



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
01.03.2021	255 230	56 069	3,9%	77 606	4,6	1,4
02.03.2021	236 435	50 402	3,5%	70 600	4,7	1,4
03.03.2021	230 742	48 007	3,3%	66 213	4,8	1,4
04.03.2021	233 659	49 006	3,4%	68 345	4,8	1,4
05.03.2021	238 719	50 495	3,5%	75 033	4,7	1,5
06.03.2021	201 001	41 402	2,9%	62 800	4,9	1,5
07.03.2021	222 926	47 079	3,2%	72 620	4,7	1,5
08.03.2021	257 250	58 062	4,0%	83 708	4,4	1,4
09.03.2021	255 619	59 064	4,1%	83 866	4,3	1,4
10.03.2021	237 450	52 787	3,6%	75 506	4,5	1,4
11.03.2021	258 640	55 480	3,8%	86 590	4,7	1,6
12.03.2021	251 793	54 604	3,8%	80 425	4,6	1,5
13.03.2021	193 518	38 310	2,6%	60 624	5,1	1,6
14.03.2021	234 507	47 145	3,3%	73 550	5,0	1,6
15.03.2021	254 632	56 515	3,9%	80 637	4,5	1,4
16.03.2021	247 549	53 590	3,7%	75 368	4,6	1,4
17.03.2021	242 829	51 782	3,6%	73 768	4,7	1,4
18.03.2021	242 312	50 668	3,5%	71 451	4,8	1,4
19.03.2021	233 330	49 001	3,4%	72 433	4,8	1,5
20.03.2021	205 718	40 451	2,8%	62 163	5,1	1,5
21.03.2021	213 606	43 383	3,0%	64 964	4,9	1,5
22.03.2021	249 424	54 493	3,8%	74 346	4,6	1,4
23.03.2021	244 293	51 315	3,5%	72 036	4,8	1,4
24.03.2021	225 155	45 953	3,2%	62 771	4,9	1,4
25.03.2021	227 684	45 106	3,1%	61 551	5,0	1,4
26.03.2021	208 249	39 932	2,8%	55 687	5,2	1,4
27.03.2021	181 204	31 546	2,2%	47 571	5,7	1,5
28.03.2021	209 335	37 691	2,6%	60 636	5,6	1,6
29.03.2021	237 171	50 476	3,5%	71 905	4,7	1,4
30.03.2021	228 168	48 799	3,4%	70 837	4,7	1,5
31.03.2021	214 085	42 307	2,9%	60 256	5,1	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2021 - 07.03.2021	1 618 730	169 931	11,7%	493 264	9,5	2,9
08.03.2021 - 14.03.2021	1 688 752	180 557	12,5%	544 280	9,4	3,0
15.03.2021 - 21.03.2021	1 639 999	163 120	11,3%	500 815	10,1	3,1
22.03.2021 - 28.03.2021	1 545 334	139 662	9,6%	434 615	11,1	3,1
29.03.2021 - 31.03.2021	679 406	99 903	6,9%	203 001	6,8	2,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2021 - 31.03.2021	7 172 210	379 488	26,2%	2 176 244	18,9	5,7

