



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 proizvedu je po najrazličnejših izdelkih in storitvah.

## Comment:

Period: August 2021

## Daily reach (Slovenian visitors)

| Period     | Page views | Reach  | Reach (%) | Visits  | Average page views per unique users | Average visits per unique user |
|------------|------------|--------|-----------|---------|-------------------------------------|--------------------------------|
| 01.08.2021 | 164 202    | 26 561 | 1,8%      | 155 020 | 6,2                                 | 5,8                            |
| 02.08.2021 | 184 209    | 36 606 | 2,5%      | 172 512 | 5,0                                 | 4,7                            |
| 03.08.2021 | 179 599    | 32 390 | 2,2%      | 169 644 | 5,5                                 | 5,2                            |
| 04.08.2021 | 172 613    | 35 782 | 2,4%      | 163 100 | 4,8                                 | 4,6                            |
| 05.08.2021 | 182 077    | 35 821 | 2,5%      | 171 799 | 5,1                                 | 4,8                            |
| 06.08.2021 | 160 460    | 30 410 | 2,1%      | 150 039 | 5,3                                 | 4,9                            |
| 07.08.2021 | 128 941    | 22 054 | 1,5%      | 122 049 | 5,8                                 | 5,5                            |
| 08.08.2021 | 142 517    | 24 665 | 1,7%      | 134 354 | 5,8                                 | 5,4                            |
| 09.08.2021 | 180 340    | 37 114 | 2,5%      | 168 886 | 4,9                                 | 4,6                            |
| 10.08.2021 | 170 117    | 34 043 | 2,3%      | 160 655 | 5,0                                 | 4,7                            |
| 11.08.2021 | 174 647    | 35 380 | 2,4%      | 164 487 | 4,9                                 | 4,6                            |
| 12.08.2021 | 168 118    | 32 290 | 2,2%      | 158 351 | 5,2                                 | 4,9                            |
| 13.08.2021 | 170 854    | 31 644 | 2,2%      | 161 347 | 5,4                                 | 5,1                            |
| 14.08.2021 | 134 903    | 23 586 | 1,6%      | 127 082 | 5,7                                 | 5,4                            |
| 15.08.2021 | 153 034    | 25 790 | 1,8%      | 144 543 | 5,9                                 | 5,6                            |
| 16.08.2021 | 190 079    | 36 548 | 2,5%      | 178 558 | 5,2                                 | 4,9                            |
| 17.08.2021 | 191 735    | 37 338 | 2,6%      | 180 429 | 5,1                                 | 4,8                            |
| 18.08.2021 | 183 104    | 35 405 | 2,4%      | 172 265 | 5,2                                 | 4,9                            |
| 19.08.2021 | 166 634    | 31 823 | 2,2%      | 156 282 | 5,2                                 | 4,9                            |
| 20.08.2021 | 164 896    | 31 414 | 2,2%      | 154 245 | 5,2                                 | 4,9                            |
| 21.08.2021 | 133 258    | 22 149 | 1,5%      | 124 795 | 6,0                                 | 5,6                            |
| 22.08.2021 | 148 000    | 23 815 | 1,6%      | 139 217 | 6,2                                 | 5,8                            |
| 23.08.2021 | 211 948    | 41 836 | 2,9%      | 199 648 | 5,1                                 | 4,8                            |
| 24.08.2021 | 187 488    | 38 050 | 2,6%      | 174 616 | 4,9                                 | 4,6                            |
| 25.08.2021 | 182 190    | 35 767 | 2,4%      | 170 479 | 5,1                                 | 4,8                            |
| 26.08.2021 | 177 041    | 34 877 | 2,4%      | 165 895 | 5,1                                 | 4,8                            |
| 27.08.2021 | 177 642    | 34 634 | 2,4%      | 166 964 | 5,1                                 | 4,8                            |
| 28.08.2021 | 140 841    | 22 930 | 1,6%      | 133 193 | 6,1                                 | 5,8                            |
| 29.08.2021 | 154 676    | 26 056 | 1,8%      | 145 764 | 5,9                                 | 5,6                            |
| 30.08.2021 | 192 397    | 39 887 | 2,7%      | 179 120 | 4,8                                 | 4,5                            |
| 31.08.2021 | 176 139    | 36 625 | 2,5%      | 164 502 | 4,8                                 | 4,5                            |

