



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: June 2021

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2021	180 871	43 870	3,0%	168 500	4,1	3,8
02.06.2021	188 672	44 684	3,1%	176 265	4,2	3,9
03.06.2021	183 079	42 949	2,9%	171 815	4,3	4,0
04.06.2021	172 179	40 191	2,8%	161 586	4,3	4,0
05.06.2021	136 412	27 212	1,9%	129 918	5,0	4,8
06.06.2021	171 793	35 682	2,4%	162 597	4,8	4,6
07.06.2021	205 809	49 883	3,4%	191 869	4,1	3,8
08.06.2021	190 113	46 562	3,2%	177 949	4,1	3,8
09.06.2021	185 232	43 604	3,0%	172 324	4,2	4,0
10.06.2021	189 514	43 080	2,9%	177 492	4,4	4,1
11.06.2021	176 782	41 234	2,8%	165 301	4,3	4,0
12.06.2021	127 430	24 779	1,7%	120 264	5,1	4,9
13.06.2021	146 162	29 347	2,0%	138 265	5,0	4,7
14.06.2021	195 034	47 657	3,3%	181 986	4,1	3,8
15.06.2021	180 157	43 327	3,0%	168 091	4,2	3,9
16.06.2021	178 525	42 483	2,9%	166 121	4,2	3,9
17.06.2021	180 193	41 250	2,8%	168 695	4,4	4,1
18.06.2021	171 987	40 080	2,7%	161 193	4,3	4,0
19.06.2021	134 377	26 376	1,8%	127 716	5,1	4,8
20.06.2021	160 627	33 041	2,3%	152 895	4,9	4,6
21.06.2021	204 781	47 252	3,2%	192 327	4,3	4,1
22.06.2021	190 989	43 086	2,9%	178 861	4,4	4,2
23.06.2021	186 330	41 684	2,9%	174 733	4,5	4,2
24.06.2021	178 018	39 420	2,7%	167 265	4,5	4,2
25.06.2021	158 021	32 699	2,2%	149 566	4,8	4,6
26.06.2021	150 792	32 812	2,2%	144 005	4,6	4,4
27.06.2021	161 124	34 763	2,4%	153 381	4,6	4,4
28.06.2021	190 203	44 178	3,0%	178 792	4,3	4,0
29.06.2021	189 031	42 147	2,9%	177 912	4,5	4,2
30.06.2021	186 084	40 177	2,8%	175 190	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
01.06.2021 - 06.06.2021	1 033 015	121 930	8,3%	970 663	8,5	8,0
07.06.2021 - 13.06.2021	1 221 052	132 463	9,1%	1 143 447	9,2	8,6
14.06.2021 - 20.06.2021	1 200 907	127 288	8,7%	1 126 699	9,4	8,9
21.06.2021 - 27.06.2021	1 230 081	139 603	9,6%	1 160 143	8,8	8,3
28.06.2021 - 30.06.2021	565 302	88 451	6,1%	531 879	6,4	6,0

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2021 - 30.06.2021	5 250 365	317 534	21,7%	4 932 882	16,5	15,5

