



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: February 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2021.	265 251	59 618	4,1%	80 926	4,4	1,4
2.2.2021.	259 513	56 560	3,9%	78 191	4,6	1,4
3.2.2021.	263 631	55 296	3,8%	75 671	4,8	1,4
4.2.2021.	257 542	51 993	3,6%	73 427	5,0	1,4
5.2.2021.	242 335	51 136	3,5%	70 416	4,7	1,4
6.2.2021.	198 306	37 797	2,6%	56 877	5,2	1,5
7.2.2021.	228 658	44 692	3,1%	66 250	5,1	1,5
8.2.2021.	241 531	47 238	3,3%	69 210	5,1	1,5
9.2.2021.	276 010	60 534	4,2%	85 991	4,6	1,4
10.2.2021.	265 649	59 981	4,1%	85 123	4,4	1,4
11.2.2021.	254 143	55 356	3,8%	79 895	4,6	1,4
12.2.2021.	238 607	50 799	3,5%	74 705	4,7	1,5
13.2.2021.	195 888	40 856	2,8%	62 593	4,8	1,5
14.2.2021.	207 763	44 039	3,0%	69 671	4,7	1,6
15.2.2021.	253 545	57 786	4,0%	87 408	4,4	1,5
16.2.2021.	245 506	53 818	3,7%	80 736	4,6	1,5
17.2.2021.	258 668	56 361	3,9%	83 308	4,6	1,5
18.2.2021.	250 012	52 938	3,7%	81 262	4,7	1,5
19.2.2021.	245 840	51 588	3,6%	77 960	4,8	1,5
20.2.2021.	189 018	38 931	2,7%	59 814	4,9	1,5
21.2.2021.	212 176	45 240	3,1%	71 009	4,7	1,6
22.2.2021.	246 877	53 452	3,7%	79 703	4,6	1,5
23.2.2021.	233 053	48 617	3,4%	69 105	4,8	1,4
24.2.2021.	233 950	49 894	3,4%	71 461	4,7	1,4
25.2.2021.	220 387	46 651	3,2%	65 851	4,7	1,4
26.2.2021.	217 086	44 669	3,1%	63 301	4,9	1,4
27.2.2021.	189 678	36 946	2,6%	56 382	5,1	1,5
28.2.2021.	214 891	43 733	3,0%	67 157	4,9	1,5

Weekly reach (Slovenian visitors)

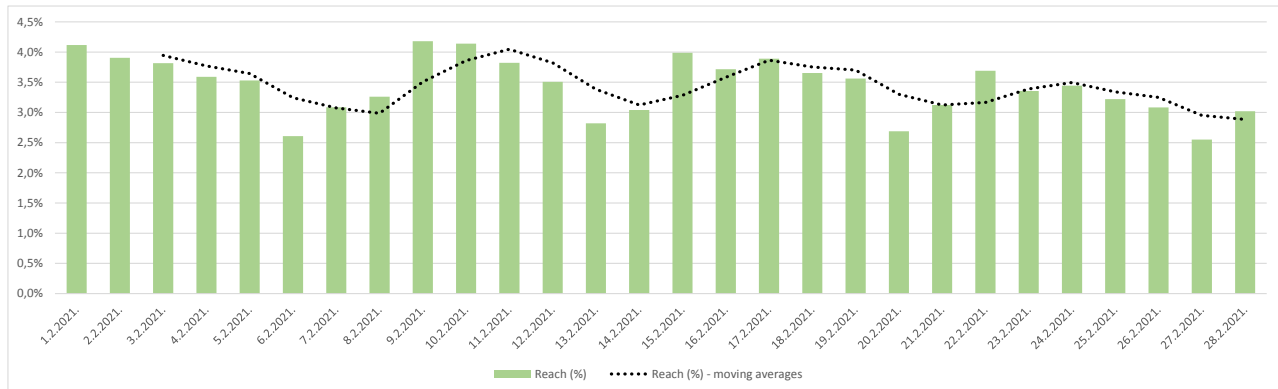
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2021 - 7.2.2021	1 715 217	163 155	11,3%	501 746	10,5	3,1
8.2.2021 - 14.2.2021	1 679 593	171 078	11,8%	527 211	9,8	3,1
15.2.2021 - 21.2.2021	1 654 775	176 933	12,2%	541 476	9,4	3,1
22.2.2021 - 28.2.2021	1 555 958	159 262	11,0%	472 978	9,8	3,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2021. - 28.2.2021.	6 605 559	371 870	25,7%	2 043 793	17,8	5,5

