



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: April 2021

## Daily reach (Slovenian visitors)

| Period     | Page views | Reach  | Reach (%) | Visits  | Average page views per unique users | Average visits per unique user |
|------------|------------|--------|-----------|---------|-------------------------------------|--------------------------------|
| 01.04.2021 | 213 084    | 42 625 | 2,9%      | 58 593  | 5,0                                 | 1,4                            |
| 02.04.2021 | 205 569    | 40 011 | 2,8%      | 56 525  | 5,1                                 | 1,4                            |
| 03.04.2021 | 183 678    | 31 014 | 2,1%      | 46 445  | 5,9                                 | 1,5                            |
| 04.04.2021 | 183 639    | 31 401 | 2,2%      | 46 965  | 5,8                                 | 1,5                            |
| 05.04.2021 | 214 970    | 38 233 | 2,6%      | 58 624  | 5,6                                 | 1,5                            |
| 06.04.2021 | 276 130    | 55 600 | 3,8%      | 78 050  | 5,0                                 | 1,4                            |
| 07.04.2021 | 248 160    | 51 579 | 3,6%      | 71 267  | 4,8                                 | 1,4                            |
| 08.04.2021 | 235 562    | 46 963 | 3,2%      | 65 212  | 5,0                                 | 1,4                            |
| 09.04.2021 | 227 527    | 44 097 | 3,0%      | 61 534  | 5,2                                 | 1,4                            |
| 10.04.2021 | 184 695    | 32 527 | 2,2%      | 48 740  | 5,7                                 | 1,5                            |
| 11.04.2021 | 217 458    | 40 444 | 2,8%      | 59 093  | 5,4                                 | 1,5                            |
| 12.04.2021 | 254 730    | 53 433 | 3,7%      | 73 851  | 4,8                                 | 1,4                            |
| 13.04.2021 | 257 396    | 55 672 | 3,8%      | 75 399  | 4,6                                 | 1,4                            |
| 14.04.2021 | 233 933    | 49 574 | 3,4%      | 66 923  | 4,7                                 | 1,3                            |
| 15.04.2021 | 222 704    | 46 428 | 3,2%      | 63 370  | 4,8                                 | 1,4                            |
| 16.04.2021 | 201 778    | 41 041 | 2,8%      | 56 835  | 4,9                                 | 1,4                            |
| 17.04.2021 | 169 537    | 30 246 | 2,1%      | 45 372  | 5,6                                 | 1,5                            |
| 18.04.2021 | 195 577    | 36 438 | 2,5%      | 54 044  | 5,4                                 | 1,5                            |
| 19.04.2021 | 247 803    | 56 840 | 3,9%      | 80 428  | 4,4                                 | 1,4                            |
| 20.04.2021 | 285 107    | 70 456 | 4,9%      | 107 198 | 4,0                                 | 1,5                            |
| 21.04.2021 | 250 038    | 58 363 | 4,0%      | 87 524  | 4,3                                 | 1,5                            |
| 22.04.2021 | 216 831    | 47 779 | 3,3%      | 65 376  | 4,5                                 | 1,4                            |
| 23.04.2021 | 196 567    | 42 817 | 3,0%      | 58 313  | 4,6                                 | 1,4                            |
| 24.04.2021 | 145 432    | 26 140 | 1,8%      | 42 648  | 5,6                                 | 1,6                            |
| 25.04.2021 | 168 006    | 30 535 | 2,1%      | 50 100  | 5,5                                 | 1,6                            |
| 26.04.2021 | 204 473    | 44 770 | 3,1%      | 63 265  | 4,6                                 | 1,4                            |
| 27.04.2021 | 206 819    | 40 062 | 2,8%      | 60 480  | 5,2                                 | 1,5                            |
| 28.04.2021 | 217 218    | 45 943 | 3,2%      | 118 674 | 4,7                                 | 2,6                            |
| 29.04.2021 | 204 631    | 43 209 | 3,0%      | 193 019 | 4,7                                 | 4,5                            |
| 30.04.2021 | 173 323    | 37 591 | 2,6%      | 163 612 | 4,6                                 | 4,4                            |

