



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: April 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2022	184 901	37 780	2,5%	175 375	4,9	4,6
02.04.2022	161 649	30 975	2,1%	152 855	5,2	4,9
03.04.2022	164 133	35 108	2,3%	155 392	4,7	4,4
04.04.2022	181 540	41 655	2,8%	171 172	4,4	4,1
05.04.2022	180 602	38 393	2,6%	169 935	4,7	4,4
06.04.2022	165 247	36 956	2,5%	155 341	4,5	4,2
07.04.2022	164 125	35 969	2,4%	155 357	4,6	4,3
08.04.2022	167 027	35 015	2,3%	158 579	4,8	4,5
09.04.2022	149 774	29 765	2,0%	141 643	5,0	4,8
10.04.2022	161 090	34 734	2,3%	152 818	4,6	4,4
11.04.2022	182 127	42 179	2,8%	172 567	4,3	4,1
12.04.2022	163 553	36 680	2,4%	154 521	4,5	4,2
13.04.2022	157 264	34 907	2,3%	148 026	4,5	4,2
14.04.2022	153 807	32 888	2,2%	146 320	4,7	4,4
15.04.2022	165 927	35 194	2,3%	157 940	4,7	4,5
16.04.2022	153 112	30 237	2,0%	147 304	5,1	4,9
17.04.2022	144 244	24 636	1,6%	137 536	5,9	5,6
18.04.2022	152 283	28 792	1,9%	143 828	5,3	5,0
19.04.2022	194 192	45 702	3,1%	183 125	4,2	4,0
20.04.2022	173 965	37 767	2,5%	163 253	4,6	4,3
21.04.2022	172 750	35 200	2,3%	161 799	4,9	4,6
22.04.2022	194 252	37 332	2,5%	183 385	5,2	4,9
23.04.2022	140 787	25 295	1,7%	132 247	5,6	5,2
24.04.2022	161 355	27 988	1,9%	153 939	5,8	5,5
25.04.2022	191 472	39 350	2,6%	181 552	4,9	4,6
26.04.2022	183 262	39 167	2,6%	173 948	4,7	4,4
27.04.2022	163 489	37 604	2,5%	155 207	4,3	4,1
28.04.2022	146 958	29 525	2,0%	138 736	5,0	4,7
29.04.2022	134 684	27 441	1,8%	127 597	4,9	4,6
30.04.2022	114 960	22 798	1,5%	109 259	5,0	4,8

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2022 - 03.04.2022	510 684	72 442	4,8%	483 625	7,0	6,7
04.04.2022 - 10.04.2022	1 169 404	112 433	7,5%	1 104 854	10,4	9,8
11.04.2022 - 17.04.2022	1 120 033	114 064	7,6%	1 064 158	9,8	9,3
18.04.2022 - 24.04.2022	1 189 584	112 772	7,5%	1 121 566	10,5	9,9
25.04.2022 - 30.04.2022	934 825	110 258	7,4%	886 292	8,5	8,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2022 - 30.04.2022	4 924 532	294 995	19,7%	4 660 459	16,7	15,8

