



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: October 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2021	197 177	47 975	3,3%	186 713	4,1	3,9
02.10.2021	151 181	38 518	2,6%	144 495	3,9	3,8
03.10.2021	154 522	29 764	2,0%	146 375	5,2	4,9
04.10.2021	211 707	48 930	3,3%	200 209	4,3	4,1
05.10.2021	205 692	44 480	3,0%	194 477	4,6	4,4
06.10.2021	214 898	44 109	3,0%	202 666	4,9	4,6
07.10.2021	243 172	56 293	3,9%	231 959	4,3	4,1
08.10.2021	218 853	50 732	3,5%	208 540	4,3	4,1
09.10.2021	156 785	39 951	2,7%	150 863	3,9	3,8
10.10.2021	186 987	43 989	3,0%	179 768	4,3	4,1
11.10.2021	198 549	43 981	3,0%	185 733	4,5	4,2
12.10.2021	191 324	40 491	2,8%	180 167	4,7	4,4
13.10.2021	188 500	39 375	2,7%	177 231	4,8	4,5
14.10.2021	188 631	41 692	2,9%	177 769	4,5	4,3
15.10.2021	180 062	37 187	2,5%	170 012	4,8	4,6
16.10.2021	132 986	24 688	1,7%	125 907	5,4	5,1
17.10.2021	145 012	28 054	1,9%	136 389	5,2	4,9
18.10.2021	187 662	41 526	2,8%	175 560	4,5	4,2
19.10.2021	181 837	38 617	2,6%	170 717	4,7	4,4
20.10.2021	184 922	37 994	2,6%	171 137	4,9	4,5
21.10.2021	190 985	40 334	2,8%	178 555	4,7	4,4
22.10.2021	184 298	37 096	2,5%	173 971	5,0	4,7
23.10.2021	143 035	26 489	1,8%	135 141	5,4	5,1
24.10.2021	142 946	25 611	1,8%	134 691	5,6	5,3
25.10.2021	181 099	36 974	2,5%	168 943	4,9	4,6
26.10.2021	179 664	37 976	2,6%	168 943	4,7	4,4
27.10.2021	186 357	38 848	2,7%	176 160	4,8	4,5
28.10.2021	169 120	33 195	2,3%	159 387	5,1	4,8
29.10.2021	165 814	32 113	2,2%	156 816	5,2	4,9
30.10.2021	130 402	23 105	1,6%	123 371	5,6	5,3
31.10.2021	144 063	24 781	1,7%	137 145	5,8	5,5

Weekly reach (Slovenian visitors)

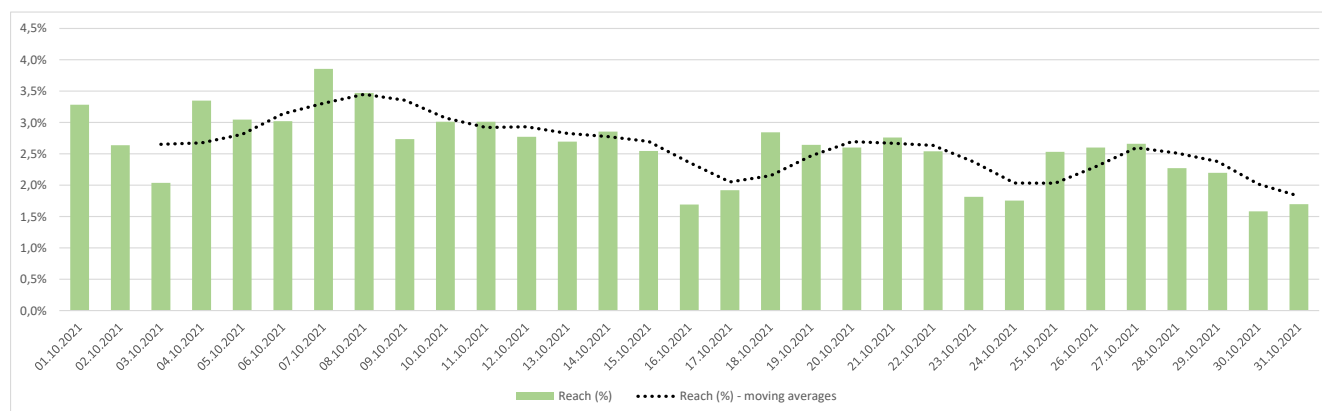
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2021 - 03.10.2021	502 879	93 840	6,4%	477 573	5,4	5,1
04.10.2021 - 10.10.2021	1 438 156	164 628	11,3%	1 368 637	8,7	8,3
11.10.2021 - 17.10.2021	1 225 020	117 100	8,0%	1 153 154	10,5	9,8
18.10.2021 - 24.10.2021	1 215 716	115 924	7,9%	1 139 782	10,5	9,8
25.10.2021 - 31.10.2021	1 156 548	104 275	7,1%	1 090 806	11,1	10,5

