



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: September 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2021	169 242	34 337	2,4%	158 600	4,9	4,6
02.09.2021	170 349	34 566	2,4%	160 635	4,9	4,6
03.09.2021	170 055	32 895	2,3%	160 752	5,2	4,9
04.09.2021	130 816	22 288	1,5%	124 321	5,9	5,6
05.09.2021	145 461	24 380	1,7%	137 150	6,0	5,6
06.09.2021	176 836	37 857	2,6%	164 872	4,7	4,4
07.09.2021	150 032	33 162	2,3%	140 254	4,5	4,2
08.09.2021	176 276	36 240	2,5%	165 096	4,9	4,6
09.09.2021	167 541	34 506	2,4%	157 397	4,9	4,6
10.09.2021	155 766	32 263	2,2%	146 296	4,8	4,5
11.09.2021	121 642	20 992	1,4%	115 334	5,8	5,5
12.09.2021	135 082	23 680	1,6%	127 126	5,7	5,4
13.09.2021	178 005	37 783	2,6%	166 288	4,7	4,4
14.09.2021	173 240	36 547	2,5%	163 004	4,7	4,5
15.09.2021	171 548	34 911	2,4%	162 139	4,9	4,6
16.09.2021	175 830	35 235	2,4%	165 713	5,0	4,7
17.09.2021	187 237	37 022	2,5%	176 113	5,1	4,8
18.09.2021	140 482	27 303	1,9%	134 313	5,1	4,9
19.09.2021	150 317	25 897	1,8%	142 468	5,8	5,5
20.09.2021	198 047	44 090	3,0%	186 059	4,5	4,2
21.09.2021	184 328	37 780	2,6%	173 066	4,9	4,6
22.09.2021	180 021	36 432	2,5%	168 706	4,9	4,6
23.09.2021	174 945	35 934	2,5%	164 774	4,9	4,6
24.09.2021	168 306	35 479	2,4%	159 321	4,7	4,5
25.09.2021	168 504	56 666	3,9%	162 535	3,0	2,9
26.09.2021	147 483	43 774	3,0%	140 177	3,4	3,2
27.09.2021	192 244	44 825	3,1%	179 866	4,3	4,0
28.09.2021	188 090	42 868	2,9%	176 854	4,4	4,1
29.09.2021	199 202	41 598	2,8%	186 596	4,8	4,5
30.09.2021	205 123	47 202	3,2%	194 162	4,3	4,1

Weekly reach (Slovenian visitors)

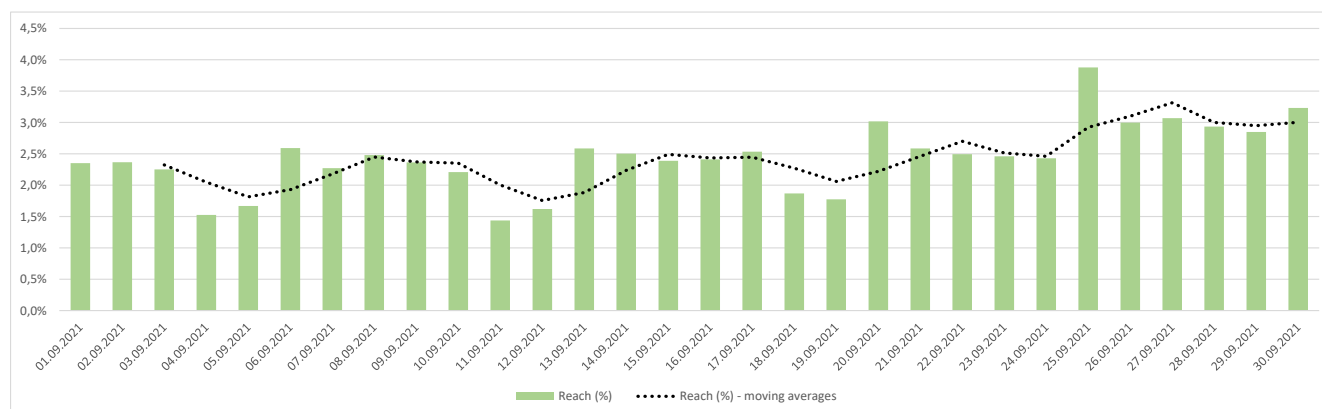
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2021 - 05.09.2021	785 962	83 223	5,7%	741 482	9,4	8,9
06.09.2021 - 12.09.2021	1 083 195	99 964	6,8%	1 016 362	10,8	10,2
13.09.2021 - 19.09.2021	1 176 641	105 216	7,2%	1 110 087	11,2	10,6
20.09.2021 - 26.09.2021	1 221 589	147 524	10,1%	1 154 766	8,3	7,8
27.09.2021 - 30.09.2021	784 637	108 883	7,5%	737 458	7,2	6,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2021 - 30.09.2021	5 052 041	297 198	20,3%	4 760 265	17,0	16,0