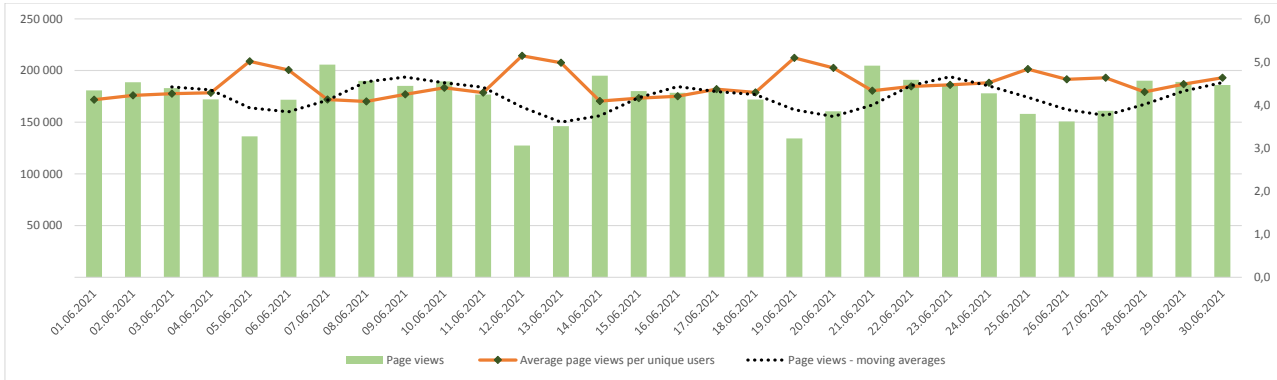
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	15,3%	100	6,5%	
	Three-year high school	14,0%	119	9,5%	
	Four-year high school	38,6%	100	59,1%	
	Higher school, university, college or more	31,2%	94	23,4%	
	I don't want to answer	0,8%	90	1,4%	
Personal income	I have no income	10,2%	92	3,6%	
	Less than 400 EUR	7,1%	87	2,7%	
	400 to 800 EUR	20,9%	118	16,8%	
	800 to 1200 EUR	29,3%	104	56,3%	
	1200 to 1500 EUR	10,4%	94	7,2%	
	1500 to 1800 EUR	6,2%	95	2,8%	
	over 1800 EUR	8,0%	90	3,4%	
	I don't want to answer	7,9%	94	7,1%	
Region	Pomurska	5,6%	96	2,2%	
	Podravska	16,1%	101	9,2%	
	Koroška	3,5%	111	1,2%	
	Savinjska	13,2%	107	21,1%	
	Zasavska	2,9%	120	6,4%	
	Spodnje-posavska	3,6%	106	12,2%	
	JV Slovenija	6,3%	98	3,1%	
	Osrednjeslovenska	26,0%	95	20,8%	
	Gorenjska	9,7%	97	11,2%	
	Notranjsko-kraška	2,6%	113	4,1%	
	Goriška	5,2%	95	6,6%	
	Obalno-kraška	5,3%	99	1,9%	
	Gender	Male	48,0%	93	55,7%
		Female	52,0%	107	44,3%
Age	10 to 17 years	4,8%	91	1,0%	
	18 to 24 years	8,7%	73	2,1%	
	25 to 29 years	6,5%	76	1,5%	
	30 to 39 years	16,6%	79	7,8%	
	40 to 49 years	21,0%	102	29,3%	
	50 to 59 years	20,2%	118	15,5%	
	60 to 75 years	22,0%	142	40,9%	
Employment status	Employed in public sector	17,1%	106	19,4%	
	Employed in a private company	36,2%	93	30,2%	
	Self-employed	8,6%	98	5,1%	
	Unemployed	7,0%	104	3,9%	
	Retired	17,8%	150	36,8%	
	Pupil	7,7%	92	2,0%	
	Student	4,7%	60	0,8%	
	I don't want to answer	0,9%	79	1,7%	

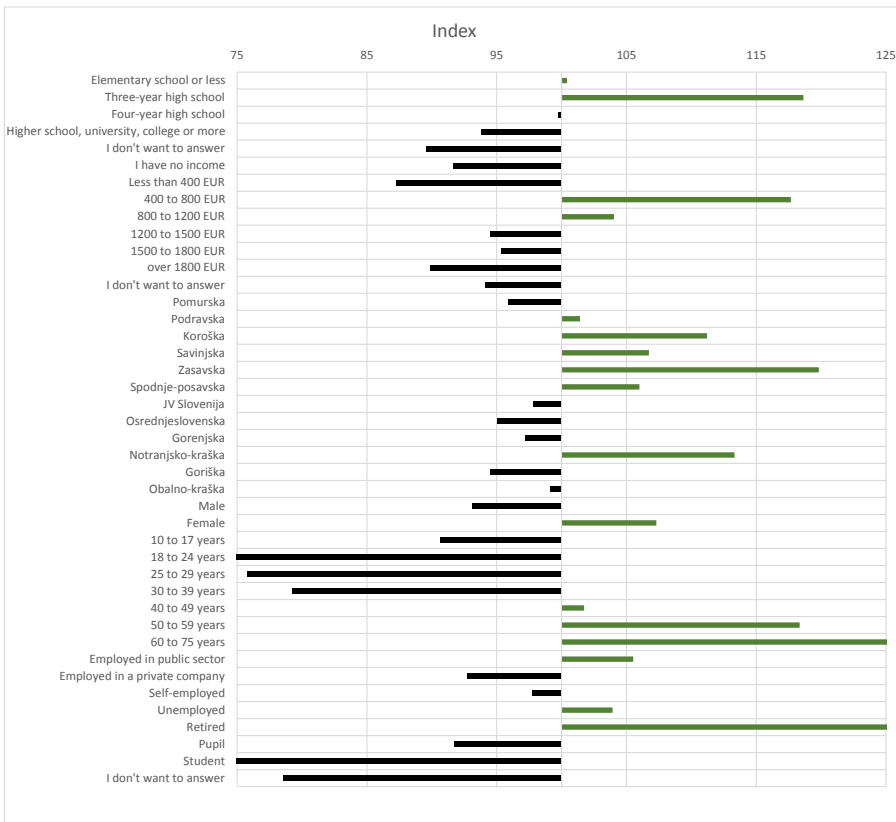


**Note:**

**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 1.6. to 30.6.2021. 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 1.6. to 30.6.2021. 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.