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2021 - 31.10.2021	5 538 308	325 454	22,3%	5 230 295	17,0	16,1

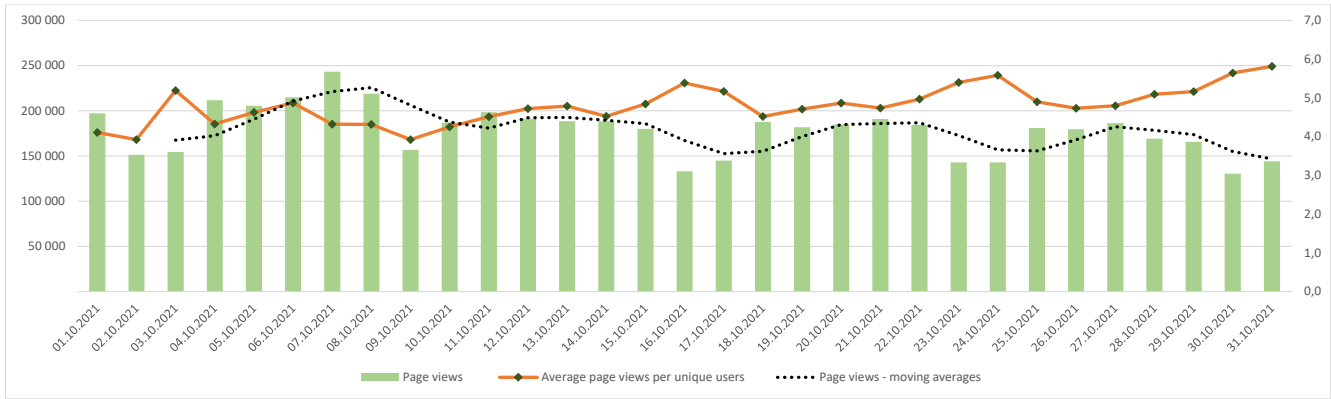
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,0%	93	30,2%	
	Three-year high school	13,4%	113	9,6%	
	Four-year high school	40,6%	105	37,8%	
	Higher school, university, college or more	31,1%	93	21,2%	
	I don't want to answer	0,9%	92	1,2%	
Personal income	I have no income	8,7%	78	1,8%	
	Less than 400 EUR	6,3%	80	2,0%	
	400 to 800 EUR	22,6%	127	16,3%	
	800 to 1200 EUR	30,2%	109	36,6%	
	1200 to 1500 EUR	10,4%	95	4,9%	
	1500 to 1800 EUR	6,6%	103	3,4%	
	over 1800 EUR	7,4%	82	2,7%	
	I don't want to answer	7,6%	86	32,3%	
	Region	Pomurska	6,1%	103	2,4%
Podravska		16,7%	105	6,5%	
Koroška		4,0%	122	27,3%	
Savinjska		12,2%	98	12,4%	
Zasavska		2,1%	85	6,1%	
Spodnje-posavska		4,3%	120	8,5%	
JV Slovenija		5,8%	89	2,8%	
Osrednjeslovenska		24,9%	92	16,8%	
Gorenjska		10,5%	106	7,4%	
Notranjsko-kraška		1,9%	84	3,5%	
Goriška		6,1%	116	4,3%	
Obalno-kraška		5,4%	101	2,0%	
Gender		Male	45,5%	90	63,4%
		Female	54,5%	111	36,6%
Age	10 to 17 years	4,3%	78	0,7%	
	18 to 24 years	7,6%	64	1,2%	
	25 to 29 years	5,1%	63	0,8%	
	30 to 39 years	17,1%	84	6,0%	
	40 to 49 years	20,9%	100	45,3%	
	50 to 59 years	20,5%	120	13,7%	
	60 to 75 years	24,2%	155	30,1%	
Employment status	Employed in public sector	16,5%	102	18,6%	
	Employed in a private company	37,5%	97	19,9%	
	Self-employed	9,0%	98	4,4%	
	Unemployed	5,9%	91	2,7%	
	Retired	19,2%	161	25,4%	
	Pupil	6,4%	75	0,9%	
	Student	4,4%	57	0,6%	
	I don't want to answer	1,1%	89	27,3%	