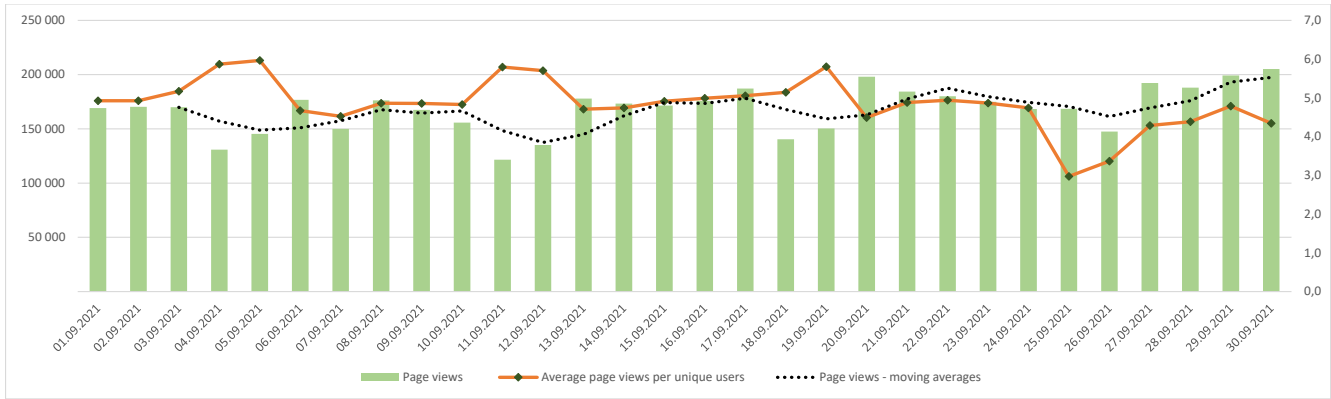
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	16,1%	108	18,9%
	Three-year high school	12,6%	105	10,8%
	Four-year high school	39,8%	103	45,9%
	Higher school, university, college or more	30,7%	91	22,8%
	I don't want to answer	0,9%	94	1,6%
Personal income	I have no income	10,4%	94	3,6%
	Less than 400 EUR	7,1%	90	2,9%
	400 to 800 EUR	20,5%	116	18,3%
	800 to 1200 EUR	29,7%	106	40,5%
	1200 to 1500 EUR	10,8%	98	6,7%
	1500 to 1800 EUR	6,0%	93	3,3%
	over 1800 EUR	7,4%	82	4,2%
	I don't want to answer	8,0%	92	20,5%
	Region	Pomurska	5,2%	88
Podravska		17,3%	108	8,0%
Koroška		3,5%	106	14,7%
Savinjska		12,8%	103	15,7%
Zasavska		2,6%	112	4,3%
Spodnje-posavska		3,4%	99	8,3%
JV Slovenija		6,5%	99	3,2%
Osrednjeslovenska		26,0%	96	21,7%
Gorenjska		10,5%	104	8,0%
Notranjsko-kraška		2,1%	94	5,1%
Goriška		5,3%	102	5,4%
Obalno-kraška		4,9%	92	2,7%
Gender		Male	44,4%	87
	Female	55,6%	114	42,0%
Age	10 to 17 years	5,7%	103	1,6%
	18 to 24 years	7,8%	67	1,5%
	25 to 29 years	5,7%	68	1,1%
	30 to 39 years	16,0%	76	7,2%
	40 to 49 years	21,6%	103	37,1%
	50 to 59 years	20,2%	118	17,0%
	60 to 75 years	22,9%	148	32,1%
Employment status	Employed in public sector	15,5%	94	20,6%
	Employed in a private company	37,8%	97	25,7%
	Self-employed	8,7%	96	5,4%
	Unemployed	6,1%	95	3,7%
	Retired	18,1%	153	26,8%
	Pupil	8,0%	97	1,9%
	Student	4,6%	59	1,0%
	I don't want to answer	1,2%	100	14,8%