## Weekly reach (Slovenian visitors)

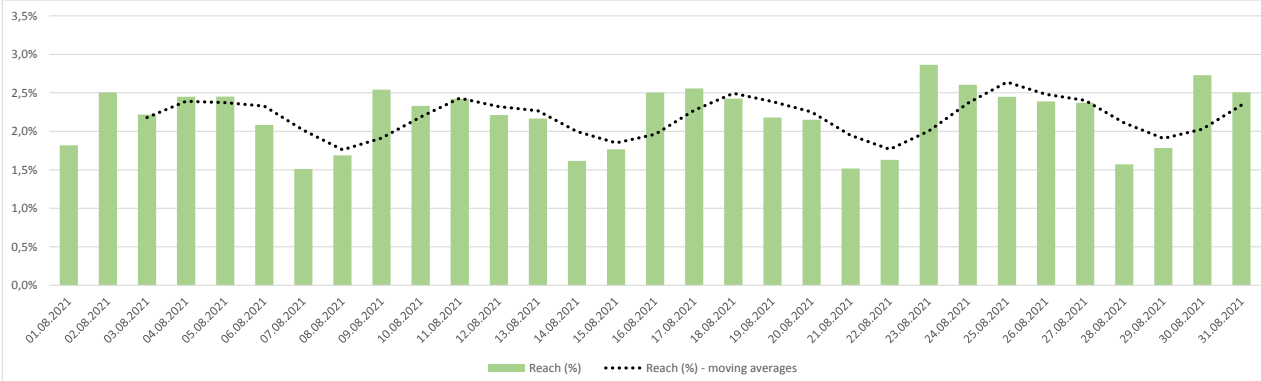
| Period                  | Page views | Reach   | Reach (%) | Visits    | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|-----------|-------------------------------------|--------------------------------|
| 01.08.2021 - 01.08.2021 | 164 202    | 26 561  | 1,8%      | 155 020   | 6,2                                 | 5,8                            |
| 02.08.2021 - 08.08.2021 | 1 150 357  | 99 377  | 6,8%      | 1 083 439 | 11,6                                | 10,9                           |
| 09.08.2021 - 15.08.2021 | 1 152 003  | 99 374  | 6,8%      | 1 085 336 | 11,6                                | 10,9                           |
| 16.08.2021 - 22.08.2021 | 1 177 742  | 98 736  | 6,8%      | 1 105 828 | 11,9                                | 11,2                           |
| 23.08.2021 - 29.08.2021 | 1 231 829  | 106 459 | 7,3%      | 1 156 556 | 11,6                                | 10,9                           |
| 30.08.2021 - 31.08.2021 | 368 535    | 61 316  | 4,2%      | 343 623   | 6,0                                 | 5,6                            |

