



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: December 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2021	184 539	37 687	2,6%	174 748	4,9	4,6
02.12.2021	193 764	39 768	2,7%	182 465	4,9	4,6
03.12.2021	173 889	33 905	2,3%	164 789	5,1	4,9
04.12.2021	141 465	25 121	1,7%	134 881	5,6	5,4
05.12.2021	205 072	55 501	3,8%	197 484	3,7	3,6
06.12.2021	229 201	55 672	3,8%	218 726	4,1	3,9
07.12.2021	202 992	43 308	3,0%	192 624	4,7	4,4
08.12.2021	187 937	39 321	2,7%	177 181	4,8	4,5
09.12.2021	194 691	38 153	2,6%	185 437	5,1	4,9
10.12.2021	229 429	61 571	4,2%	220 685	3,7	3,6
11.12.2021	168 906	46 956	3,2%	162 717	3,6	3,5
12.12.2021	156 813	32 972	2,3%	149 591	4,8	4,5
13.12.2021	205 744	46 054	3,2%	195 238	4,5	4,2
14.12.2021	210 129	49 797	3,4%	200 236	4,2	4,0
15.12.2021	205 769	47 162	3,2%	195 060	4,4	4,1
16.12.2021	185 766	39 118	2,7%	175 630	4,7	4,5
17.12.2021	167 322	32 592	2,2%	157 699	5,1	4,8
18.12.2021	133 371	23 401	1,6%	126 576	5,7	5,4
19.12.2021	147 363	27 431	1,9%	139 603	5,4	5,1
20.12.2021	180 906	37 967	2,6%	169 028	4,8	4,5
21.12.2021	183 659	35 423	2,4%	172 658	5,2	4,9
22.12.2021	178 632	33 792	2,3%	168 187	5,3	5,0
23.12.2021	164 849	32 111	2,2%	156 359	5,1	4,9
24.12.2021	148 056	25 399	1,7%	142 350	5,8	5,6
25.12.2021	146 172	25 829	1,8%	141 664	5,7	5,5
26.12.2021	167 946	35 585	2,4%	161 559	4,7	4,5
27.12.2021	229 109	62 143	4,3%	220 472	3,7	3,5
28.12.2021	224 754	60 540	4,1%	216 080	3,7	3,6
29.12.2021	194 040	43 418	3,0%	185 385	4,5	4,3
30.12.2021	192 329	46 115	3,2%	184 379	4,2	4,0
31.12.2021	189 749	53 056	3,6%	184 905	3,6	3,5

Weekly reach (Slovenian visitors)

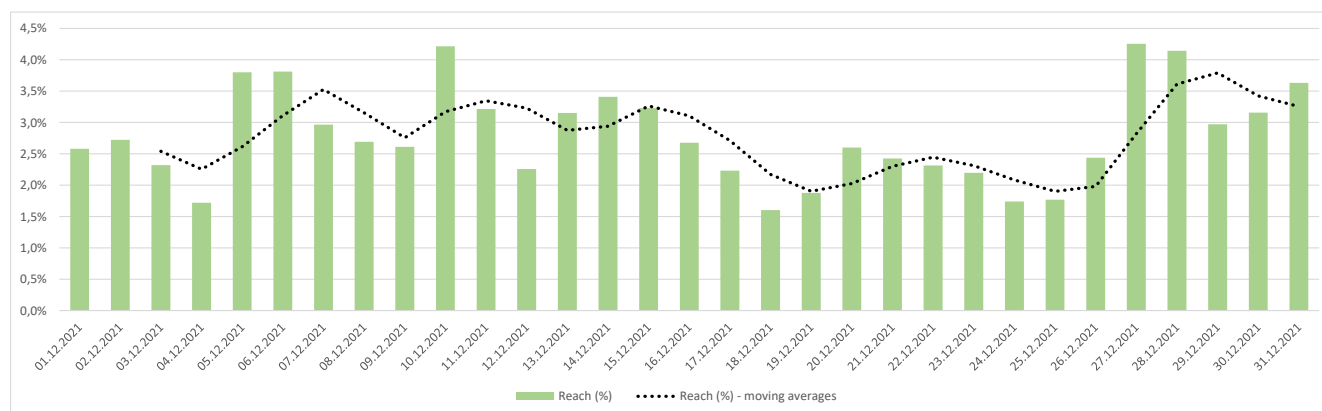
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2021 - 05.12.2021	898 720	110 788	7,6%	854 463	8,1	7,7
06.12.2021 - 12.12.2021	1 369 907	171 640	11,8%	1 306 976	8,0	7,6
13.12.2021 - 19.12.2021	1 255 472	141 981	9,7%	1 190 082	8,8	8,4
20.12.2021 - 26.12.2021	1 170 197	101 556	7,0%	1 111 857	11,5	10,9
27.12.2021 - 31.12.2021	1 029 939	163 587	11,2%	991 224	6,3	6,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2021 - 31.12.2021	5 724 128	340 258	23,3%	5 454 781	16,8	16,0