## Weekly reach (Slovenian visitors)

| Period                  | Page views | Reach   | Reach (%) | Visits  | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|---------|-------------------------------------|--------------------------------|
| 01.04.2021 - 04.04.2021 | 785 980    | 89 513  | 6,2%      | 208 565 | 8,8                                 | 2,3                            |
| 05.04.2021 - 11.04.2021 | 1 604 439  | 140 560 | 9,7%      | 442 553 | 11,4                                | 3,1                            |
| 12.04.2021 - 18.04.2021 | 1 535 660  | 143 196 | 9,9%      | 435 834 | 10,7                                | 3,0                            |
| 19.04.2021 - 25.04.2021 | 1 509 807  | 173 761 | 12,0%     | 492 088 | 8,7                                 | 2,8                            |
| 26.04.2021 - 30.04.2021 | 1 006 455  | 118 424 | 8,2%      | 599 995 | 8,5                                 | 5,1                            |

## Monthly reach (Slovenian visitors)

| Period                  | Page views | Reach   | Reach (%) | Visits    | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|-----------|-------------------------------------|--------------------------------|
| 01.04.2021 - 30.04.2021 | 6 442 250  | 349 427 | 24,1%     | 2 173 713 | 18,4                                | 6,2                            |

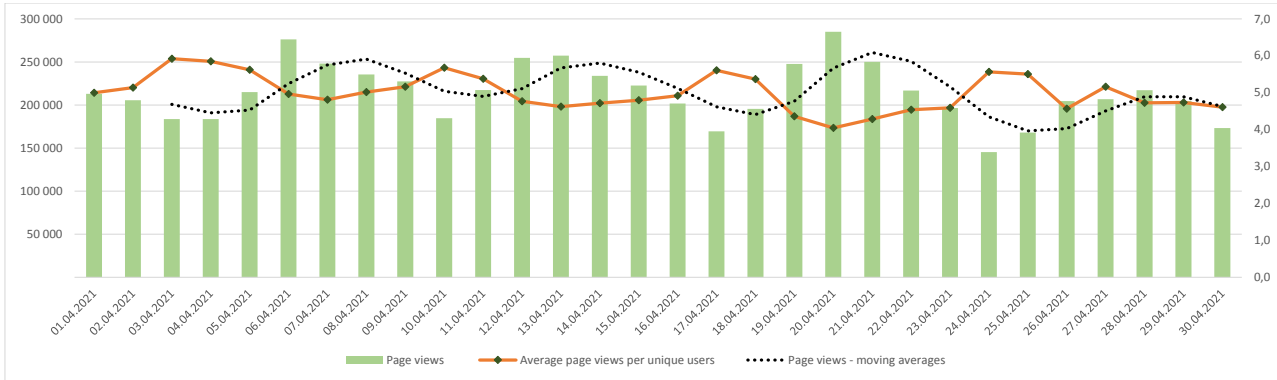
## Demographic profile of Slovenian visitors