## Monthly reach (Slovenian visitors)

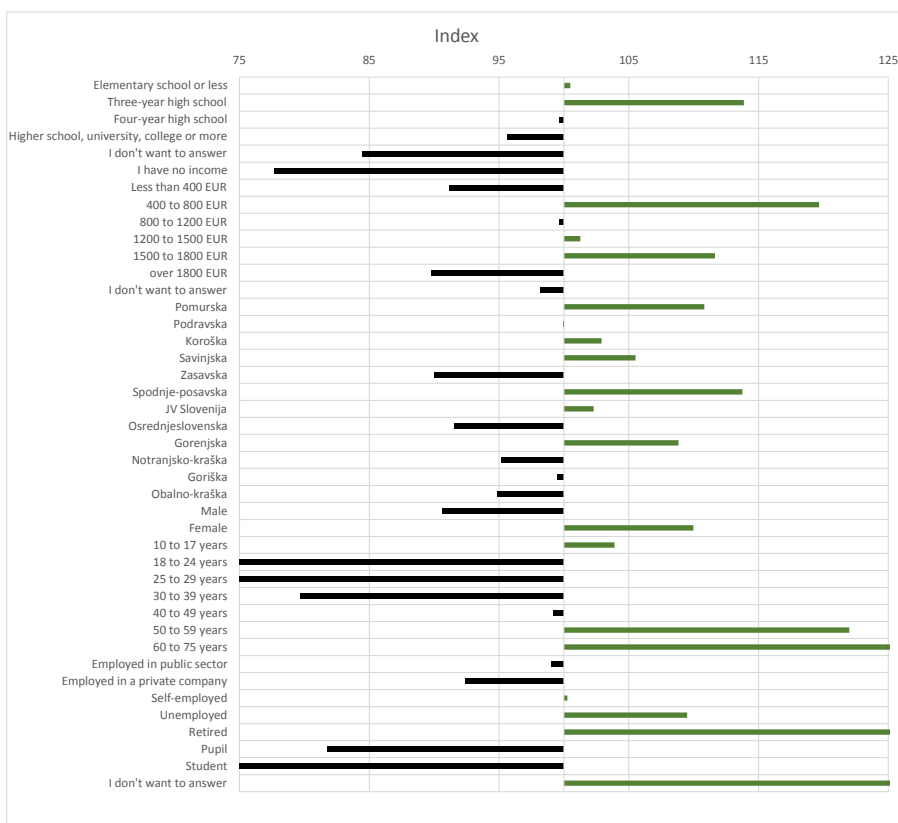
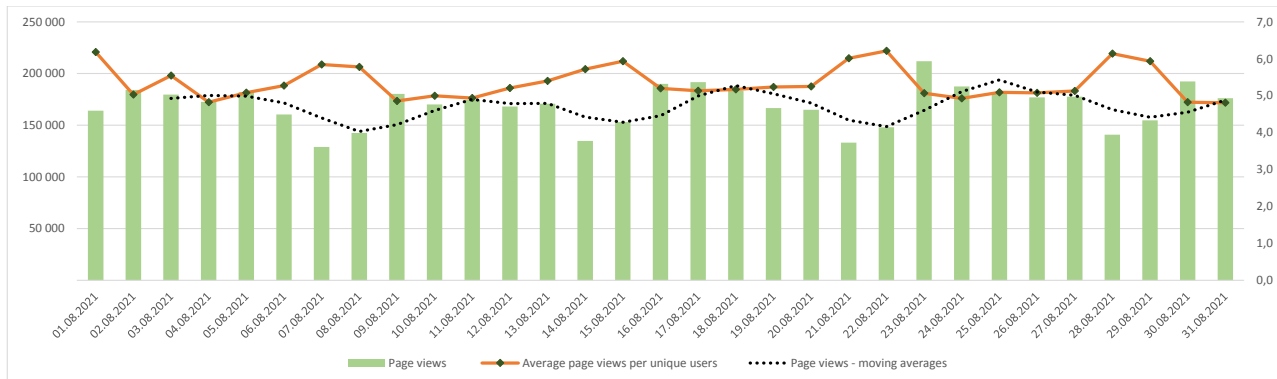
| Period                  | Page views | Reach   | Reach (%) | Visits    | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|-----------|-------------------------------------|--------------------------------|
| 01.08.2021 - 31.08.2021 | 5 244 666  | 272 757 | 18,7%     | 4 929 779 | 19,2                                | 18,1                           |

