



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 poizveduje po najrazličnejših izdelkih in storitvah.

Comment:

Period: May 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2022	153 964	33 930	2,3%	147 184	4,5	4,3
02.05.2022	206 476	64 740	4,3%	201 204	3,2	3,1
03.05.2022	181 503	42 882	2,9%	171 633	4,2	4,0
04.05.2022	177 302	40 834	2,7%	168 655	4,3	4,1
05.05.2022	178 864	40 625	2,7%	170 590	4,4	4,2
06.05.2022	176 258	37 705	2,5%	166 853	4,7	4,4
07.05.2022	148 770	29 149	1,9%	140 641	5,1	4,8
08.05.2022	157 108	32 111	2,1%	149 396	4,9	4,7
09.05.2022	186 447	42 738	2,9%	175 883	4,4	4,1
10.05.2022	182 281	40 397	2,7%	172 232	4,5	4,3
11.05.2022	172 587	41 129	2,7%	163 399	4,2	4,0
12.05.2022	171 654	37 245	2,5%	162 442	4,6	4,4
13.05.2022	167 864	34 992	2,3%	158 443	4,8	4,5
14.05.2022	134 047	28 277	1,9%	127 555	4,7	4,5
15.05.2022	151 673	37 521	2,5%	144 821	4,0	3,9
16.05.2022	188 839	43 469	2,9%	179 119	4,3	4,1
17.05.2022	174 514	39 353	2,6%	164 217	4,4	4,2
18.05.2022	174 025	39 933	2,7%	165 099	4,4	4,1
19.05.2022	162 433	35 002	2,3%	153 611	4,6	4,4
20.05.2022	155 536	33 955	2,3%	146 869	4,6	4,3
21.05.2022	140 597	36 231	2,4%	134 521	3,9	3,7
22.05.2022	141 318	31 598	2,1%	133 640	4,5	4,2
23.05.2022	191 704	49 266	3,3%	182 038	3,9	3,7
24.05.2022	168 669	39 651	2,6%	159 614	4,3	4,0
25.05.2022	177 139	41 370	2,8%	168 293	4,3	4,1
26.05.2022	157 410	35 530	2,4%	148 168	4,4	4,2
27.05.2022	151 187	32 694	2,2%	143 189	4,6	4,4
28.05.2022	136 517	26 612	1,8%	129 430	5,1	4,9
29.05.2022	186 826	54 649	3,6%	178 660	3,4	3,3
30.05.2022	195 034	45 563	3,0%	184 303	4,3	4,0
31.05.2022	160 704	35 715	2,4%	152 244	4,5	4,3

Weekly reach (Slovenian visitors)

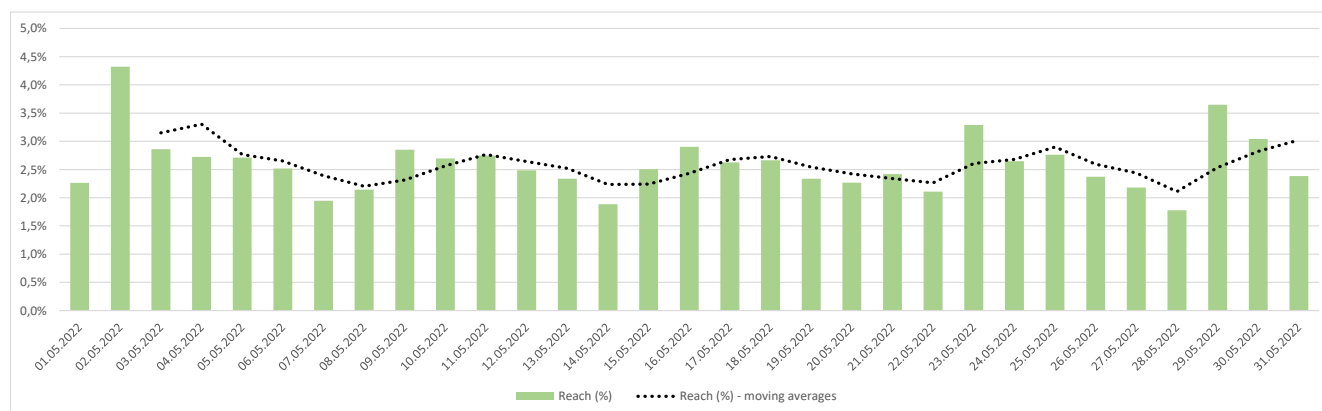
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2022 - 01.05.2022	153 964	33 930	2,3%	147 184	4,5	4,3
02.05.2022 - 08.05.2022	1 226 281	153 382	10,2%	1 169 100	8,0	7,6
09.05.2022 - 15.05.2022	1 166 553	131 405	8,8%	1 104 781	8,9	8,4
16.05.2022 - 22.05.2022	1 137 261	127 653	8,5%	1 077 092	8,9	8,4
23.05.2022 - 29.05.2022	1 169 451	142 667	9,5%	1 109 428	8,2	7,8
30.05.2022 - 31.05.2022	355 738	66 021	4,4%	336 545	5,4	5,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2022 - 31.05.2022	5 209 249	319 201	21,3%	4 944 157	16,3	15,5