|                    | Variable                                   | Audience composition (%) | Affinity index | Page views composition (%) |
|--------------------|--|--------------------------|----------------|----------------------------|
| Level of Education | Elementary school or less                  | 13,0%                    | 106            | 5,0%                       |
|                    | Three-year high school                     | 14,1%                    | 110            | 6,8%                       |
|                    | Four-year high school                      | 40,0%                    | 101            | 64,6%                      |
|                    | Higher school, university, college or more | 32,2%                    | 94             | 22,3%                      |
|                    | I don't want to answer                     | 0,8%                     | 83             | 1,2%                       |
| Personal income    | I have no income                           | 8,6%                     | 93             | 4,3%                       |
|                    | Less than 400 EUR                          | 7,3%                     | 97             | 1,4%                       |
|                    | 400 to 800 EUR                             | 22,0%                    | 115            | 22,3%                      |
|                    | 800 to 1200 EUR                            | 30,7%                    | 103            | 56,5%                      |
|                    | 1200 to 1500 EUR                           | 10,5%                    | 93             | 4,8%                       |
|                    | 1500 to 1800 EUR                           | 5,7%                     | 88             | 3,0%                       |
|                    | over 1800 EUR                              | 7,3%                     | 87             | 1,9%                       |
|                    | I don't want to answer                     | 7,9%                     | 96             | 5,8%                       |
| Region             | Pomurska                                   | 5,6%                     | 95             | 2,2%                       |
|                    | Podravska                                  | 15,9%                    | 102            | 13,5%                      |
|                    | Koroška                                    | 3,3%                     | 99             | 0,7%                       |
|                    | Savinjska                                  | 13,5%                    | 107            | 14,5%                      |
|                    | Zasavska                                   | 2,8%                     | 108            | 8,3%                       |
|                    | Spodnje-posavska                           | 4,2%                     | 120            | 22,1%                      |
|                    | JV Slovenija                               | 6,4%                     | 98             | 1,4%                       |
|                    | Osrednjeslovenska                          | 23,4%                    | 87             | 17,8%                      |
|                    | Gorenjska                                  | 9,4%                     | 97             | 6,0%                       |
|                    | Notranjsko-kraška                          | 2,6%                     | 106            | 3,3%                       |
|                    | Goriška                                    | 6,4%                     | 113            | 7,5%                       |
|                    | Obalno-kraška                              | 6,5%                     | 121            | 2,5%                       |
|                    | Gender                                     | Male                     | 46,5%          | 91                         |
| Female             |  | 53,5%                    | 110            | 37,9%                      |
| Age                | 10 to 17 years                             | 4,0%                     | 109            | 0,6%                       |
|                    | 18 to 24 years                             | 8,3%                     | 81             | 1,9%                       |
|                    | 25 to 29 years                             | 6,4%                     | 70             | 1,1%                       |
|                    | 30 to 39 years                             | 17,2%                    | 79             | 5,5%                       |
|                    | 40 to 49 years                             | 21,5%                    | 99             | 21,6%                      |
|                    | 50 to 59 years                             | 21,8%                    | 117            | 12,0%                      |
|                    | 60 to 75 years                             | 20,3%                    | 140            | 54,2%                      |
| Employment status  | Employed in public sector                  | 16,7%                    | 101            | 18,0%                      |
|                    | Employed in a private company              | 37,0%                    | 92             | 19,5%                      |
|                    | Self-employed                              | 8,0%                     | 88             | 1,6%                       |
|                    | Unemployed                                 | 6,3%                     | 101            | 4,1%                       |
|                    | Retired                                    | 19,7%                    | 144            | 53,3%                      |
|                    | Pupil                                      | 6,5%                     | 101            | 1,2%                       |
|                    | Student                                    | 4,6%                     | 70             | 0,8%                       |
|                    | I don't want to answer                     | 1,1%                     | 96             | 1,5%                       |

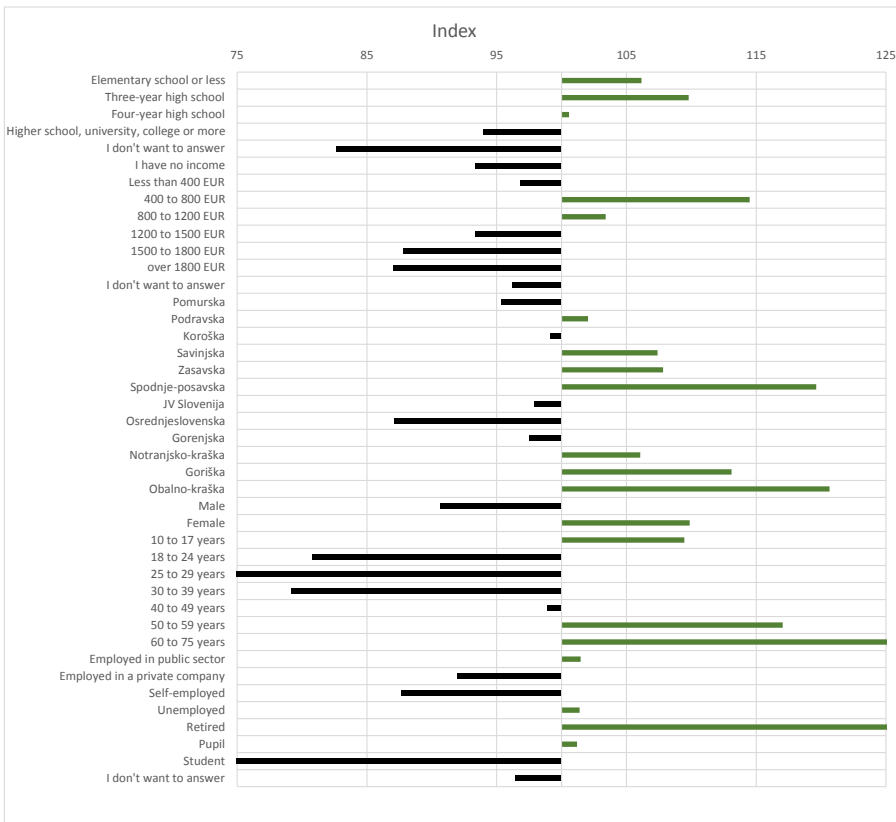


### Note:

**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 1.4. to 30.4.2021. 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 1.4. to 30.4.2021. 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.