



Website: Najdi.si

Provider:

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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: May 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2021	136 980	26 364	1,8%	129 340	5,2	4,9
02.05.2021	153 440	35 126	2,4%	144 115	4,4	4,1
03.05.2021	197 915	49 411	3,4%	184 651	4,0	3,7
04.05.2021	202 466	45 754	3,1%	190 488	4,4	4,2
05.05.2021	207 343	46 387	3,2%	195 262	4,5	4,2
06.05.2021	224 399	51 213	3,5%	211 556	4,4	4,1
07.05.2021	212 868	47 390	3,2%	200 555	4,5	4,2
08.05.2021	144 628	29 045	2,0%	138 060	5,0	4,8
09.05.2021	146 607	29 358	2,0%	138 865	5,0	4,7
10.05.2021	194 799	44 827	3,1%	182 444	4,3	4,1
11.05.2021	192 308	43 000	2,9%	181 570	4,5	4,2
12.05.2021	220 041	50 595	3,5%	206 526	4,3	4,1
13.05.2021	212 482	48 158	3,3%	199 374	4,4	4,1
14.05.2021	199 166	44 618	3,1%	188 093	4,5	4,2
15.05.2021	154 537	30 273	2,1%	146 873	5,1	4,9
16.05.2021	172 762	35 317	2,4%	164 149	4,9	4,6
17.05.2021	231 174	52 306	3,6%	217 270	4,4	4,2
18.05.2021	203 833	48 646	3,3%	191 153	4,2	3,9
19.05.2021	235 798	52 645	3,6%	222 230	4,5	4,2
20.05.2021	199 394	44 613	3,1%	187 698	4,5	4,2
21.05.2021	178 709	39 095	2,7%	168 682	4,6	4,3
22.05.2021	147 379	29 824	2,0%	140 309	4,9	4,7
23.05.2021	185 313	40 281	2,8%	175 933	4,6	4,4
24.05.2021	240 767	55 298	3,8%	227 674	4,4	4,1
25.05.2021	228 536	52 214	3,6%	215 330	4,4	4,1
26.05.2021	191 954	44 601	3,1%	180 015	4,3	4,0
27.05.2021	180 344	42 357	2,9%	169 079	4,3	4,0
28.05.2021	161 664	38 823	2,7%	151 265	4,2	3,9
29.05.2021	133 465	28 355	1,9%	125 610	4,7	4,4
30.05.2021	146 385	32 775	2,2%	138 117	4,5	4,2
31.05.2021	174 713	45 831	3,1%	163 033	3,8	3,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2021 - 02.05.2021	290 420	49 988	3,4%	273 445	5,8	5,5
03.05.2021 - 09.05.2021	1 336 213	141 334	9,7%	1 259 358	9,5	8,9
10.05.2021 - 16.05.2021	1 346 080	141 245	9,7%	1 268 994	9,5	9,0
17.05.2021 - 23.05.2021	1 381 572	145 807	10,0%	1 303 217	9,5	8,9
24.05.2021 - 30.05.2021	1 282 839	139 100	9,5%	1 206 791	9,2	8,7
31.05.2021 - 31.05.2021	174 713	45 831	3,1%	163 033	3,8	3,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2021 - 31.05.2021	5 811 465	328 381	22,5%	5 474 380	17,7	16,7