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.

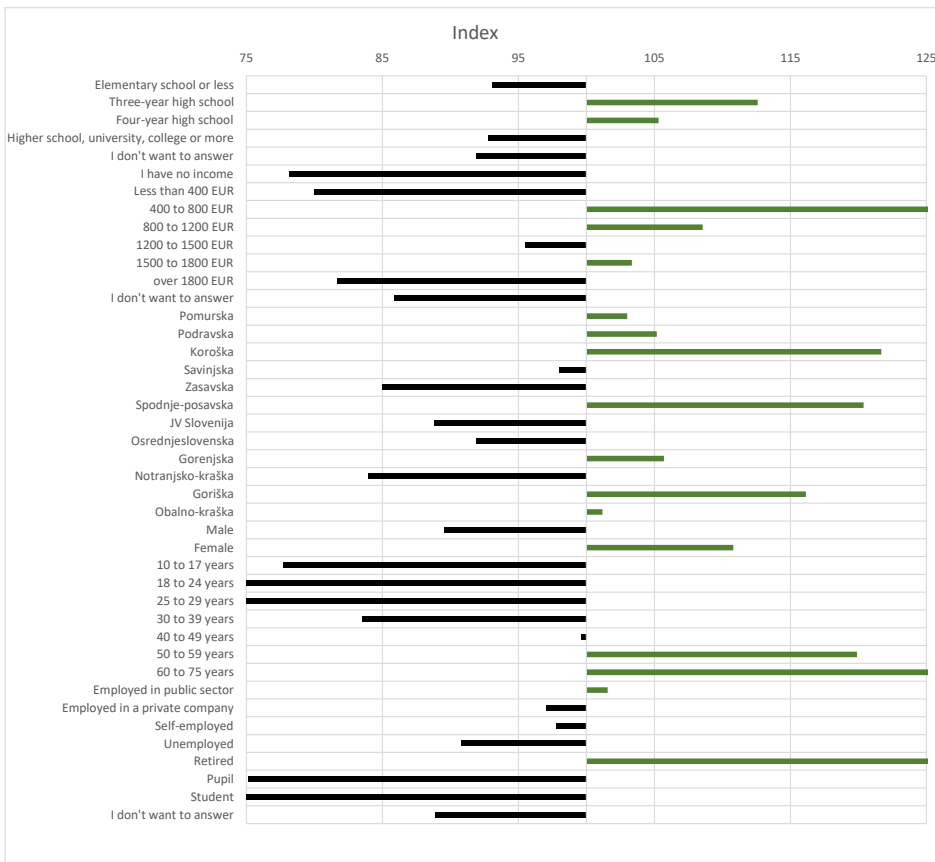


Note:

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 1.10. to 31.10.2021. 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 1.10. to 31.10.2021. 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.