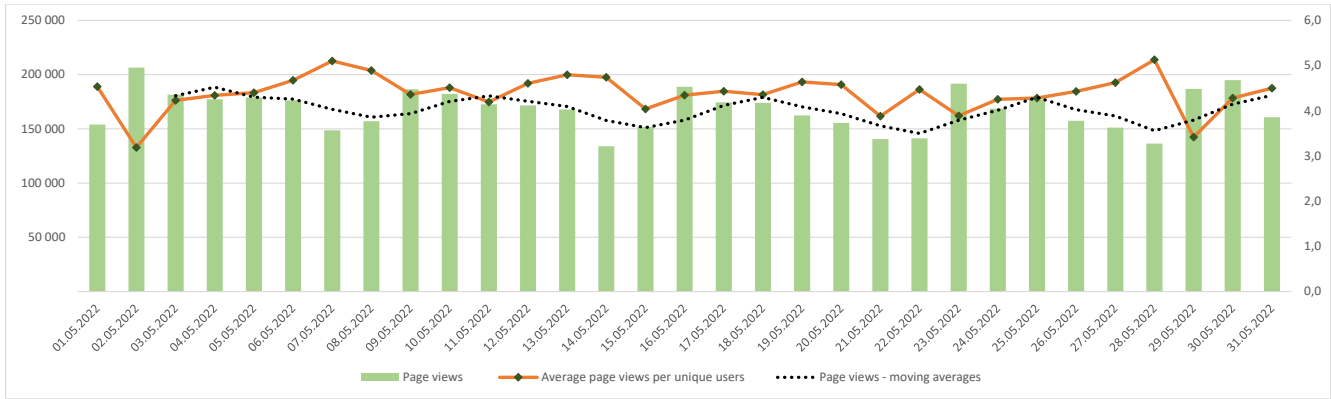
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,0%	98	5,5%	
	Three-year high school	13,4%	111	10,6%	
	Four-year high school	39,9%	102	56,5%	
	Higher school, university, college or more	31,9%	95	26,1%	
	I don't want to answer	0,8%	95	1,4%	
Personal income	I have no income	8,4%	79	2,1%	
	Less than 400 EUR	5,8%	82	1,7%	
	400 to 800 EUR	20,2%	117	24,2%	
	800 to 1200 EUR	31,8%	108	48,2%	
	1200 to 1500 EUR	12,0%	103	10,1%	
	1500 to 1800 EUR	6,1%	91	2,2%	
	over 1800 EUR	7,3%	81	4,6%	
	I don't want to answer	8,5%	102	7,0%	
	Region	Pomurska	5,4%	92	3,7%
Podravska		17,6%	109	13,7%	
Koroška		3,0%	90	1,2%	
Savinjska		13,2%	105	10,1%	
Zasavska		2,6%	107	7,1%	
Spodnje-posavska		3,7%	106	16,1%	
JV Slovenija		6,1%	94	2,9%	
Osrednjeslovenska		25,8%	93	23,9%	
Gorenjska		10,3%	101	12,6%	
Notranjsko-kraška		2,2%	105	3,4%	
Goriška		5,9%	112	3,8%	
Obalno-kraška		4,5%	92	1,6%	
Gender		Male	46,4%	90	54,9%
		Female	53,6%	110	45,1%
Age	10 to 17 years	2,6%	67	0,7%	
	18 to 24 years	7,6%	67	1,7%	
	25 to 29 years	5,5%	74	1,0%	
	30 to 39 years	16,7%	84	5,8%	
	40 to 49 years	21,0%	99	19,9%	
	50 to 59 years	21,7%	117	24,1%	
	60 to 75 years	24,4%	141	44,8%	
Employment status	Employed in public sector	16,5%	101	20,8%	
	Employed in a private company	36,8%	95	28,6%	
	Self-employed	9,3%	101	4,2%	
	Unemployed	6,5%	100	2,3%	
	Retired	20,1%	148	40,7%	
	Pupil	5,6%	76	1,3%	
	Student	4,3%	58	0,7%	
	I don't want to answer	1,0%	101	1,4%	