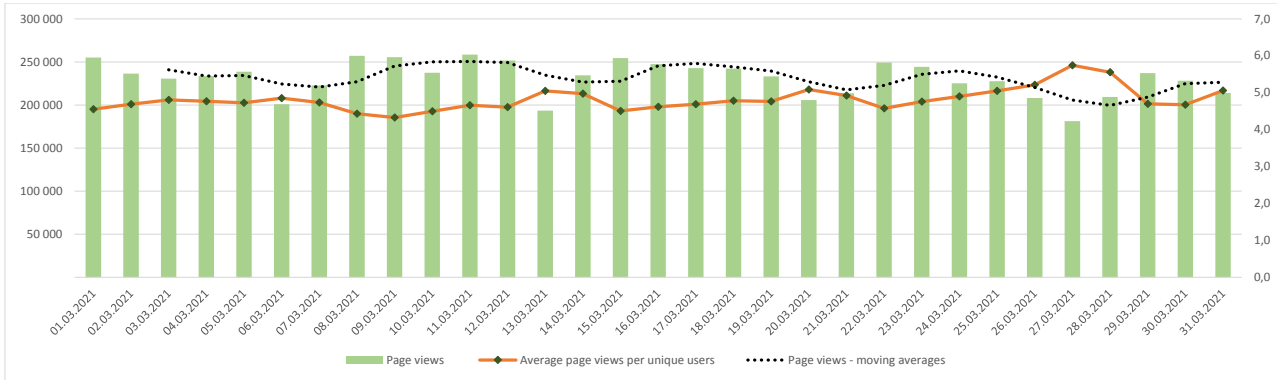
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,4%	92	5,0%
	Three-year high school	15,2%	121	6,1%
	Four-year high school	40,2%	102	60,4%
	Higher school, university, college or more	32,2%	93	26,9%
	I don't want to answer	1,0%	105	1,6%
Personal income	I have no income	7,0%	77	3,9%
	Less than 400 EUR	7,1%	95	1,3%
	400 to 800 EUR	22,9%	119	20,9%
	800 to 1200 EUR	30,6%	104	56,5%
	1200 to 1500 EUR	11,9%	104	8,1%
	1500 to 1800 EUR	5,6%	88	2,5%
	over 1800 EUR	7,3%	86	2,3%
	I don't want to answer	7,6%	91	4,5%
Region	Pomurska	5,8%	101	2,0%
	Podravska	17,3%	109	14,5%
	Koroška	3,6%	110	0,8%
	Savinjska	12,8%	102	16,4%
	Zasavska	2,6%	100	10,0%
	Spodnje-posavska	4,0%	114	19,3%
	JV Slovenija	6,6%	106	1,9%
	Osrednjeslovenska	23,5%	87	17,3%
	Gorenjska	9,8%	100	6,1%
	Notranjsko-kraška	2,7%	112	2,9%
	Goriška	5,7%	101	6,3%
	Obalno-kraška	5,5%	105	2,6%
	Gender	Male	47,4%	91
Female		52,6%	109	37,3%
Age	10 to 17 years	3,1%	80	0,3%
	18 to 24 years	7,3%	71	1,4%
	25 to 29 years	7,0%	76	1,2%
	30 to 39 years	18,6%	86	6,1%
	40 to 49 years	21,4%	100	26,1%
	50 to 59 years	21,9%	119	13,4%
	60 to 75 years	20,4%	140	49,2%
Employment status	Employed in public sector	15,9%	98	21,7%
	Employed in a private company	39,0%	97	22,0%
	Self-employed	9,0%	98	2,3%
	Unemployed	5,8%	96	3,9%
	Retired	19,6%	144	46,8%
	Pupil	5,3%	79	0,8%
	Student	4,3%	63	0,8%
	I don't want to answer	1,0%	86	1,8%

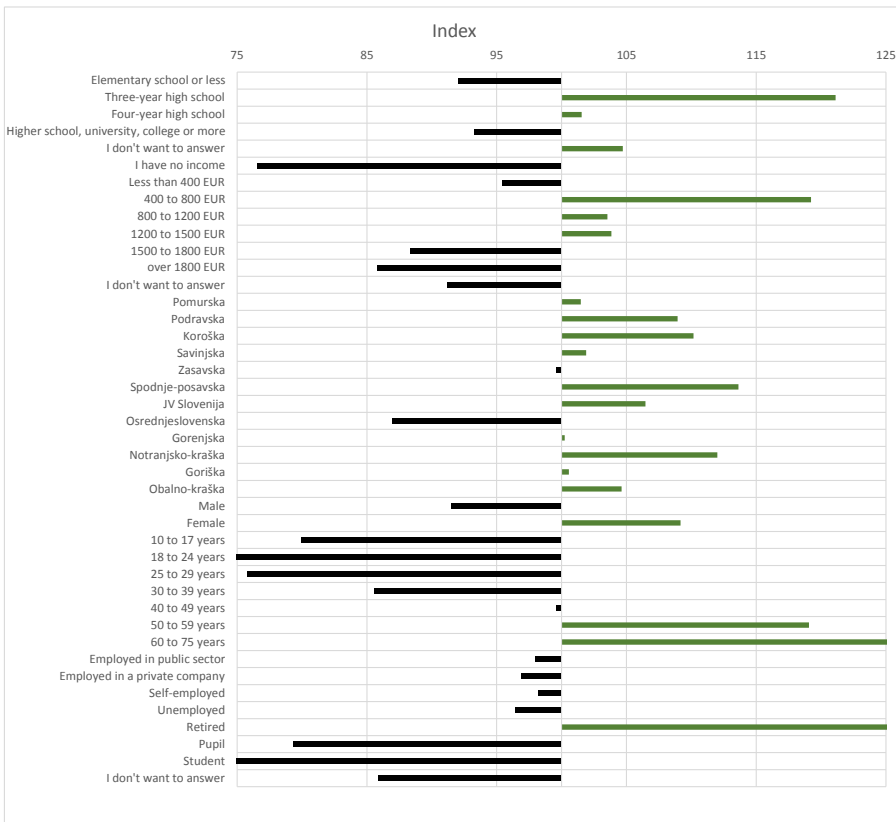


Note:

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 1.3. to 31.3.2021. 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 1.3. to 31.3.2021. 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.