



CERTIFICATE

Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

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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: July 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2022	153 432	34 327	2,3%	145 394	4,5	4,2
02.07.2022	128 848	36 483	2,4%	122 463	3,5	3,4
03.07.2022	131 650	31 471	2,1%	124 326	4,2	4,0
04.07.2022	185 805	47 319	3,2%	177 136	3,9	3,7
05.07.2022	182 611	44 836	3,0%	174 713	4,1	3,9
06.07.2022	168 193	37 802	2,5%	160 448	4,4	4,2
07.07.2022	173 664	37 986	2,5%	165 404	4,6	4,4
08.07.2022	151 596	34 269	2,3%	144 112	4,4	4,2
09.07.2022	115 867	27 741	1,9%	110 891	4,2	4,0
10.07.2022	151 676	42 696	2,8%	145 338	3,6	3,4
11.07.2022	183 729	43 664	2,9%	175 121	4,2	4,0
12.07.2022	187 042	45 043	3,0%	178 969	4,2	4,0
13.07.2022	169 796	40 286	2,7%	161 549	4,2	4,0
14.07.2022	165 442	41 812	2,8%	157 829	4,0	3,8
15.07.2022	163 953	37 415	2,5%	156 650	4,4	4,2
16.07.2022	132 803	34 602	2,3%	126 553	3,8	3,7
17.07.2022	136 739	32 550	2,2%	129 977	4,2	4,0
18.07.2022	167 743	36 051	2,4%	159 226	4,7	4,4
19.07.2022	157 959	33 647	2,2%	149 387	4,7	4,4
20.07.2022	159 261	32 621	2,2%	150 768	4,9	4,6
21.07.2022	161 033	31 833	2,1%	152 928	5,1	4,8
22.07.2022	165 924	37 512	2,5%	158 519	4,4	4,2
23.07.2022	165 403	49 432	3,3%	157 892	3,3	3,2
24.07.2022	191 863	63 056	4,2%	184 275	3,0	2,9
25.07.2022	182 115	42 733	2,9%	173 108	4,3	4,1
26.07.2022	168 414	36 550	2,4%	159 572	4,6	4,4
27.07.2022	178 039	40 884	2,7%	169 567	4,4	4,1
28.07.2022	207 167	60 792	4,1%	198 744	3,4	3,3
29.07.2022	206 502	60 928	4,1%	199 068	3,4	3,3
30.07.2022	164 103	46 628	3,1%	157 688	3,5	3,4
31.07.2022	153 780	43 246	2,9%	146 734	3,6	3,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2022 - 03.07.2022	413 931	79 313	5,3%	392 186	5,2	4,9
04.07.2022 - 10.07.2022	1 129 412	145 522	9,7%	1 078 063	7,8	7,4
11.07.2022 - 17.07.2022	1 139 503	146 973	9,8%	1 086 664	7,8	7,4
18.07.2022 - 24.07.2022	1 169 185	153 829	10,3%	1 113 086	7,6	7,2
25.07.2022 - 31.07.2022	1 260 120	176 961	11,8%	1 204 597	7,1	6,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2022 - 31.07.2022	5 112 154	338 425	22,6%	4 874 709	15,1	14,4