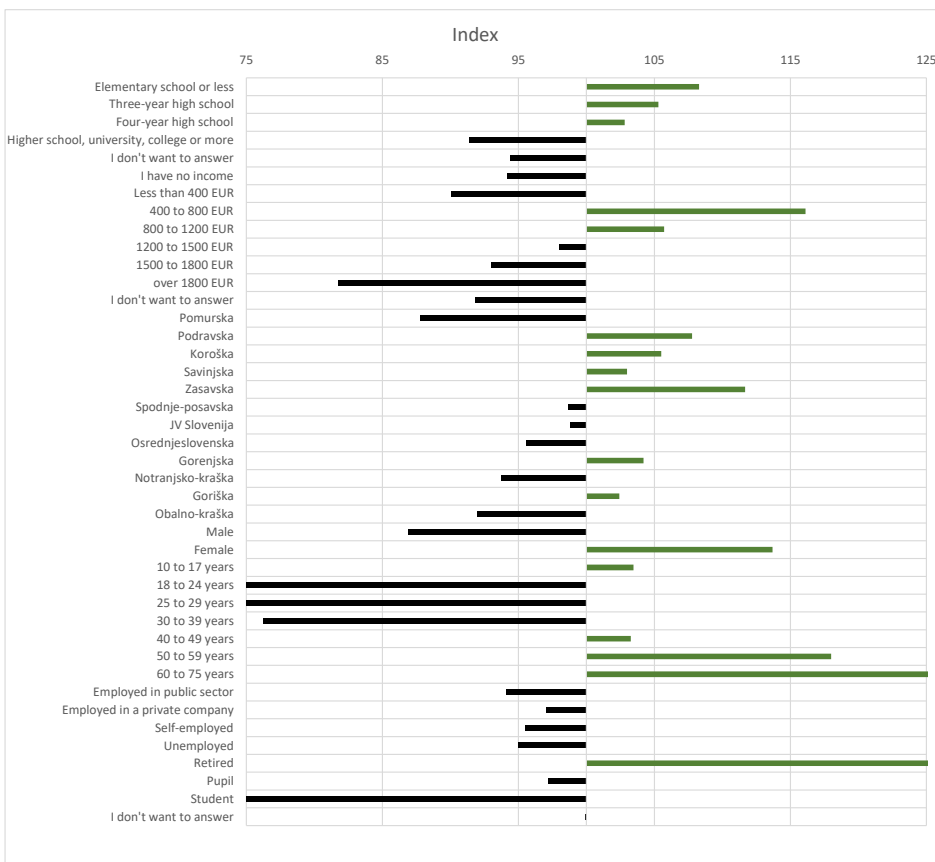


Note:

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 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 1.9. to 30.9.2021. 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 1.9. to 30.9.2021. 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.