Demographic profile of Slovenian visitors

| Variable           |                                            | Audience composition (%) | Affinity index | Page views composition (%) |
|--------------------|--------------------------------------------|--------------------------|----------------|----------------------------|
| Level of Education | Elementary school or less                  | 15,2%                    | 100            | 4,9%                       |
|                    | Three-year high school                     | 13,6%                    | 114            | 10,8%                      |
|                    | Four-year high school                      | 38,2%                    | 100            | 57,8%                      |
|                    | Higher school, university, college or more | 32,3%                    | 96             | 24,5%                      |
|                    | I don't want to answer                     | 0,8%                     | 84             | 1,9%                       |
| Personal income    | I have no income                           | 8,6%                     | 78             | 3,0%                       |
|                    | Less than 400 EUR                          | 7,2%                     | 91             | 2,4%                       |
|                    | 400 to 800 EUR                             | 21,1%                    | 120            | 21,4%                      |
|                    | 800 to 1200 EUR                            | 28,0%                    | 100            | 51,5%                      |
|                    | 1200 to 1500 EUR                           | 11,2%                    | 101            | 7,0%                       |
|                    | 1500 to 1800 EUR                           | 7,2%                     | 112            | 4,4%                       |
|                    | over 1800 EUR                              | 8,2%                     | 90             | 3,3%                       |
|                    | I don't want to answer                     | 8,4%                     | 98             | 7,0%                       |
|                    |                                            |                          |                |                            |
| Region             | Pomurska                                   | 6,6%                     | 111            | 3,3%                       |
|                    | Podravska                                  | 15,8%                    | 100            | 8,9%                       |
|                    | Koroška                                    | 3,4%                     | 103            | 1,4%                       |
|                    | Savinjska                                  | 13,0%                    | 106            | 23,7%                      |
|                    | Zasavska                                   | 2,0%                     | 90             | 5,3%                       |
|                    | Spodnje-posavska                           | 3,9%                     | 114            | 8,3%                       |
|                    | JV Slovenija                               | 6,7%                     | 102            | 3,4%                       |
|                    | Osrednjeslovenska                          | 25,0%                    | 92             | 23,4%                      |
|                    | Gorenjska                                  | 10,9%                    | 109            | 8,2%                       |
|                    | Notranjsko-kraška                          | 2,2%                     | 95             | 5,8%                       |
|                    | Goriška                                    | 5,3%                     | 100            | 6,7%                       |
|                    | Obalno-kraška                              | 5,2%                     | 95             | 1,7%                       |
| Gender             | Male                                       | 46,8%                    | 91             | 53,3%                      |
|                    | Female                                     | 53,2%                    | 110            | 46,7%                      |
| Age                | 10 to 17 years                             | 5,5%                     | 104            | 1,1%                       |
|                    | 18 to 24 years                             | 7,4%                     | 64             | 1,3%                       |
|                    | 25 to 29 years                             | 5,3%                     | 64             | 1,2%                       |
|                    | 30 to 39 years                             | 16,9%                    | 80             | 7,7%                       |
|                    | 40 to 49 years                             | 20,8%                    | 99             | 32,5%                      |
|                    | 50 to 59 years                             | 20,8%                    | 122            | 17,9%                      |
|                    | 60 to 75 years                             | 23,0%                    | 149            | 34,2%                      |
|                    |                                            |                          |                |                            |
| Employment status  | Employed in public sector                  | 16,1%                    | 99             | 23,7%                      |
|                    | Employed in a private company              | 36,2%                    | 92             | 33,1%                      |
|                    | Self-employed                              | 9,1%                     | 100            | 5,4%                       |
|                    | Unemployed                                 | 7,0%                     | 109            | 3,5%                       |
|                    | Retired                                    | 18,4%                    | 155            | 30,0%                      |
|                    | Pupil                                      | 6,9%                     | 82             | 1,3%                       |
|                    | Student                                    | 4,8%                     | 63             | 0,9%                       |
|                    | I don't want to answer                     | 1,5%                     | 125            | 2,0%                       |



**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.



**Legend and notes:****Description of MOSS measurement:**

MOSS certificate relating to the period from 1.8. to 31.8.2021. 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 1.8. to 31.8.2021. 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.