



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: August 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.8.2020.	194 858	48 059	3,5%	72 320	4,1	1,5
2.8.2020.	221 920	55 036	4,0%	82 320	4,0	1,5
3.8.2020.	270 277	61 690	4,5%	96 756	4,4	1,6
4.8.2020.	270 733	60 172	4,3%	98 256	4,5	1,6
5.8.2020.	270 331	64 083	4,6%	103 260	4,2	1,6
6.8.2020.	238 157	52 335	3,8%	82 086	4,6	1,6
7.8.2020.	230 219	50 423	3,6%	81 210	4,6	1,6
8.8.2020.	190 183	49 994	3,6%	72 819	3,8	1,5
9.8.2020.	229 014	59 803	4,3%	92 402	3,8	1,5
10.8.2020.	292 171	79 215	5,7%	124 143	3,7	1,6
11.8.2020.	291 287	76 542	5,5%	114 775	3,8	1,5
12.8.2020.	274 002	70 213	5,1%	108 321	3,9	1,5
13.8.2020.	277 877	68 262	4,9%	109 175	4,1	1,6
14.8.2020.	279 826	69 953	5,0%	108 132	4,0	1,5
15.8.2020.	239 348	60 897	4,4%	90 590	3,9	1,5
16.8.2020.	246 215	68 529	4,9%	98 298	3,6	1,4
17.8.2020.	294 980	68 800	5,0%	113 732	4,3	1,7
18.8.2020.	280 431	66 471	4,8%	106 520	4,2	1,6
19.8.2020.	251 769	51 411	3,7%	81 171	4,9	1,6
20.8.2020.	249 922	56 003	4,0%	88 118	4,5	1,6
21.8.2020.	235 213	47 463	3,4%	76 586	5,0	1,6
22.8.2020.	210 321	54 204	3,9%	79 840	3,9	1,5
23.8.2020.	312 101	94 176	6,8%	139 663	3,3	1,5
24.8.2020.	335 120	83 721	6,0%	136 185	4,0	1,6
25.8.2020.	286 345	68 238	4,9%	109 777	4,2	1,6
26.8.2020.	255 155	57 987	4,2%	87 778	4,4	1,5
27.8.2020.	253 867	54 559	3,9%	84 065	4,7	1,5
28.8.2020.	258 966	56 712	4,1%	91 782	4,6	1,6
29.8.2020.	216 529	50 103	3,6%	77 108	4,3	1,5
30.8.2020.	288 414	73 613	5,3%	115 458	3,9	1,6
31.8.2020.	325 814	82 844	6,0%	132 468	3,9	1,6

Weekly reach (Slovenian visitors)

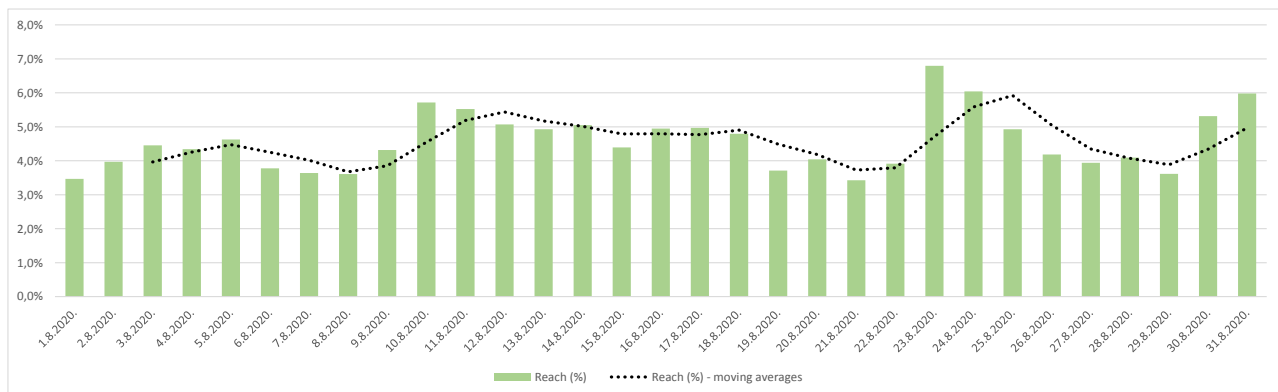
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.8.2020. - 2.8.2020.	416 771	87 694	6,3%	154 638	4,8	1,8
3.9.2020. - 9.9.2020.	1 699 001	183 198	13,2%	627 030	9,3	3,4
10.8.2020. - 16.8.2020.	1 900 777	219 339	15,8%	753 483	8,7	3,4
17.8.2020. - 23.8.2020.	1 834 914	203 987	14,7%	686 534	9,0	3,4
24.8.2020. - 30.8.2020.	1 894 447	203 100	14,7%	702 442	9,3	3,5
31.8.2020. - 31.8.2020.	325 814	82 844	6,0%	132 468	3,9	1,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.8.2020. - 31.8.2020.	8 071 816	389 891	28,1%	3 056 928	20,7	7,8