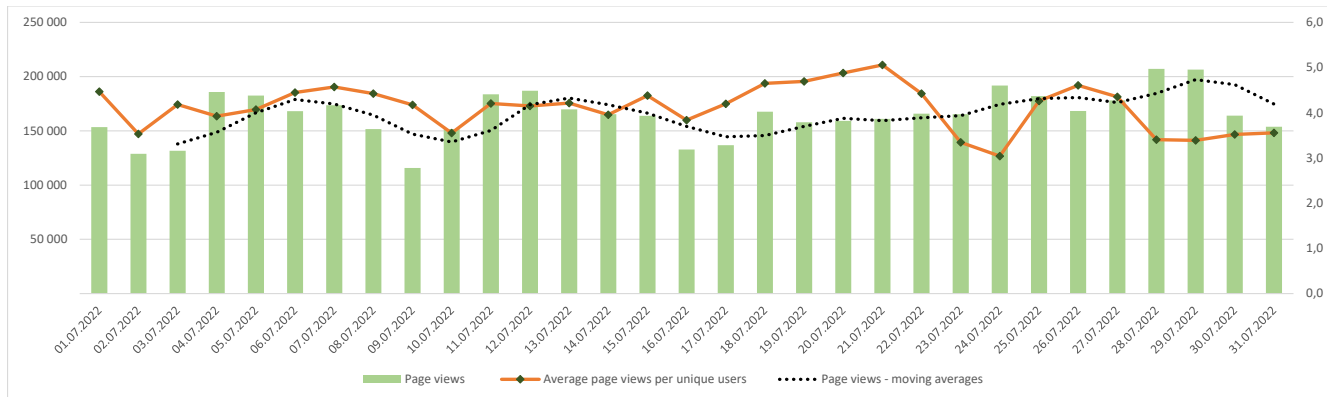
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,8%	99	6,3%
	Three-year high school	15,0%	120	9,1%
	Four-year high school	41,0%	104	54,2%
	Higher school, university, college or more	29,6%	88	28,0%
	I don't want to answer	0,7%	85	2,5%
Personal income	I have no income	6,9%	69	3,7%
	Less than 400 EUR	5,5%	81	1,9%
	400 to 800 EUR	21,2%	120	27,3%
	800 to 1200 EUR	32,8%	110	43,3%
	1200 to 1500 EUR	12,6%	107	9,2%
	1500 to 1800 EUR	6,7%	101	3,2%
	over 1800 EUR	6,4%	72	5,4%
	I don't want to answer	7,8%	95	6,1%
Region	Pomurska	5,6%	96	4,3%
	Podravska	15,3%	95	15,6%
	Koroška	3,5%	103	1,2%
	Savinjska	13,0%	103	9,4%
	Zasavska	2,5%	98	9,6%
	Spodnje-posavska	3,2%	98	9,2%
	JV Slovenija	6,7%	103	5,1%
	Osrednjeslovenska	26,9%	100	25,3%
	Gorenjska	10,5%	101	11,0%
	Notranjsko-kraška	2,2%	101	2,7%
	Goriška	6,1%	108	4,5%
	Obalno-kraška	4,7%	99	2,3%
Gender	Male	46,5%	90	47,7%
	Female	53,5%	111	52,4%
Age	10 to 17 years	3,4%	90	2,0%
	18 to 24 years	6,0%	56	1,6%
	25 to 29 years	5,7%	78	0,8%
	30 to 39 years	16,0%	79	5,4%
	40 to 49 years	19,7%	93	22,3%
	50 to 59 years	22,5%	122	29,1%
	60 to 75 years	25,9%	144	36,6%
Employment status	Employed in public sector	16,3%	103	23,5%
	Employed in a private company	38,5%	98	33,3%
	Self-employed	8,4%	93	3,1%
	Unemployed	6,2%	93	2,6%
	Retired	21,3%	151	33,3%
	Pupil	4,7%	68	2,3%
	Student	3,8%	54	0,7%
	I don't want to answer	0,8%	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.

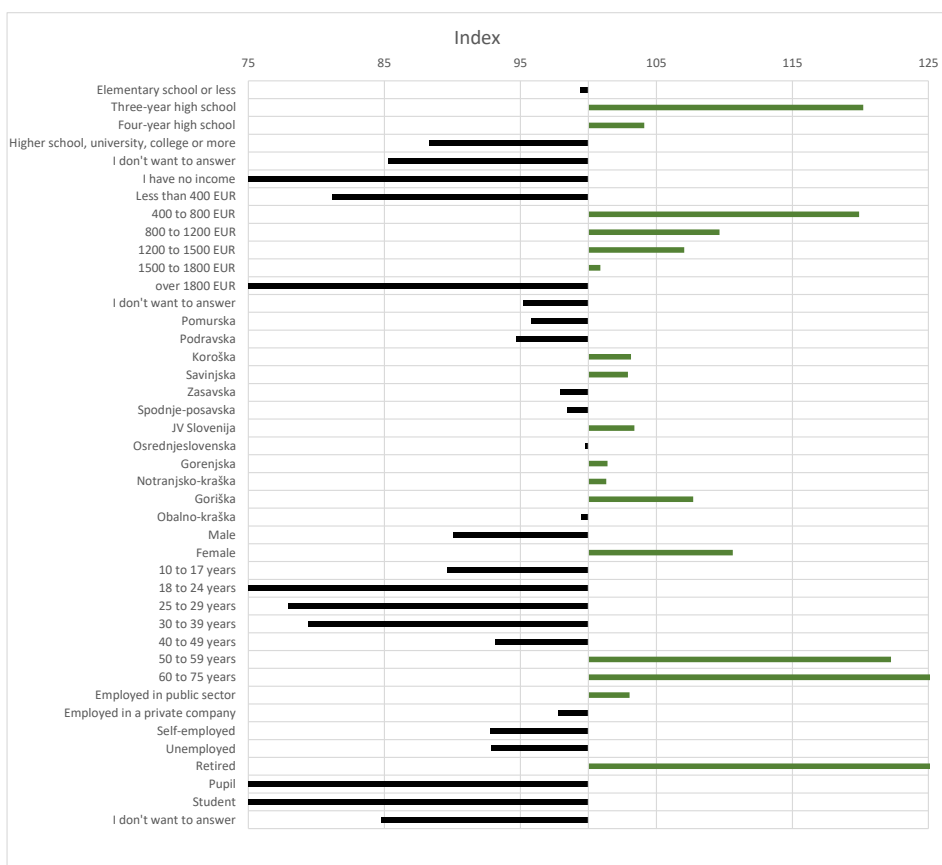


Note:

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 side 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 1.7. to 31.7.2022. 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 1.7. to 31.7.2022. 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.