



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 preostali 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: June 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2022	154 820	35 900	2,4%	146 053	4,3	4,1
02.06.2022	181 074	42 071	2,8%	172 197	4,3	4,1
03.06.2022	157 282	35 762	2,4%	150 490	4,4	4,2
04.06.2022	117 796	23 897	1,6%	112 303	4,9	4,7
05.06.2022	133 346	25 749	1,7%	126 417	5,2	4,9
06.06.2022	188 004	47 188	3,1%	179 142	4,0	3,8
07.06.2022	216 042	59 559	4,0%	208 010	3,6	3,5
08.06.2022	256 084	87 491	5,8%	248 042	2,9	2,8
09.06.2022	212 737	56 178	3,7%	203 563	3,8	3,6
10.06.2022	167 339	37 595	2,5%	159 585	4,5	4,2
11.06.2022	137 391	39 704	2,7%	132 232	3,5	3,3
12.06.2022	169 225	55 701	3,7%	163 350	3,0	2,9
13.06.2022	188 954	45 570	3,0%	180 622	4,1	4,0
14.06.2022	212 061	68 628	4,6%	204 035	3,1	3,0
15.06.2022	191 922	56 418	3,8%	183 942	3,4	3,3
16.06.2022	164 499	39 342	2,6%	155 336	4,2	3,9
17.06.2022	148 229	33 876	2,3%	139 991	4,4	4,1
18.06.2022	114 391	24 066	1,6%	107 788	4,8	4,5
19.06.2022	137 671	36 898	2,5%	130 904	3,7	3,5
20.06.2022	165 830	36 830	2,5%	156 534	4,5	4,3
21.06.2022	161 012	35 586	2,4%	152 536	4,5	4,3
22.06.2022	155 863	34 131	2,3%	146 851	4,6	4,3
23.06.2022	152 258	32 566	2,2%	143 406	4,7	4,4
24.06.2022	155 357	36 918	2,5%	146 694	4,2	4,0
25.06.2022	150 437	43 684	2,9%	143 517	3,4	3,3
26.06.2022	138 241	36 928	2,5%	131 664	3,7	3,6
27.06.2022	157 724	35 836	2,4%	149 202	4,4	4,2
28.06.2022	158 511	35 243	2,4%	150 164	4,5	4,3
29.06.2022	165 233	38 994	2,6%	156 882	4,2	4,0
30.06.2022	170 089	43 997	2,9%	162 379	3,9	3,7

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2022 - 05.06.2022	744 318	100 475	6,7%	707 480	7,4	7,0
06.06.2022 - 12.06.2022	1 346 821	193 150	12,9%	1 294 039	7,0	6,7
13.06.2022 - 19.06.2022	1 157 728	165 696	11,1%	1 102 756	7,0	6,7
20.06.2022 - 26.06.2022	1 078 997	131 955	8,8%	1 021 256	8,2	7,7
27.06.2022 - 30.06.2022	651 556	101 853	6,8%	618 633	6,4	6,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2022 - 30.06.2022	4 979 420	338 631	22,6%	4 744 667	14,7	14,0