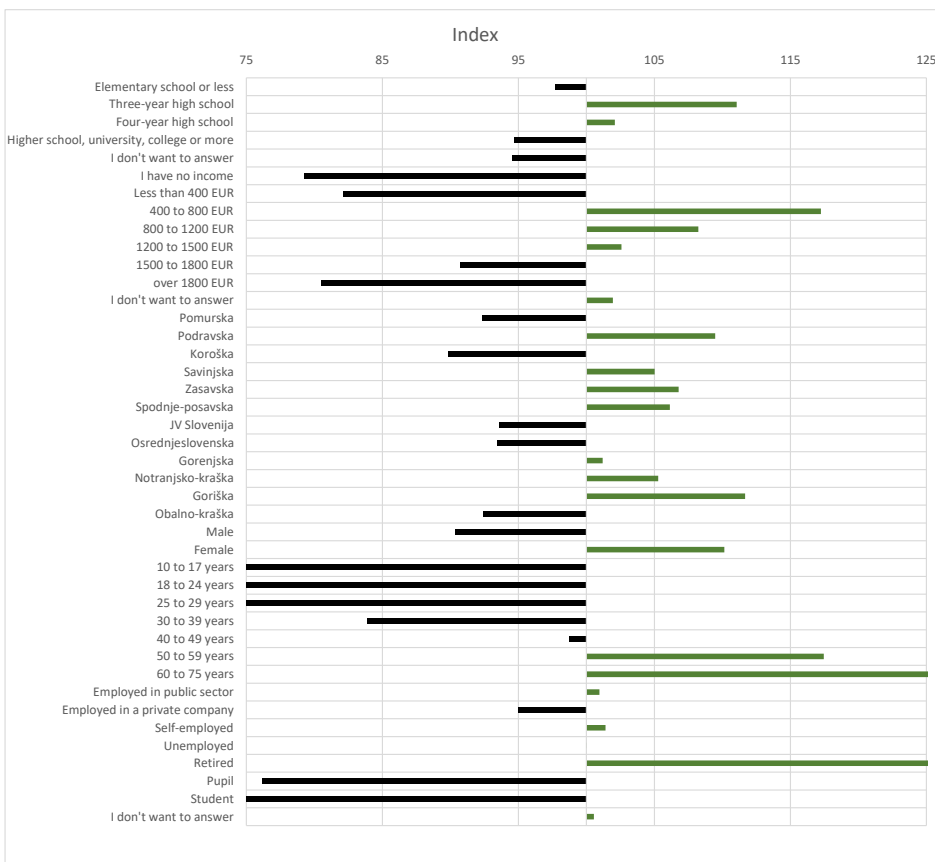


Note:

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 1.5. to 31.5.2022. 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 1.5. to 31.5.2022. 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.