



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: December 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2020.	324 111	88 198	6,1%	127 410	3,7	1,4
2.12.2020.	316 190	88 093	6,1%	125 892	3,6	1,4
3.12.2020.	297 891	71 198	4,9%	104 245	4,2	1,5
4.12.2020.	262 876	54 910	3,8%	77 507	4,8	1,4
5.12.2020.	229 115	47 887	3,3%	72 177	4,8	1,5
6.12.2020.	248 361	55 191	3,8%	81 202	4,5	1,5
7.12.2020.	290 372	63 086	4,4%	90 477	4,6	1,4
8.12.2020.	301 813	66 766	4,6%	99 996	4,5	1,5
9.12.2020.	298 147	64 366	4,4%	95 886	4,6	1,5
10.12.2020.	279 984	59 163	4,1%	87 122	4,7	1,5
11.12.2020.	271 139	55 600	3,8%	84 018	4,9	1,5
12.12.2020.	241 255	48 041	3,3%	73 156	5,0	1,5
13.12.2020.	241 593	48 977	3,4%	74 170	4,9	1,5
14.12.2020.	283 459	59 853	4,1%	85 152	4,7	1,4
15.12.2020.	271 719	59 620	4,1%	87 102	4,6	1,5
16.12.2020.	263 545	56 949	3,9%	83 140	4,6	1,5
17.12.2020.	259 844	52 395	3,6%	74 204	5,0	1,4
18.12.2020.	254 414	48 983	3,4%	73 385	5,2	1,5
19.12.2020.	218 579	40 610	2,8%	64 459	5,4	1,6
20.12.2020.	245 328	49 083	3,4%	75 999	5,0	1,5
21.12.2020.	273 209	60 064	4,1%	88 430	4,5	1,5
22.12.2020.	257 870	53 976	3,7%	76 549	4,8	1,4
23.12.2020.	242 667	49 143	3,4%	70 325	4,9	1,4
24.12.2020.	208 390	37 627	2,6%	56 183	5,5	1,5
25.12.2020.	214 688	38 116	2,6%	61 596	5,6	1,6
26.12.2020.	244 201	49 652	3,4%	78 837	4,9	1,6
27.12.2020.	259 614	56 124	3,9%	86 921	4,6	1,5
28.12.2020.	280 661	56 552	3,9%	88 870	5,0	1,6
29.12.2020.	284 543	53 210	3,7%	85 260	5,3	1,6
30.12.2020.	266 989	61 491	4,2%	91 712	4,3	1,5
31.12.2020.	239 629	53 723	3,7%	81 047	4,5	1,5

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2020. - 6.12.2020.	1 677 710	204 977	14,1%	588 155	8,2	2,9
7.12.2020. - 13.12.2020.	1 924 225	188 494	13,0%	604 842	10,2	3,2
14.12.2020. - 20.12.2020.	1 796 817	173 888	12,0%	543 532	10,3	3,1
21.12.2020. - 27.12.2020.	1 699 921	168 060	11,6%	518 749	10,1	3,1
28.12.2020. - 31.12.2020.	1 071 849	150 210	10,4%	347 022	7,1	2,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2020. - 31.12.2020.	8 168 789	400 503	27,6%	2 602 522	20,4	6,5