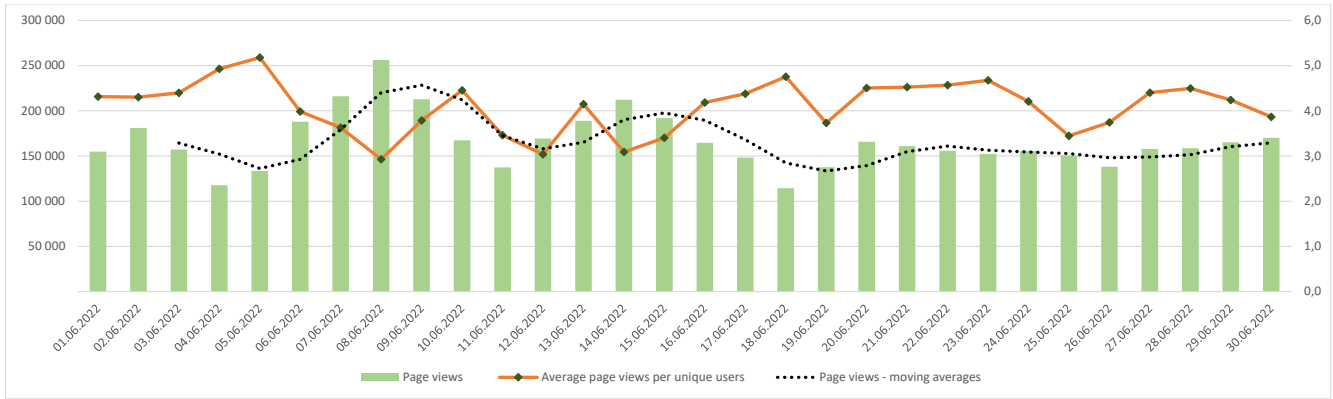
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,9%	96	5,6%
	Three-year high school	15,0%	124	10,2%
	Four-year high school	39,0%	98	57,1%
	Higher school, university, college or more	31,3%	94	25,5%
	I don't want to answer	0,8%	105	1,6%
Personal income	I have no income	7,9%	74	2,5%
	Less than 400 EUR	6,0%	81	1,8%
	400 to 800 EUR	20,8%	120	23,4%
	800 to 1200 EUR	31,1%	106	50,6%
	1200 to 1500 EUR	12,1%	105	9,5%
	1500 to 1800 EUR	6,7%	101	2,4%
	over 1800 EUR	7,3%	83	3,5%
	I don't want to answer	8,2%	98	6,2%
	Region	Pomurska	6,1%	102
Podravska		16,3%	100	9,6%
Koroška		3,7%	113	1,1%
Savinjska		12,9%	104	16,9%
Zasavska		2,6%	110	7,7%
Spodnje-posavska		4,0%	119	12,3%
JV Slovenija		6,4%	99	3,0%
Osrednjeslovenska		25,4%	94	24,5%
Gorenjska		10,9%	105	13,5%
Notranjsko-kraška		2,3%	104	2,9%
Goriška		5,6%	101	3,9%
Obalno-kraška		4,0%	83	1,5%
Gender		Male	44,9%	89
	Female	55,1%	112	45,5%
Age	10 to 17 years	3,1%	80	1,1%
	18 to 24 years	8,1%	70	1,4%
	25 to 29 years	4,9%	67	0,9%
	30 to 39 years	15,7%	78	6,0%
	40 to 49 years	20,3%	96	26,5%
	50 to 59 years	22,1%	123	21,3%
	60 to 75 years	25,2%	145	40,4%
Employment status	Employed in public sector	37,3%	97	31,3%
	Employed in a private company	16,2%	101	22,6%
	Self-employed	8,5%	93	2,8%
	Unemployed	6,8%	101	2,5%
	Retired	20,1%	147	37,5%
	Pupil	5,6%	76	1,5%
	Student	4,8%	63	0,7%
	I don't want to answer	0,9%	85	1,2%

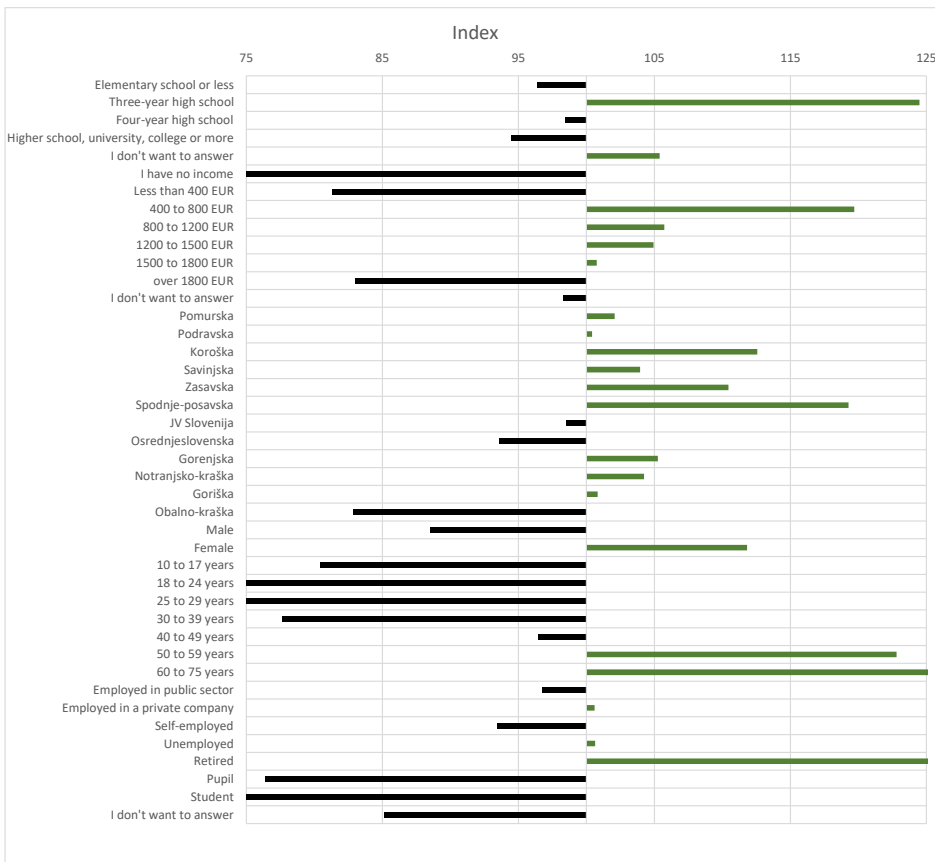


Note:

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.