



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: September 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2020.	293 412	71 509	5,2%	113 642	4,1	1,6
2.9.2020.	293 951	67 475	4,9%	110 972	4,4	1,6
3.9.2020.	243 380	52 513	3,8%	82 743	4,6	1,6
4.9.2020.	243 300	50 222	3,6%	82 913	4,8	1,7
5.9.2020.	179 228	34 461	2,5%	58 136	5,2	1,7
6.9.2020.	219 616	52 860	3,8%	79 146	4,2	1,5
7.9.2020.	292 112	67 533	4,9%	105 392	4,3	1,6
8.9.2020.	276 116	66 338	4,8%	105 867	4,2	1,6
9.9.2020.	245 428	53 635	3,9%	80 496	4,6	1,5
10.9.2020.	231 783	50 201	3,6%	72 868	4,6	1,5
11.9.2020.	239 176	51 332	3,7%	79 604	4,7	1,6
12.9.2020.	190 948	40 963	3,0%	67 295	4,7	1,6
13.9.2020.	207 996	45 885	3,3%	69 846	4,5	1,5
14.9.2020.	274 706	63 452	4,6%	97 078	4,3	1,5
15.9.2020.	245 217	54 663	3,9%	80 604	4,5	1,5
16.9.2020.	262 770	61 084	4,4%	93 885	4,3	1,5
17.9.2020.	308 296	83 426	6,0%	127 833	3,7	1,5
18.9.2020.	264 941	65 375	4,7%	101 121	4,1	1,5
19.9.2020.	210 503	57 959	4,2%	83 654	3,6	1,4
20.9.2020.	210 542	55 774	4,0%	79 044	3,8	1,4
21.9.2020.	279 940	65 446	4,7%	106 209	4,3	1,6
22.9.2020.	268 358	62 170	4,5%	91 726	4,3	1,5
23.9.2020.	265 884	60 653	4,4%	85 859	4,4	1,4
24.9.2020.	242 149	51 805	3,7%	77 122	4,7	1,5
25.9.2020.	301 816	70 822	5,1%	112 451	4,3	1,6
26.9.2020.	217 858	50 779	3,7%	75 632	4,3	1,5
27.9.2020.	230 524	52 152	3,8%	80 280	4,4	1,5
28.9.2020.	340 343	77 653	5,6%	129 572	4,4	1,7
29.9.2020.	260 404	62 708	4,5%	90 062	4,2	1,4
30.9.2020.	267 552	56 210	4,1%	83 158	4,8	1,5

Weekly reach (Slovenian visitors)

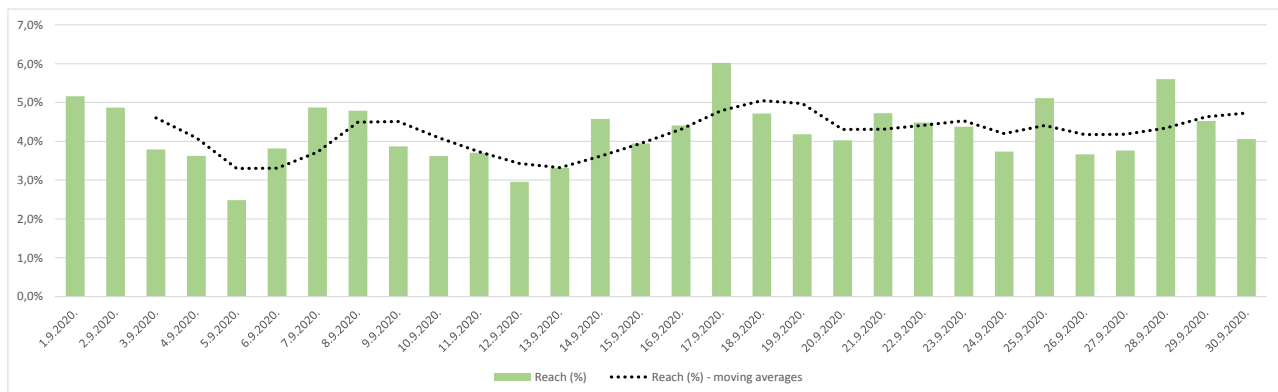
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2020. - 6.9.2020.	1 472 903	173 687	12,5%	527 720	8,5	3,0
7.9.2020. - 13.9.2020.	1 683 674	179 658	13,0%	581 679	9,4	3,2
14.9.2020. - 20.9.2020.	1 777 042	207 005	14,9%	663 635	8,6	3,2
21.9.2020. - 27.9.2020.	1 806 530	186 284	13,4%	629 539	9,7	3,4
28.9.2020. - 30.9.2020.	868 298	133 500	9,6%	302 985	6,5	2,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2020. - 30.9.2020.	7 608 662	377 059	27,2%	2 705 876	20,2	7,2