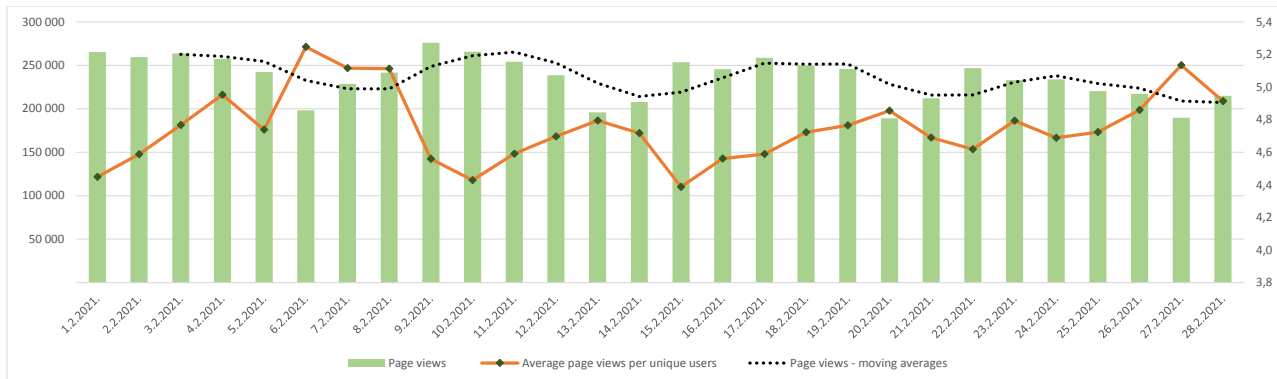
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,5%	92	5,4%	
	Three-year high school	15,7%	122	8,2%	
	Four-year high school	40,7%	103	62,7%	
	Higher school, university, college or more	31,3%	91	22,6%	
	I don't want to answer	0,8%	86	1,1%	
Personal income	I have no income	7,9%	86	5,6%	
	Less than 400 EUR	6,4%	84	1,4%	
	400 to 800 EUR	23,0%	119	22,7%	
	800 to 1200 EUR	30,6%	104	51,5%	
	1200 to 1500 EUR	10,8%	95	8,2%	
	1500 to 1800 EUR	6,4%	99	3,5%	
	over 1800 EUR	7,0%	83	2,4%	
	I don't want to answer	7,9%	96	4,8%	
Region	Pomurska	5,7%	100	2,6%	
	Podravska	18,5%	117	15,6%	
	Koroška	3,6%	114	1,0%	
	Savinjska	13,4%	107	12,6%	
	Zasavska	2,4%	93	4,4%	
	Spodnje-posavska	3,7%	107	20,2%	
	JV Slovenija	6,3%	100	2,1%	
	Osrednjeslovenska	22,8%	84	20,3%	
	Gorenjska	9,4%	97	6,7%	
	Notranjsko-kraška	2,4%	93	3,6%	
	Goriška	5,9%	101	8,6%	
	Obalno-kraška	5,8%	111	2,3%	
	Gender	Male	48,3%	93	64,3%
		Female	51,7%	107	35,7%
Age	10 to 17 years	2,6%	70	0,6%	
	18 to 24 years	7,3%	71	1,7%	
	25 to 29 years	7,0%	77	1,3%	
	30 to 39 years	17,8%	82	5,7%	
	40 to 49 years	21,9%	101	18,3%	
	50 to 59 years	22,0%	119	15,7%	
	60 to 75 years	20,7%	142	54,0%	
Employment status	Employed in public sector	16,0%	100	16,0%	
	Employed in a private company	37,5%	93	20,0%	
	Self-employed	9,0%	99	2,9%	
	Unemployed	7,9%	124	6,5%	
	Retired	19,9%	147	51,5%	
	Pupil	4,5%	69	1,0%	
	Student	4,1%	60	0,8%	
	I don't want to answer	1,0%	92	1,2%	

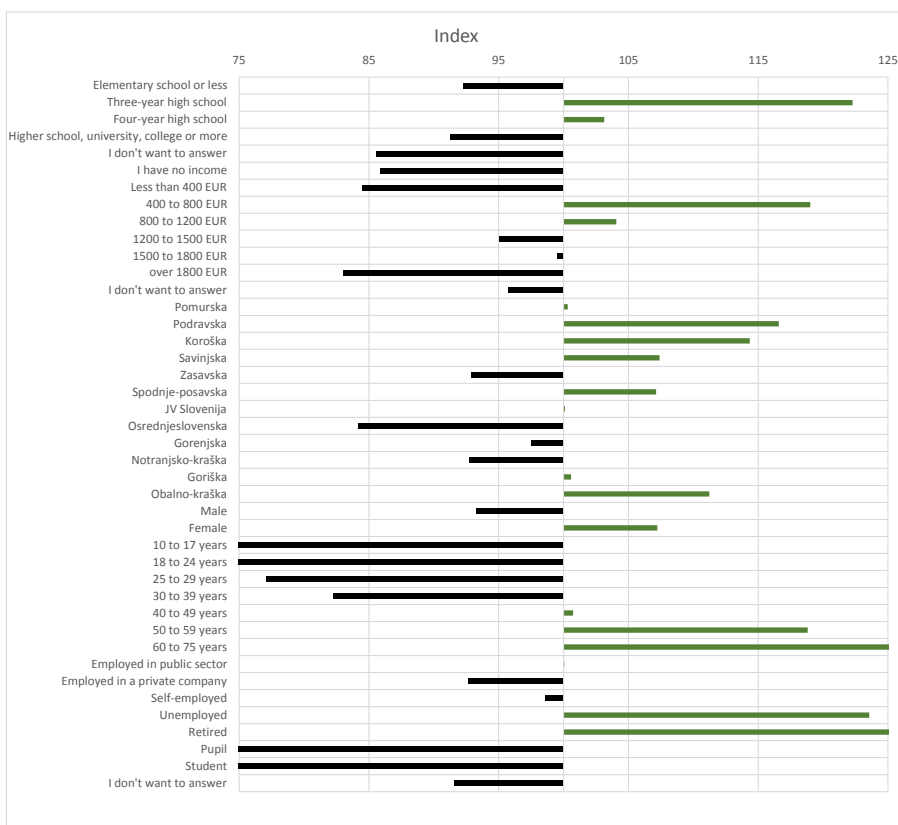


Note:

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 1.2. to 28.2.2021. 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 1.2. to 28.2.2021. 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.