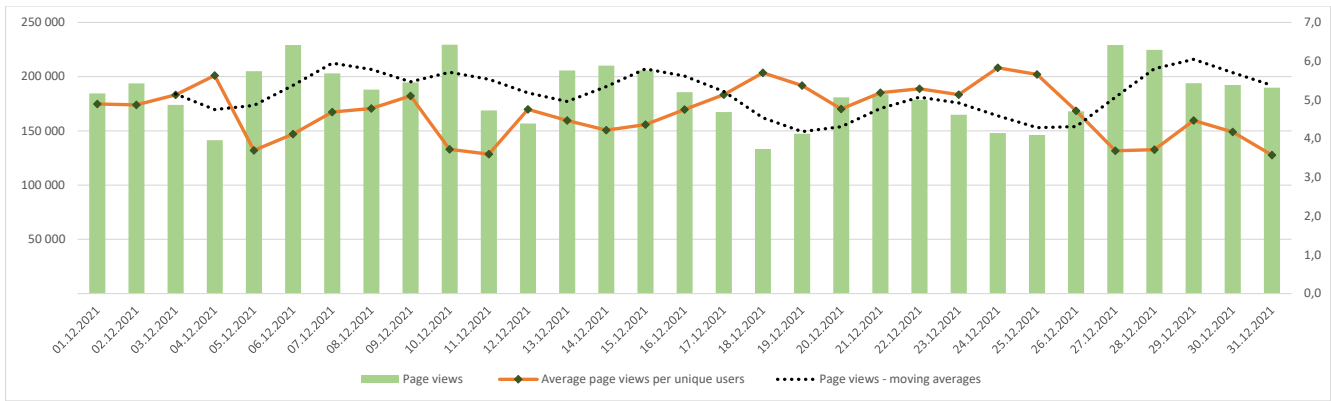
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	16,1%	108	5,2%
	Three-year high school	13,3%	113	11,6%
	Four-year high school	39,6%	102	55,8%
	Higher school, university, college or more	30,2%	90	26,3%
	I don't want to answer	0,8%	88	1,2%
Personal income	I have no income	10,1%	89	2,3%
	Less than 400 EUR	5,6%	74	2,1%
	400 to 800 EUR	22,5%	126	21,9%
	800 to 1200 EUR	29,2%	105	55,0%
	1200 to 1500 EUR	10,1%	90	5,8%
	1500 to 1800 EUR	6,4%	100	2,8%
	over 1800 EUR	7,8%	86	2,9%
	I don't want to answer	8,3%	96	7,1%
	Region	Pomurska	5,7%	96
Podravska		16,9%	105	8,3%
Koroška		3,6%	111	0,9%
Savinjska		12,2%	96	21,5%
Zasavska		2,7%	108	12,8%
Spodnje-posavska		3,8%	111	11,6%
JV Slovenija		6,8%	101	3,0%
Osrednjeslovenska		26,2%	97	20,9%
Gorenjska		11,0%	110	7,5%
Notranjsko-kraška		1,9%	86	3,2%
Goriška		4,8%	92	4,7%
Obalno-kraška		4,4%	86	1,5%
Gender		Male	46,8%	92
	Female	53,2%	108	45,0%
Age	10 to 17 years	3,6%	90	0,7%
	18 to 24 years	7,5%	64	1,2%
	25 to 29 years	5,2%	69	0,8%
	30 to 39 years	14,6%	73	5,2%
	40 to 49 years	20,9%	98	34,2%
	50 to 59 years	21,7%	121	17,0%
	60 to 75 years	25,8%	153	37,7%
Employment status	Employed in public sector	16,4%	100	27,2%
	Employed in a private company	35,3%	92	30,1%
	Self-employed	9,4%	100	5,7%
	Unemployed	7,1%	109	3,4%
	Retired	19,2%	159	30,1%
	Pupil	6,8%	80	1,2%
	Student	4,4%	58	0,8%
	I don't want to answer	1,4%	124	1,6%