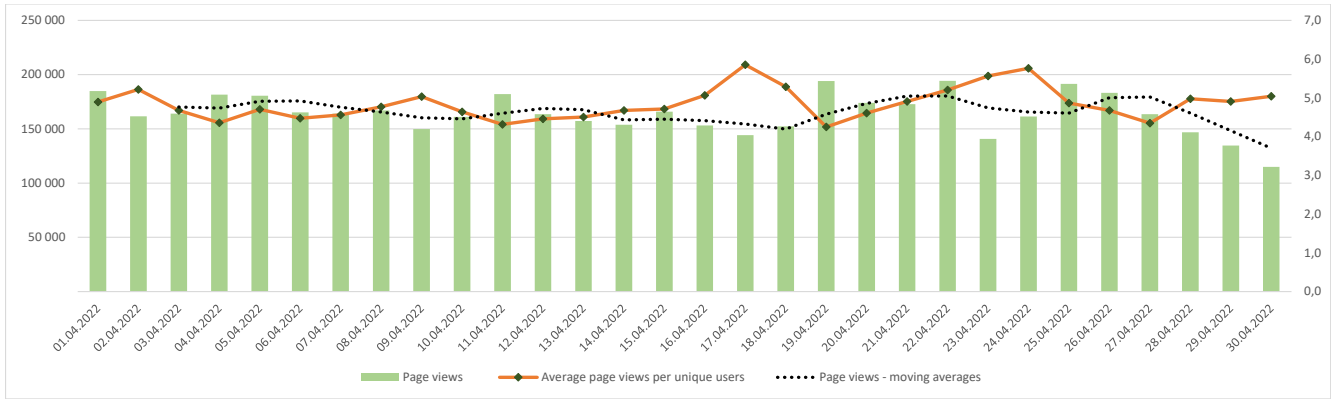
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	15,2%	107	4,3%	
	Three-year high school	14,0%	114	9,7%	
	Four-year high school	39,5%	101	53,2%	
	Higher school, university, college or more	30,6%	91	31,1%	
	I don't want to answer	0,7%	89	1,7%	
Personal income	I have no income	9,0%	86	2,4%	
	Less than 400 EUR	7,6%	106	1,6%	
	400 to 800 EUR	19,8%	115	17,7%	
	800 to 1200 EUR	30,9%	106	51,7%	
	1200 to 1500 EUR	11,8%	101	10,9%	
	1500 to 1800 EUR	5,8%	86	1,7%	
	over 1800 EUR	7,0%	77	5,7%	
	I don't want to answer	8,2%	97	8,3%	
	Region	Pomurska	6,6%	112	4,1%
Podravska		16,3%	103	9,5%	
Koroška		3,6%	112	1,2%	
Savinjska		11,7%	91	10,6%	
Zasavska		3,0%	124	9,6%	
Spodnje-posavska		3,7%	104	16,1%	
JV Slovenija		6,7%	101	3,4%	
Osrednjeslovenska		25,7%	94	23,4%	
Gorenjska		10,6%	105	13,4%	
Notranjsko-kraška		2,2%	103	2,8%	
Goriška		5,8%	108	4,1%	
Obalno-kraška		4,2%	88	1,8%	
Gender		Male	46,3%	91	58,3%
		Female	53,7%	110	41,7%
Age	10 to 17 years	3,8%	99	0,9%	
	18 to 24 years	9,5%	82	1,7%	
	25 to 29 years	5,4%	73	1,0%	
	30 to 39 years	15,2%	76	5,9%	
	40 to 49 years	20,6%	97	23,1%	
	50 to 59 years	20,9%	113	19,3%	
	60 to 75 years	24,0%	140	45,6%	
Employment status	Employed in public sector	16,7%	102	23,2%	
	Employed in a private company	36,2%	93	25,1%	
	Self-employed	7,8%	86	5,1%	
	Unemployed	6,2%	94	2,8%	
	Retired	19,9%	148	40,2%	
	Pupil	7,3%	101	1,3%	
	Student	5,1%	69	1,0%	
	I don't want to answer	0,9%	91	1,3%	

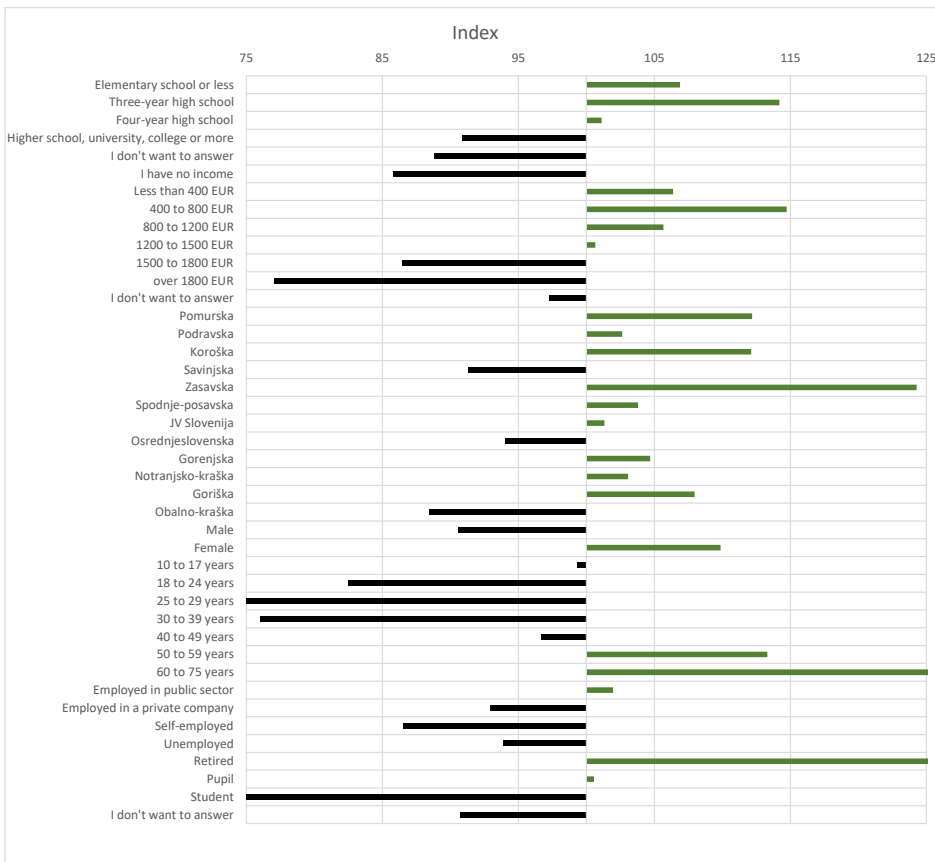


Note:

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 1.4. to 30.4.2022. 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 1.4. to 30.4.2022. 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.