



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: May 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2020.	265 577	56 115	4,0%	89 675	4,7	1,6
2.5.2020.	251 484	55 606	4,0%	84 623	4,5	1,5
3.5.2020.	272 734	63 099	4,6%	93 586	4,3	1,5
4.5.2020.	303 720	70 478	5,1%	111 268	4,3	1,6
5.5.2020.	298 937	68 091	4,9%	101 156	4,4	1,5
6.5.2020.	265 752	57 787	4,2%	84 838	4,6	1,5
7.5.2020.	261 098	57 959	4,2%	84 247	4,5	1,5
8.5.2020.	238 600	50 679	3,7%	75 161	4,7	1,5
9.5.2020.	192 248	35 807	2,6%	57 352	5,4	1,6
10.5.2020.	248 427	57 755	4,2%	88 676	4,3	1,5
11.5.2020.	324 122	77 252	5,6%	124 212	4,2	1,6
12.5.2020.	307 670	70 964	5,1%	97 801	4,3	1,4
13.5.2020.	270 994	61 847	4,5%	86 436	4,4	1,4
14.5.2020.	288 533	64 839	4,7%	102 221	4,4	1,6
15.5.2020.	302 019	66 911	4,8%	104 789	4,5	1,6
16.5.2020.	235 730	60 134	4,3%	87 560	3,9	1,5
17.5.2020.	295 709	84 670	6,1%	124 952	3,5	1,5
18.5.2020.	368 599	98 018	7,1%	151 673	3,8	1,5
19.5.2020.	347 890	86 802	6,3%	135 235	4,0	1,6
20.5.2020.	309 557	74 010	5,3%	117 113	4,2	1,6
21.5.2020.	259 216	64 804	4,7%	99 161	4,0	1,5
22.5.2020.	226 857	52 839	3,8%	76 026	4,3	1,4
23.5.2020.	194 377	47 477	3,4%	68 020	4,1	1,4
24.5.2020.	226 063	54 730	3,9%	78 786	4,1	1,4
25.5.2020.	282 268	71 497	5,2%	104 652	3,9	1,5
26.5.2020.	300 684	72 964	5,3%	113 157	4,1	1,6
27.5.2020.	262 982	63 341	4,6%	90 812	4,2	1,4
28.5.2020.	280 699	65 311	4,7%	99 900	4,3	1,5
29.5.2020.	257 590	58 192	4,2%	86 161	4,4	1,5
30.5.2020.	194 298	42 967	3,1%	65 446	4,5	1,5
31.5.2020.	240 746	57 660	4,2%	87 744	4,2	1,5

Weekly reach (Slovenian visitors)

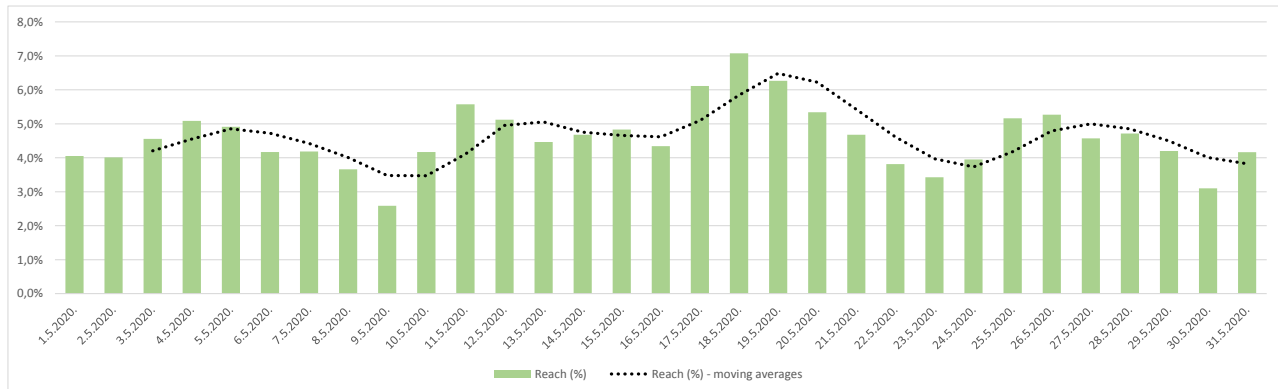
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2020. - 3.5.2020.	789 790	126 382	9,1%	267 891	6,2	2,1
4.5.2020. - 10.5.2020.	1 808 741	178 980	12,9%	602 933	10,1	3,4
11.5.2020. - 17.5.2020.	2 024 659	213 314	15,4%	728 912	9,5	3,4
18.5.2020. - 24.5.2020.	1 932 754	212 741	15,4%	726 785	9,1	3,4
25.5.2020. - 31.5.2020.	1 819 282	191 865	13,8%	647 938	9,5	3,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2020. - 31.5.2020.	8 375 170	396 063	28,6%	2 974 423	21,1	7,5

