



Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/473 00 10

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: October 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2020.	244 492	56 564	4,1%	77 889	4,3	1,4
2.10.2020.	254 601	56 064	4,0%	79 275	4,5	1,4
3.10.2020.	209 530	42 682	3,1%	67 037	4,9	1,6
4.10.2020.	234 298	53 995	3,9%	79 175	4,3	1,5
5.10.2020.	274 893	62 536	4,5%	86 293	4,4	1,4
6.10.2020.	261 629	58 599	4,2%	78 922	4,5	1,3
7.10.2020.	299 694	66 904	4,8%	97 423	4,5	1,5
8.10.2020.	282 963	65 136	4,7%	100 106	4,3	1,5
9.10.2020.	254 056	58 185	4,2%	88 336	4,4	1,5
10.10.2020.	193 951	42 328	3,0%	64 034	4,6	1,5
11.10.2020.	297 208	83 948	6,0%	119 937	3,5	1,4
12.10.2020.	332 073	84 758	6,1%	129 195	3,9	1,5
13.10.2020.	278 073	60 893	4,4%	87 765	4,6	1,4
14.10.2020.	278 490	58 953	4,2%	91 427	4,7	1,6
15.10.2020.	305 741	69 696	5,0%	101 578	4,4	1,5
16.10.2020.	319 032	85 719	6,1%	127 292	3,7	1,5
17.10.2020.	235 833	62 914	4,5%	87 462	3,7	1,4
18.10.2020.	272 797	77 872	5,6%	110 538	3,5	1,4
19.10.2020.	317 327	77 148	5,5%	121 259	4,1	1,6
20.10.2020.	293 017	73 591	5,3%	108 443	4,0	1,5
21.10.2020.	294 690	68 358	4,9%	104 093	4,3	1,5
22.10.2020.	275 114	60 439	4,3%	91 108	4,6	1,5
23.10.2020.	266 787	58 957	4,2%	88 064	4,5	1,5
24.10.2020.	248 264	57 239	4,1%	90 948	4,3	1,6
25.10.2020.	282 803	80 792	5,8%	116 121	3,5	1,4
26.10.2020.	292 524	66 233	4,7%	101 430	4,4	1,5
27.10.2020.	367 925	87 981	6,3%	142 875	4,2	1,6
28.10.2020.	390 388	113 728	8,1%	180 404	3,4	1,6
29.10.2020.	409 499	129 299	9,3%	196 984	3,2	1,5
30.10.2020.	346 526	103 484	7,4%	154 309	3,3	1,5
31.10.2020.	243 181	61 856	4,4%	88 029	3,9	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2020. - 4.10.2020.	942 955	127 817	9,2%	303 413	7,4	2,4
5.10.2020. - 11.10.2020.	1 864 512	192 047	13,8%	635 594	9,7	3,3
12.10.2020. - 18.10.2020.	2 022 042	215 863	15,5%	735 756	9,4	3,4
19.10.2020. - 25.10.2020.	1 978 064	212 847	15,2%	720 388	9,3	3,4
26.10.2020. - 31.10.2020.	2 050 127	248 212	17,8%	865 503	8,3	3,5

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2020. - 31.10.2020.	8 857 622	414 315	29,7%	3 263 199	21,4	7,9