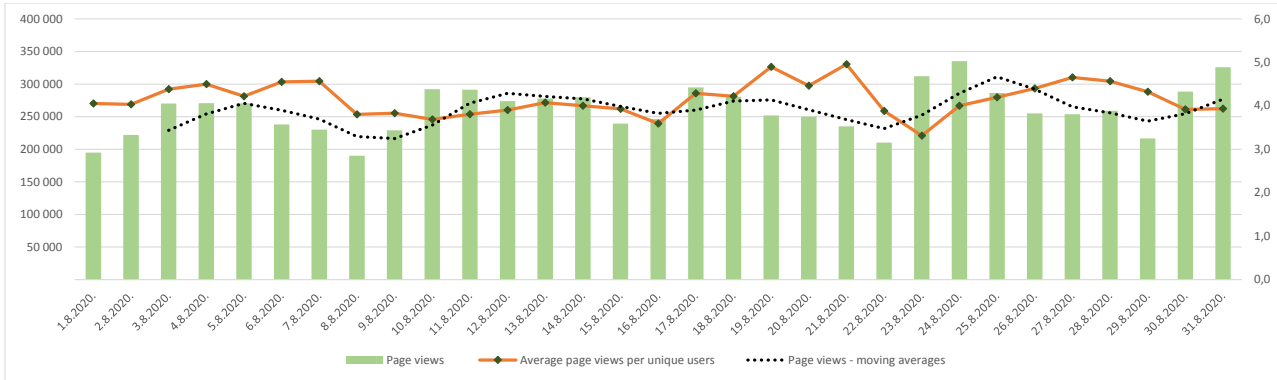
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	16,4%	111	8,9%
	Three-year high school	13,9%	106	18,8%
	Four-year high school	39,4%	98	46,2%
	Higher school, university, college or more	29,1%	95	24,6%
	I don't want to answer	1,2%	116	1,4%
Personal income	I have no income	9,3%	92	5,8%
	Less than 400 EUR	8,6%	92	2,1%
	400 to 800 EUR	27,1%	118	40,1%
	800 to 1200 EUR	25,5%	96	22,8%
	1200 to 1500 EUR	9,6%	101	7,2%
	1500 to 1800 EUR	4,7%	86	6,2%
	over 1800 EUR	5,6%	80	4,7%
Region	I don't want to answer	9,5%	107	11,1%
	Pomurska	5,9%	101	6,0%
	Podravska	15,1%	97	15,6%
	Koroška	3,0%	88	2,3%
	Savinjska	13,7%	106	9,1%
	Zasavska	2,3%	92	1,0%
	Spodnje-posavska	3,1%	94	2,5%
	JV Slovenija	7,0%	109	7,3%
	Osrednjeslovenska	26,5%	97	26,8%
	Gorenjska	10,6%	104	15,5%
	Notranjsko-kraška	2,7%	123	4,3%
	Goriška	4,9%	91	5,5%
	Obalno-kraška	5,3%	105	4,1%
	Gender	Male	48,3%	94
Female		51,7%	106	46,5%
Age	10 to 17 years	3,0%	97	0,6%
	18 to 24 years	7,5%	75	3,5%
	25 to 29 years	5,6%	73	3,3%
	30 to 39 years	15,3%	74	4,2%
	40 to 49 years	23,8%	99	14,7%
	50 to 59 years	23,8%	123	26,4%
	60 to 75 years	20,2%	137	46,8%
Employment status	Employed in public sector	15,7%	103	15,0%
	Employed in a private company	36,9%	93	27,7%
	Self-employed	9,3%	98	6,3%
	Unemployed	6,9%	104	5,7%
	Retired	18,1%	141	38,8%
	Pupil	5,5%	90	4,4%
	Student	6,2%	70	1,5%
	I don't want to answer	1,4%	109	0,6%

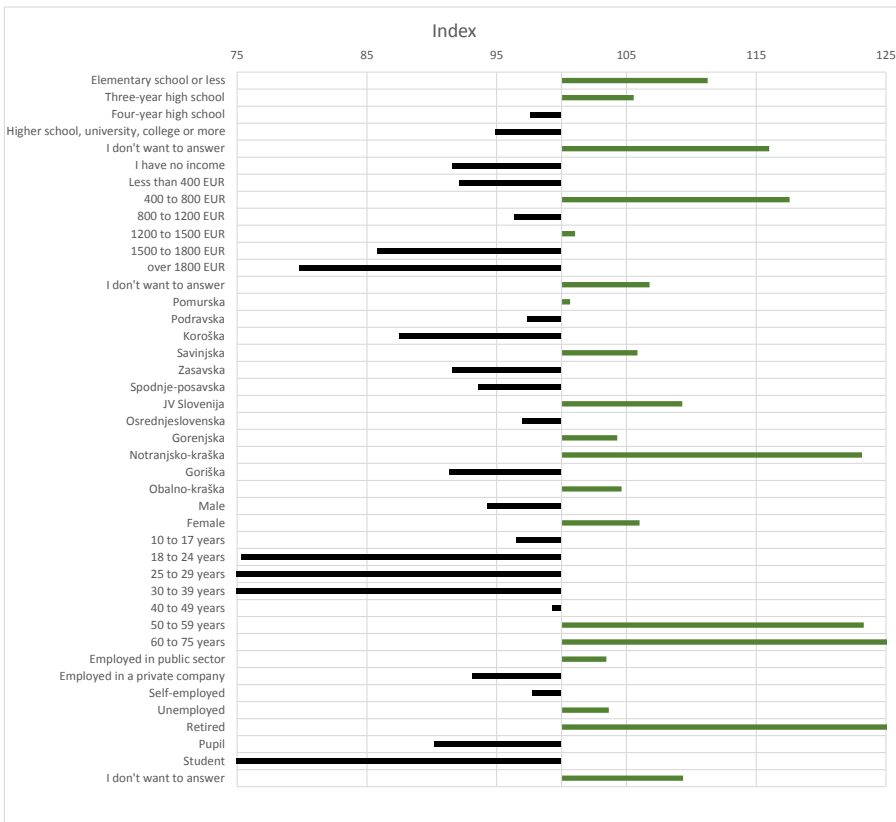


Note:

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 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 1.8. to 31.8.2020. 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 1.8. to 31.8.2020. 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.