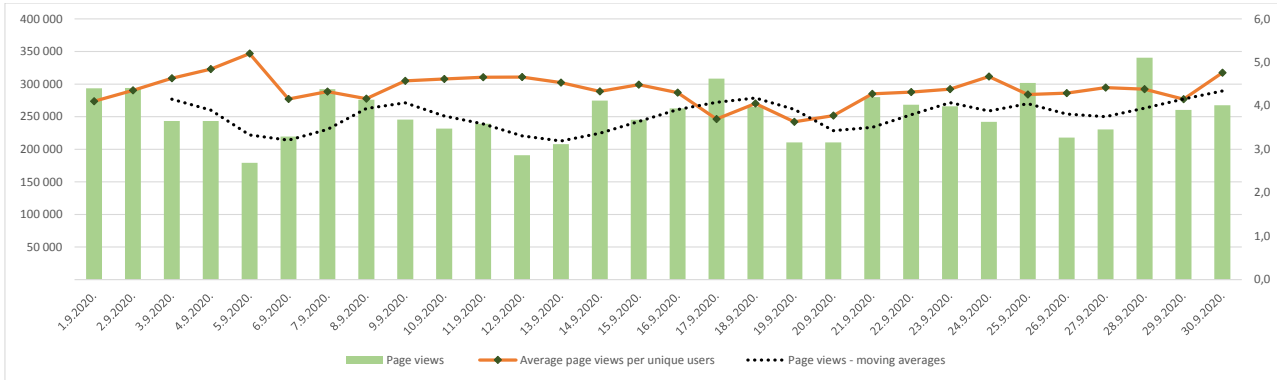
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,4%	108	10,6%	
	Three-year high school	14,7%	117	8,6%	
	Four-year high school	38,3%	99	47,2%	
	Higher school, university, college or more	32,8%	93	33,0%	
	I don't want to answer	0,9%	89	0,6%	
Personal income	I have no income	7,6%	83	3,9%	
	Less than 400 EUR	6,2%	82	2,8%	
	400 to 800 EUR	23,4%	121	17,5%	
	800 to 1200 EUR	31,3%	106	41,2%	
	1200 to 1500 EUR	11,3%	99	20,4%	
	1500 to 1800 EUR	5,4%	85	3,3%	
	over 1800 EUR	6,5%	78	5,2%	
	I don't want to answer	8,3%	99	5,7%	
Region	Pomurska	5,6%	95	2,6%	
	Podravska	15,5%	99	19,0%	
	Koroška	3,1%	96	1,7%	
	Savinjska	13,4%	109	13,5%	
	Zasavska	3,6%	140	9,6%	
	Spodnje-posavska	3,3%	90	2,7%	
	JV Slovenija	5,8%	97	2,9%	
	Osrednjeslovenska	25,0%	92	24,0%	
	Gorenjska	9,5%	96	9,1%	
	Notranjsko-kraška	2,6%	105	3,2%	
	Goriška	6,8%	116	9,2%	
	Obalno-kraška	5,7%	105	2,5%	
	Gender	Male	48,2%	92	55,6%
		Female	51,8%	108	44,4%
Age	10 to 17 years	3,6%	76	0,8%	
	18 to 24 years	8,5%	76	2,3%	
	25 to 29 years	9,0%	81	2,3%	
	30 to 39 years	20,3%	88	9,2%	
	40 to 49 years	20,7%	100	20,3%	
	50 to 59 years	20,9%	120	29,7%	
	60 to 75 years	17,0%	144	35,4%	
Employment status	Employed in public sector	16,4%	104	16,4%	
	Employed in a private company	39,6%	96	38,7%	
	Self-employed	9,0%	98	4,8%	
	Unemployed	6,2%	98	5,9%	
	Retired	18,7%	146	31,6%	
	Pupil	5,4%	79	1,2%	
	Student	3,8%	54	0,9%	
	I don't want to answer	0,9%	98	0,6%	

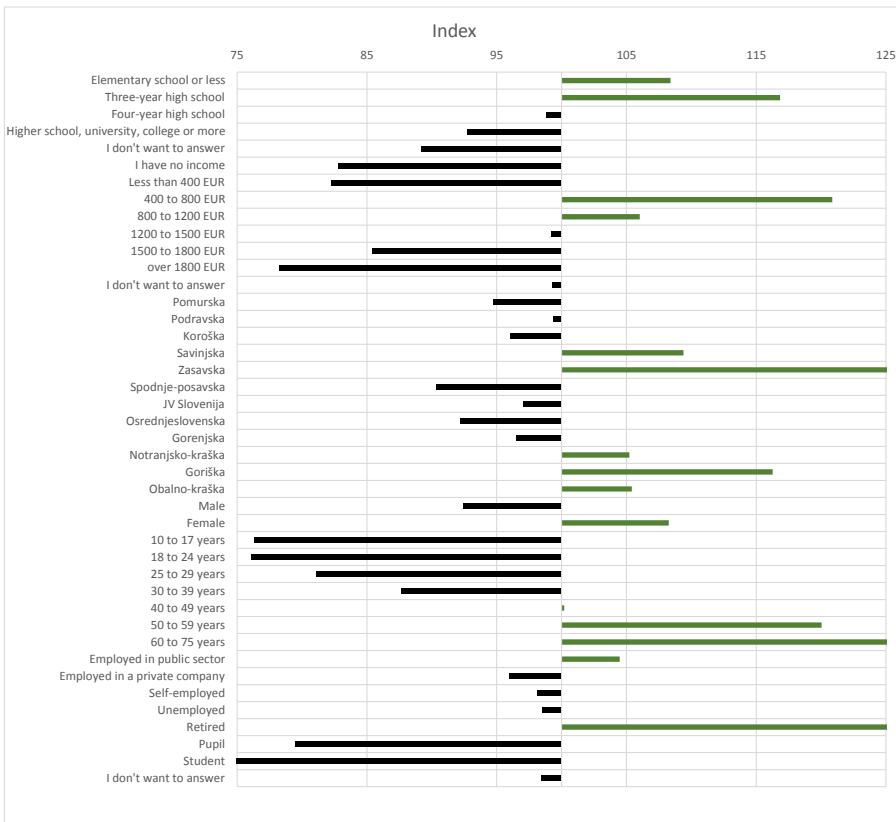


Note:

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 1.9. to 30.9.2020. 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 1.9. to 30.9.2020. 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.