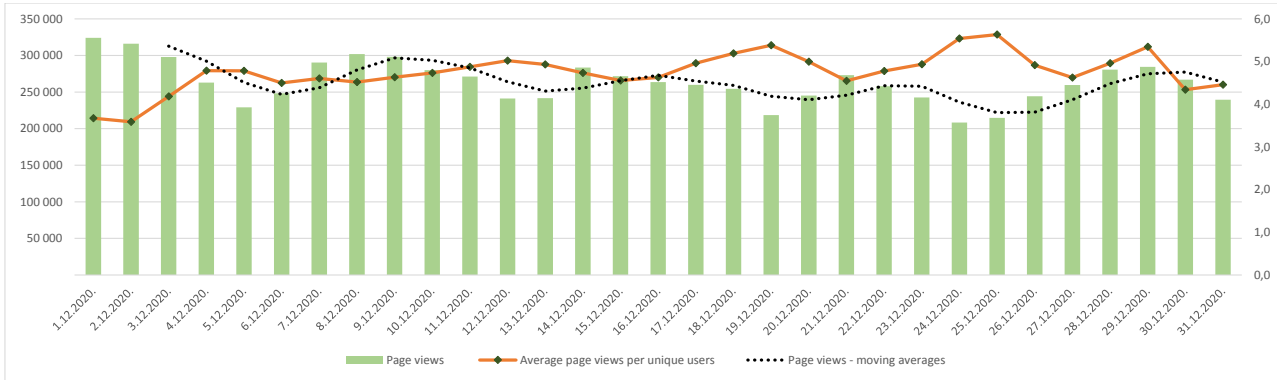
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,2%	103	5,9%	
	Three-year high school	14,7%	116	11,0%	
	Four-year high school	38,7%	100	49,0%	
	Higher school, university, college or more	32,7%	94	33,9%	
	I don't want to answer	0,7%	71	0,2%	
Personal income	I have no income	7,5%	81	5,7%	
	Less than 400 EUR	6,8%	88	2,1%	
	400 to 800 EUR	23,5%	121	17,4%	
	800 to 1200 EUR	31,4%	107	55,3%	
	1200 to 1500 EUR	10,5%	93	5,1%	
	1500 to 1800 EUR	6,2%	98	3,4%	
	over 1800 EUR	6,2%	76	3,2%	
	I don't want to answer	7,8%	94	7,8%	
Region	Pomurska	6,0%	105	6,9%	
	Podravska	15,1%	97	13,4%	
	Koroška	4,3%	128	2,0%	
	Savinjska	13,5%	106	9,8%	
	Zasavska	2,5%	95	12,5%	
	Spodnje-posavska	3,8%	102	1,7%	
	JV Slovenija	5,8%	93	3,2%	
	Osrednjeslovenska	25,0%	94	26,9%	
	Gorenjska	9,1%	95	8,6%	
	Notranjsko-kraška	3,0%	122	5,4%	
	Goriška	6,3%	104	7,5%	
	Obalno-kraška	5,7%	105	2,1%	
	Gender	Male	47,8%	92	52,8%
		Female	52,2%	109	47,2%
Age	10 to 17 years	2,7%	68	0,6%	
	18 to 24 years	7,5%	71	4,2%	
	25 to 29 years	7,9%	82	1,9%	
	30 to 39 years	17,2%	76	8,4%	
	40 to 49 years	21,7%	100	19,3%	
	50 to 59 years	22,4%	125	20,0%	
	60 to 75 years	20,1%	150	45,5%	
Employment status	Employed in public sector	17,1%	106	19,9%	
	Employed in a private company	39,3%	96	26,8%	
	Self-employed	7,6%	86	3,6%	
	Unemployed	5,8%	95	7,0%	
	Retired	20,3%	156	40,4%	
	Pupil	5,9%	80	1,2%	
	Student	3,3%	50	0,8%	
	I don't want to answer	0,8%	82	0,4%	

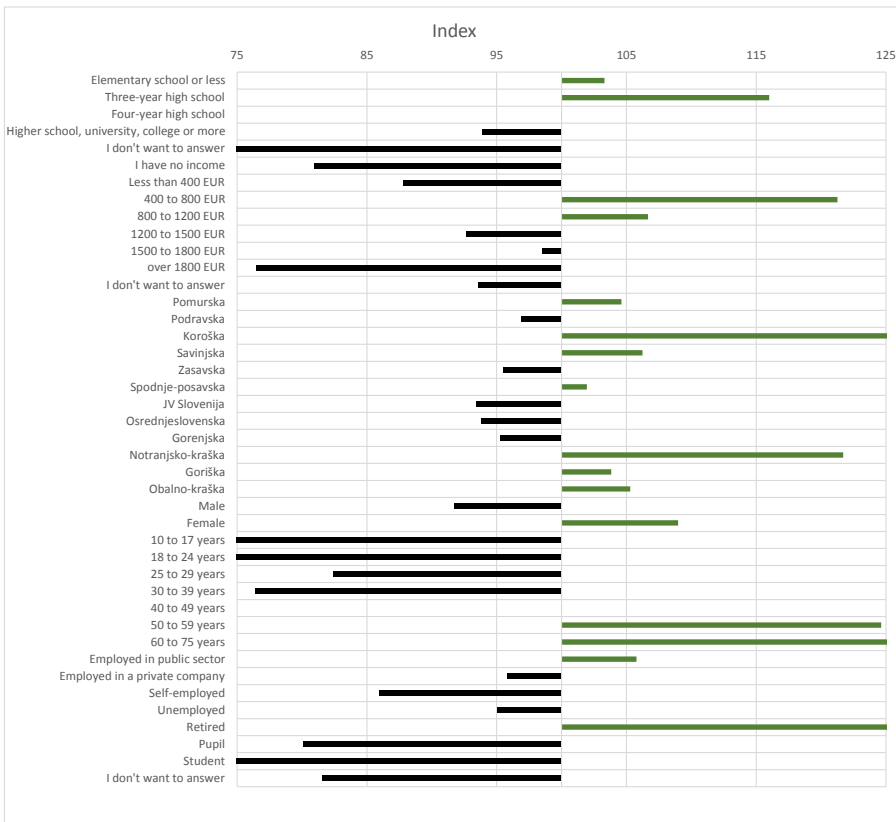


Note:

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 1.12. to 31.12.2020. 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 1.12. to 31.12.2020. 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.