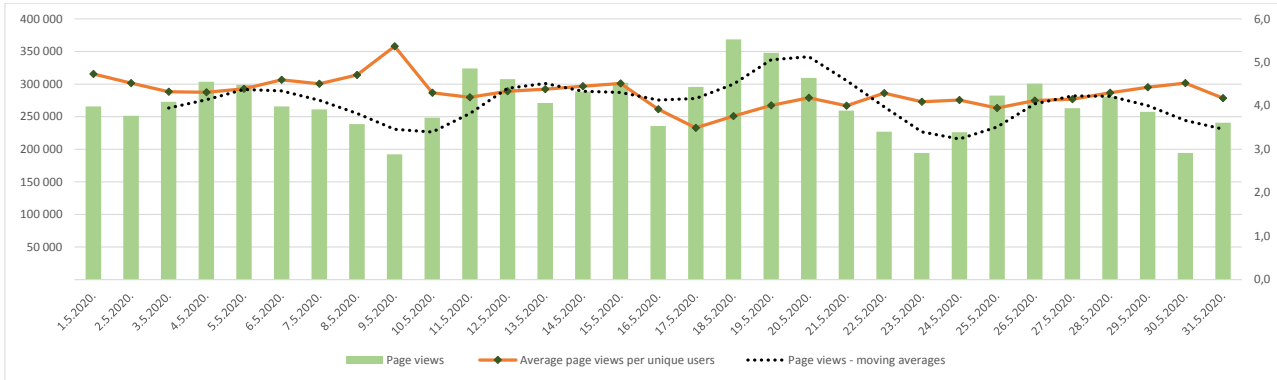
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	15,3%	100	9,4%
	Three-year high school	15,3%	116	14,9%
	Four-year high school	41,6%	103	47,7%
	Higher school, university, college or more	26,9%	89	27,3%
	I don't want to answer	0,9%	90	0,8%
Personal income	I have no income	9,1%	86	12,7%
	Less than 400 EUR	8,8%	89	2,6%
	400 to 800 EUR	26,8%	115	33,9%
	800 to 1200 EUR	27,1%	104	25,2%
	1200 to 1500 EUR	9,3%	101	7,0%
	1500 to 1800 EUR	5,1%	98	4,1%
	over 1800 EUR	5,3%	78	4,9%
	I don't want to answer	8,6%	95	9,6%
Region	Pomurska	6,3%	113	11,5%
	Podravska	15,5%	99	11,1%
	Koroška	3,1%	88	2,5%
	Savinjska	12,1%	94	10,4%
	Zasavska	2,7%	113	1,2%
	Spodnje-posavska	3,3%	101	4,1%
	JV Slovenija	6,4%	92	6,5%
	Osrednjeslovenska	26,3%	97	24,6%
	Gorenjska	10,0%	102	13,8%
	Notranjsko-kraška	2,1%	100	2,7%
	Goriška	6,4%	115	6,4%
	Obalno-kraška	5,6%	114	5,2%
	Gender	Male	49,8%	100
Female		50,2%	100	42,5%
Age	10 to 17 years	2,6%	81	0,9%
	18 to 24 years	8,3%	76	3,6%
	25 to 29 years	5,7%	75	4,5%
	30 to 39 years	16,0%	78	4,6%
	40 to 49 years	23,3%	100	16,3%
	50 to 59 years	22,5%	117	31,8%
	60 to 75 years	20,9%	142	37,8%
Employment status	Employed in public sector	14,7%	100	14,6%
	Employed in a private company	38,1%	97	28,4%
	Self-employed	9,1%	102	5,6%
	Unemployed	7,0%	104	11,1%
	Retired	17,7%	138	32,1%
	Pupil	5,4%	79	5,5%
	Student	6,7%	72	1,9%
	I don't want to answer	1,4%	108	0,8%

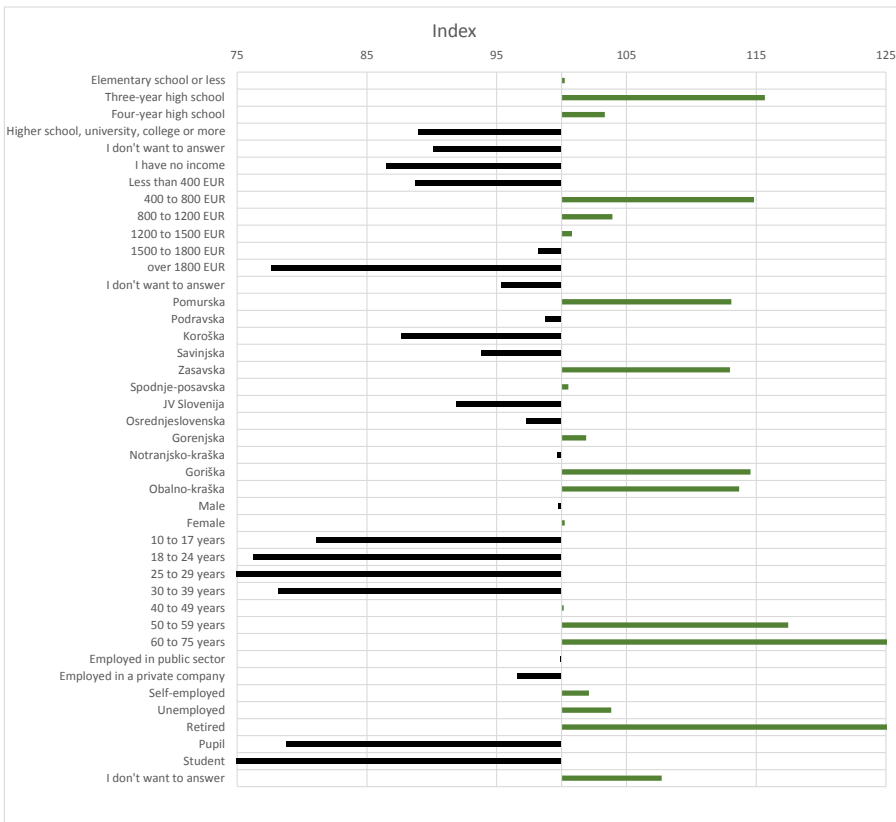


Note:

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 1.5. to 31.5.2020. 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 1.5. to 31.5.2020. 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.