83	6,4%
	40 to 49 years	22,3%	95	13,1%
	50 to 59 years	22,7%	122	26,1%
Employment status	60 to 75 years	20,5%	142	43,1%
	Employed in public sector	14,9%	101	14,5%
	Employed in a private company	37,2%	94	28,4%
	Self-employed	8,9%	100	5,3%
	Unemployed	8,2%	120	7,9%
	Retired	17,8%	143	36,8%
	Pupil	5,7%	87	4,8%
	Student	5,9%	62	1,7%
	I don't want to answer	1,4%	110	0,6%

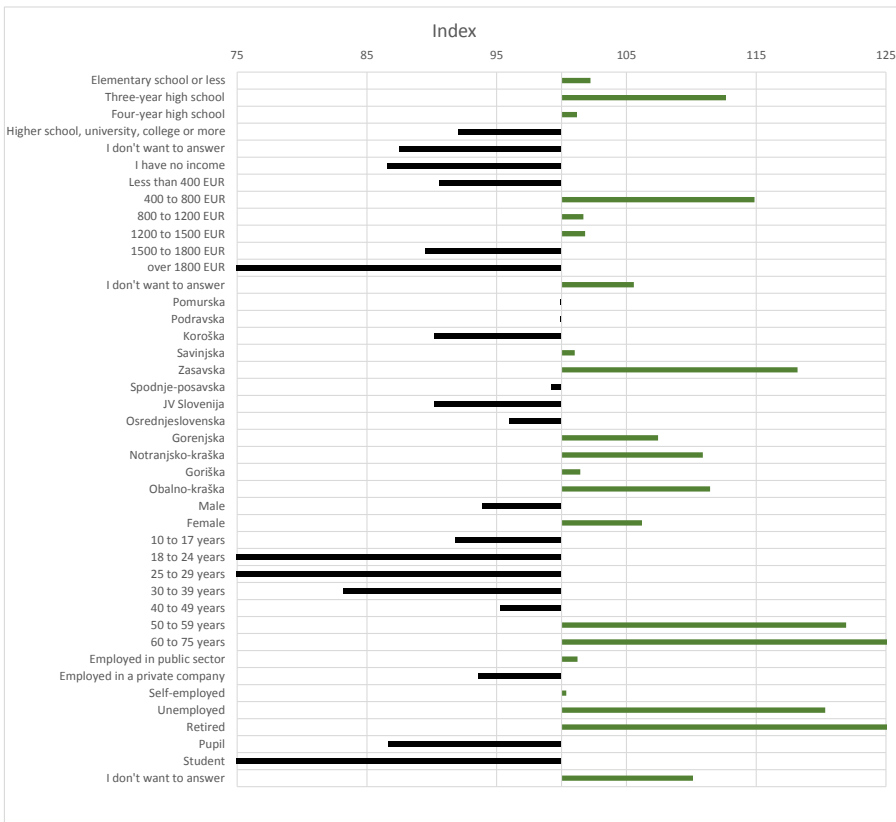


Note:

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 1.2. to 29.2.2020. 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 1.2. to 29.2.2020. 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.