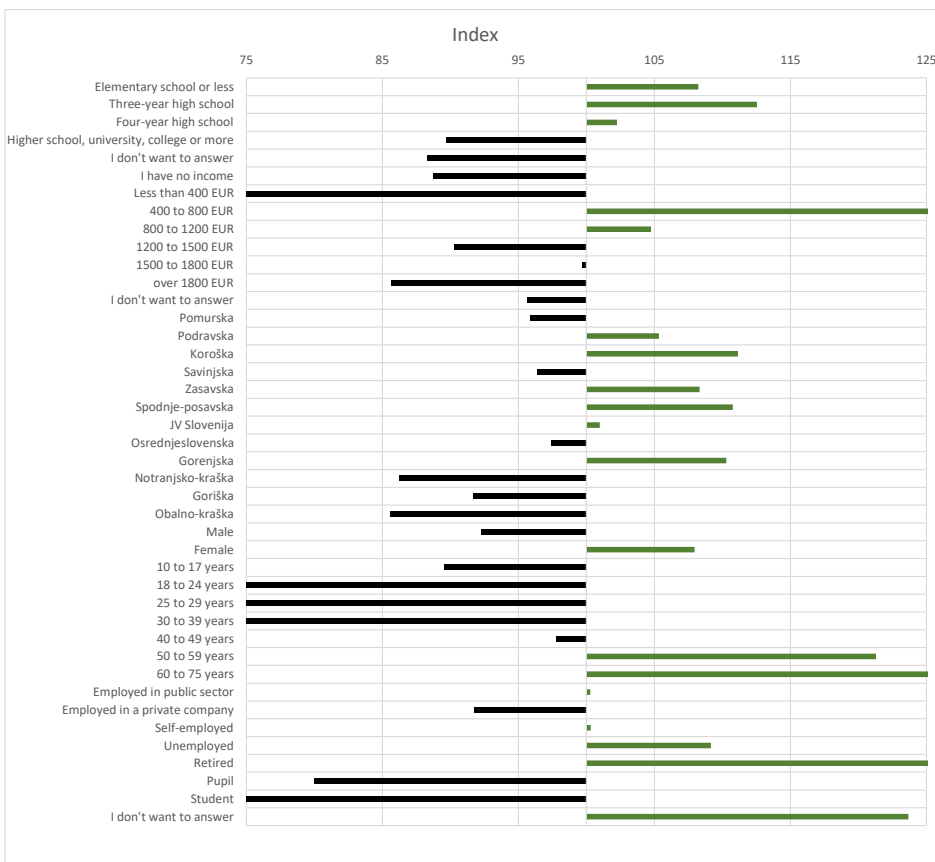


Note:

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 1.12. to 31.12.2021. 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 1.12. to 31.12.2021. 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.