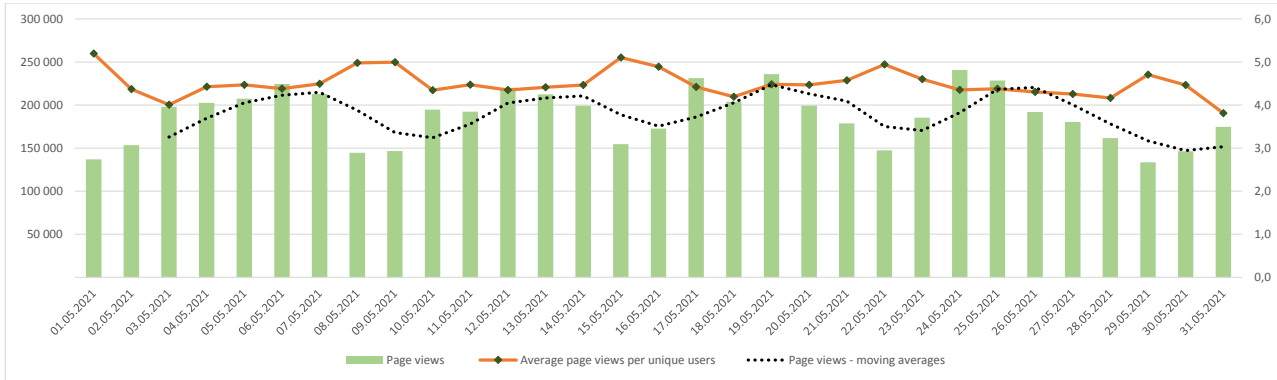
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,8%	98	3,4%	
	Three-year high school	15,5%	124	6,0%	
	Four-year high school	39,7%	99	70,5%	
	Higher school, university, college or more	32,2%	93	18,7%	
	I don't want to answer	0,8%	91	1,4%	
Personal income	I have no income	7,7%	85	2,9%	
	Less than 400 EUR	6,6%	91	1,0%	
	400 to 800 EUR	23,3%	122	16,4%	
	800 to 1200 EUR	31,1%	104	65,4%	
	1200 to 1500 EUR	10,3%	89	5,8%	
	1500 to 1800 EUR	5,7%	90	1,8%	
	over 1800 EUR	7,0%	82	2,0%	
	I don't want to answer	8,3%	99	4,8%	
Region	Pomurska	4,8%	79	2,1%	
	Podravska	16,9%	108	8,8%	
	Koroška	3,4%	100	0,6%	
	Savinjska	13,8%	109	22,2%	
	Zasavska	2,1%	84	4,8%	
	Spodnje-posavska	3,9%	112	26,4%	
	JV Slovenija	5,7%	93	1,4%	
	Osrednjeslovenska	24,3%	91	14,5%	
	Gorenjska	9,6%	98	6,4%	
	Notranjsko-kraška	2,7%	108	3,3%	
	Goriška	6,9%	119	7,4%	
	Obalno-kraška	6,0%	116	2,1%	
	Gender	Male	46,3%	89	67,0%
		Female	53,7%	111	33,0%
Age	10 to 17 years	3,4%	89	0,5%	
	18 to 24 years	7,5%	73	1,3%	
	25 to 29 years	6,3%	70	0,9%	
	30 to 39 years	16,0%	73	4,1%	
	40 to 49 years	23,2%	107	30,0%	
	50 to 59 years	22,0%	118	11,7%	
Employment status	60 to 75 years	21,2%	145	48,7%	
	Employed in public sector	16,0%	96	15,6%	
	Employed in a private company	38,5%	96	28,9%	
	Self-employed	8,8%	97	1,4%	
	Unemployed	5,7%	96	2,7%	
	Retired	19,7%	143	48,2%	
	Pupil	6,0%	92	0,7%	
	Student	4,1%	62	0,6%	
I don't want to answer	1,1%	100	1,9%		

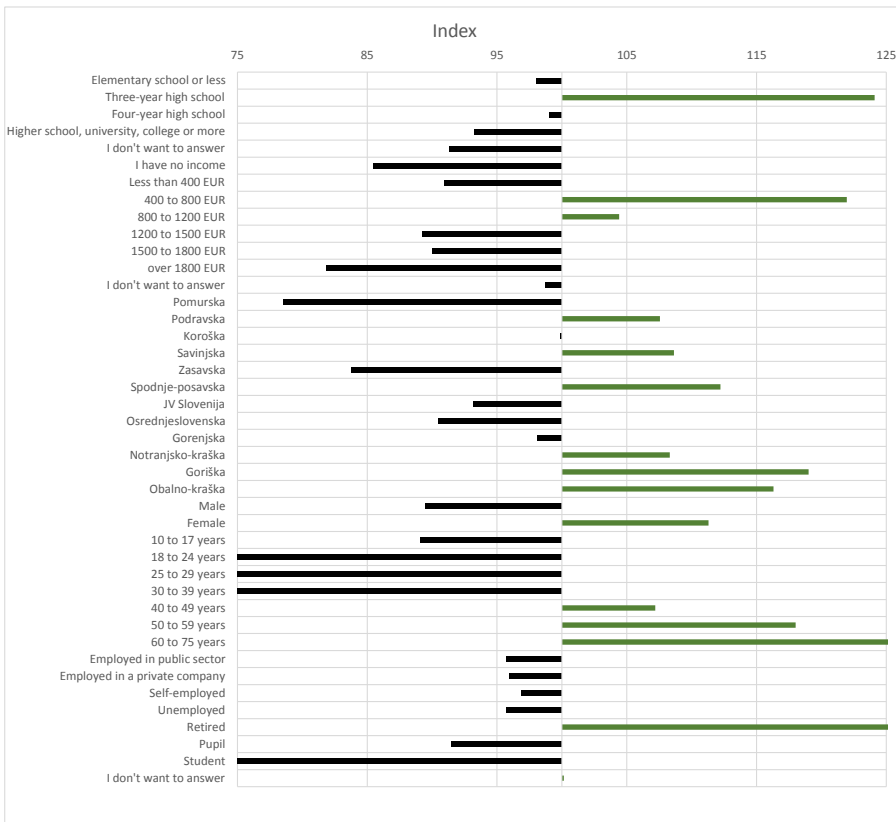


Note:

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 1.5. to 31.5.2021. 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 1.5. to 31.5.2021. 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.