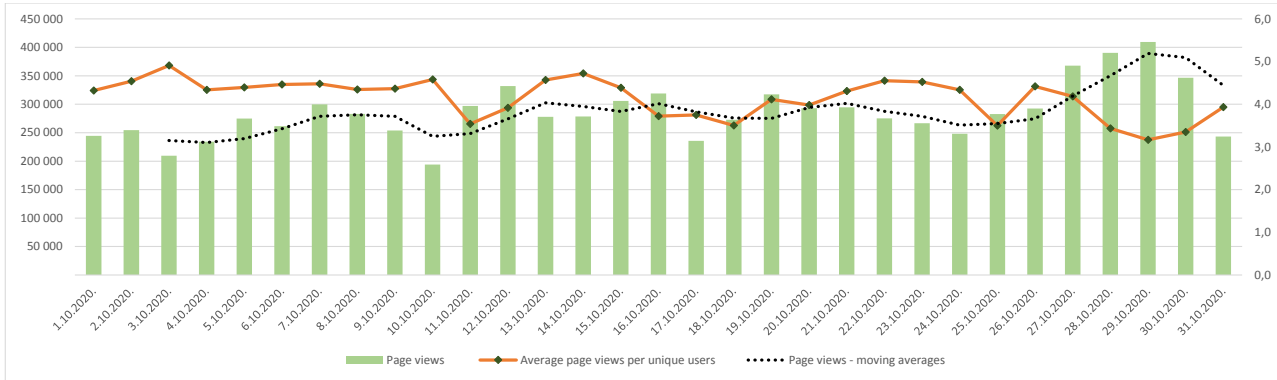
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,1%	104	12,6%
	Three-year high school	14,9%	119	9,4%
	Four-year high school	37,4%	97	48,2%
	Higher school, university, college or more	33,6%	95	29,3%
	I don't want to answer	1,0%	99	0,4%
Personal income	I have no income	8,5%	93	5,9%
	Less than 400 EUR	6,9%	88	2,5%
	400 to 800 EUR	23,4%	121	17,2%
	800 to 1200 EUR	29,3%	99	37,3%
	1200 to 1500 EUR	11,2%	98	23,5%
	1500 to 1800 EUR	5,9%	92	2,9%
	over 1800 EUR	7,0%	84	3,6%
	I don't want to answer	7,9%	96	7,1%
Region	Pomurska	6,6%	109	4,1%
	Podravska	16,0%	103	19,2%
	Koroška	3,4%	103	1,2%
	Savinjska	13,4%	108	15,3%
	Zasavska	2,6%	100	7,5%
	Spodnje-posavska	4,2%	109	2,7%
	JV Slovenija	5,6%	94	3,1%
	Osrednjeslovenska	23,7%	88	23,5%
	Gorenjska	9,8%	101	8,3%
	Notranjsko-kraška	2,4%	97	4,1%
	Goriška	6,6%	110	8,4%
	Obalno-kraška	5,7%	108	2,6%
	Gender	Male	47,4%	91
Female		52,6%	110	44,3%
Age	10 to 17 years	4,3%	89	1,2%
	18 to 24 years	8,3%	73	2,9%
	25 to 29 years	8,1%	73	2,0%
	30 to 39 years	18,8%	82	8,2%
	40 to 49 years	21,8%	106	16,5%
	50 to 59 years	22,6%	128	33,4%
	60 to 75 years	16,0%	140	35,8%
Employment status	Employed in public sector	17,3%	108	14,6%
	Employed in a private company	38,7%	94	39,2%
	Self-employed	8,7%	97	4,7%
	Unemployed	6,0%	100	7,1%
	Retired	17,8%	141	31,0%
	Pupil	6,1%	86	1,8%
	Student	4,7%	64	0,9%
	I don't want to answer	0,9%	88	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.

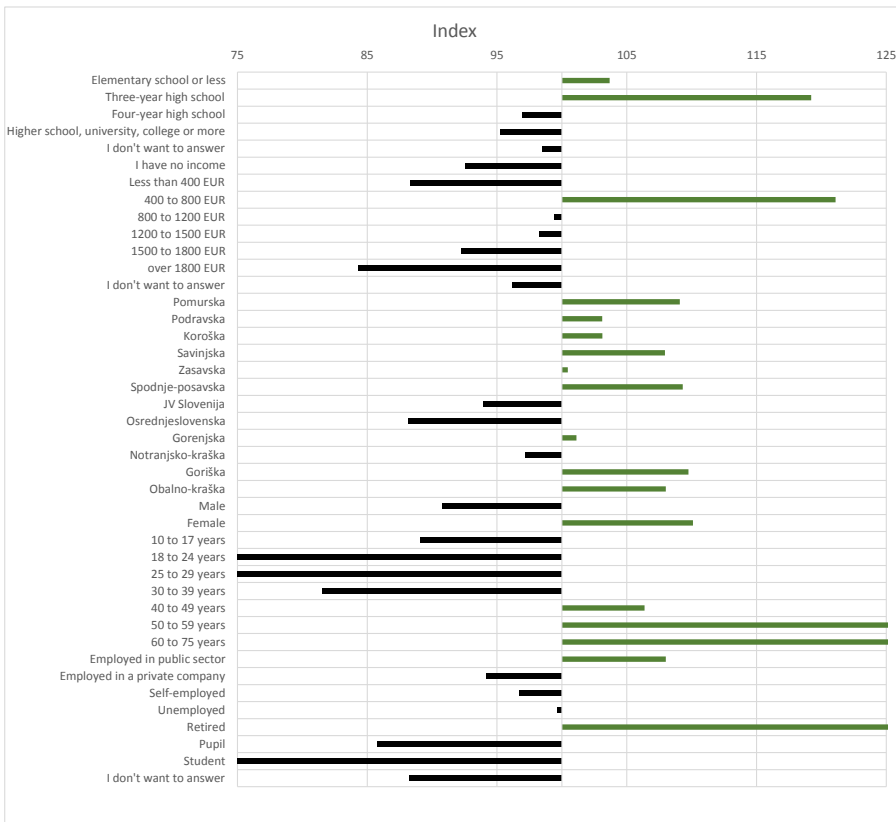


Note:

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 1.10. to 31.10.2020. 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 1.10. to 31.10.2020. 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.