



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 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: August 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2022	182 154	45 355	3,0%	173 278	4,0	3,8
02.08.2022	175 046	42 666	2,8%	166 333	4,1	3,9
03.08.2022	170 588	41 411	2,8%	161 639	4,1	3,9
04.08.2022	184 003	48 833	3,3%	175 252	3,8	3,6
05.08.2022	207 503	67 639	4,5%	199 240	3,1	2,9
06.08.2022	257 973	119 897	8,0%	251 684	2,2	2,1
07.08.2022	203 692	74 336	5,0%	196 398	2,7	2,6
08.08.2022	194 863	53 617	3,6%	186 111	3,6	3,5
09.08.2022	237 962	82 990	5,5%	229 714	2,9	2,8
10.08.2022	188 445	53 186	3,5%	180 978	3,5	3,4
11.08.2022	203 546	64 545	4,3%	195 836	3,2	3,0
12.08.2022	180 270	46 661	3,1%	172 682	3,9	3,7
13.08.2022	179 280	59 234	4,0%	172 338	3,0	2,9
14.08.2022	188 128	69 623	4,6%	181 101	2,7	2,6
15.08.2022	171 080	49 555	3,3%	163 242	3,5	3,3
16.08.2022	169 356	39 322	2,6%	160 826	4,3	4,1
17.08.2022	169 783	38 750	2,6%	161 287	4,4	4,2
18.08.2022	243 239	88 307	5,9%	235 234	2,8	2,7
19.08.2022	199 691	55 468	3,7%	190 839	3,6	3,4
20.08.2022	144 743	38 170	2,5%	137 590	3,8	3,6
21.08.2022	146 900	36 277	2,4%	139 963	4,0	3,9
22.08.2022	189 977	43 923	2,9%	180 277	4,3	4,1
23.08.2022	168 784	37 581	2,5%	160 577	4,5	4,3
24.08.2022	162 175	35 816	2,4%	154 635	4,5	4,3
25.08.2022	157 981	34 208	2,3%	149 825	4,6	4,4
26.08.2022	149 361	31 950	2,1%	141 699	4,7	4,4
27.08.2022	122 800	26 486	1,8%	117 071	4,6	4,4
28.08.2022	138 540	30 449	2,0%	132 247	4,5	4,3
29.08.2022	185 434	44 782	3,0%	175 851	4,1	3,9
30.08.2022	206 030	60 395	4,0%	196 979	3,4	3,3
31.08.2022	187 614	45 388	3,0%	179 556	4,1	4,0

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2022 - 07.08.2022	1 380 959	233 719	15,6%	1 323 967	5,9	5,7
08.08.2022 - 14.08.2022	1 372 494	218 300	14,6%	1 318 786	6,3	6,0
15.08.2022 - 21.08.2022	1 244 792	200 970	13,4%	1 189 081	6,2	5,9
22.08.2022 - 28.08.2022	1 089 618	124 693	8,3%	1 036 323	8,7	8,3
29.08.2022 - 31.08.2022	579 078	115 913	7,7%	552 384	5,0	4,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2022 - 31.08.2022	5 666 941	405 939	27,1%	5 420 861	14,0	13,4

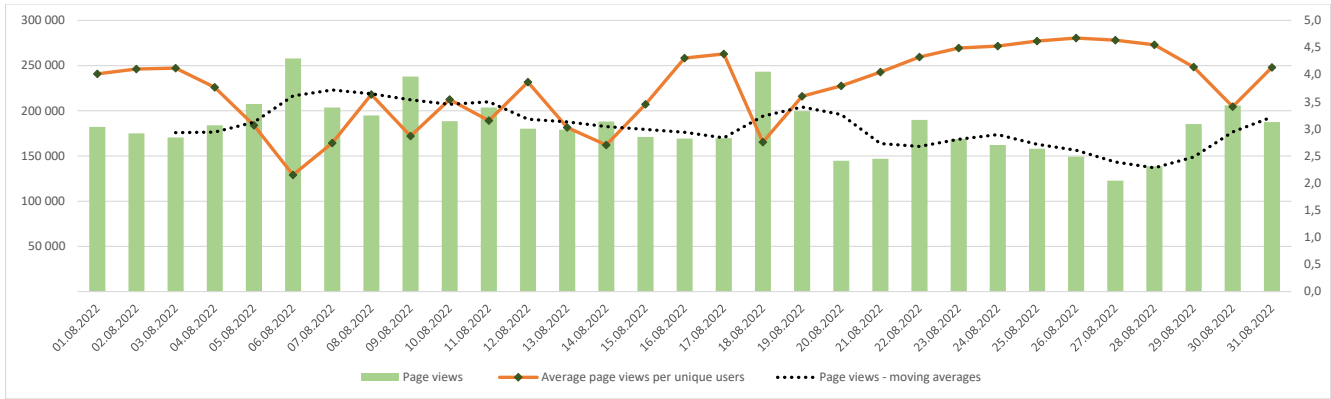
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,3%	88	4,7%
	Three-year high school	15,1%	123	11,2%
	Four-year high school	41,0%	103	53,7%
	Higher school, university, college or more	30,9%	93	28,7%
	I don't want to answer	0,7%	91	1,7%
Personal income	I have no income	7,3%	71	2,1%
	Less than 400 EUR	6,4%	89	1,4%
	400 to 800 EUR	21,1%	120	27,0%
	800 to 1200 EUR	32,0%	108	45,2%
	1200 to 1500 EUR	12,0%	103	9,8%
	1500 to 1800 EUR	6,3%	94	3,2%
	over 1800 EUR	6,9%	79	4,4%
	I don't want to answer	8,1%	99	6,8%
	Region	Pomurska	6,0%	102
Podravska		16,7%	102	13,2%
Koroška		3,4%	108	1,1%
Savinjska		11,2%	89	12,2%
Zasavska		2,4%	97	8,4%
Spodnje-posavska		3,2%	93	12,4%
JV Slovenija		6,1%	95	5,0%
Osrednjeslovenska		26,4%	98	23,1%
Gorenjska		11,8%	114	13,2%
Notranjsko-kraška		2,1%	99	3,1%
Goriška		6,0%	112	3,6%
Obalno-kraška		4,6%	95	1,7%
Gender		Male	47,1%	92
	Female	52,9%	109	48,0%
Age	10 to 17 years	2,1%	55	0,9%
	18 to 24 years	7,5%	69	1,5%
	25 to 29 years	4,3%	59	1,0%
	30 to 39 years	16,1%	81	6,0%
	40 to 49 years	20,9%	99	24,8%
	50 to 59 years	22,5%	122	26,7%
	60 to 75 years	26,0%	144	37,5%
Employment status	Employed in public sector	16,8%	106	24,4%
	Employed in a private company	38,2%	98	34,1%
	Self-employed	8,3%	92	3,3%
	Unemployed	6,6%	97	2,0%
	Retired	20,6%	145	32,9%
	Pupil	4,3%	64	1,3%
	Student	4,2%	55	0,7%
	I don't want to answer	1,0%	99	1,4%

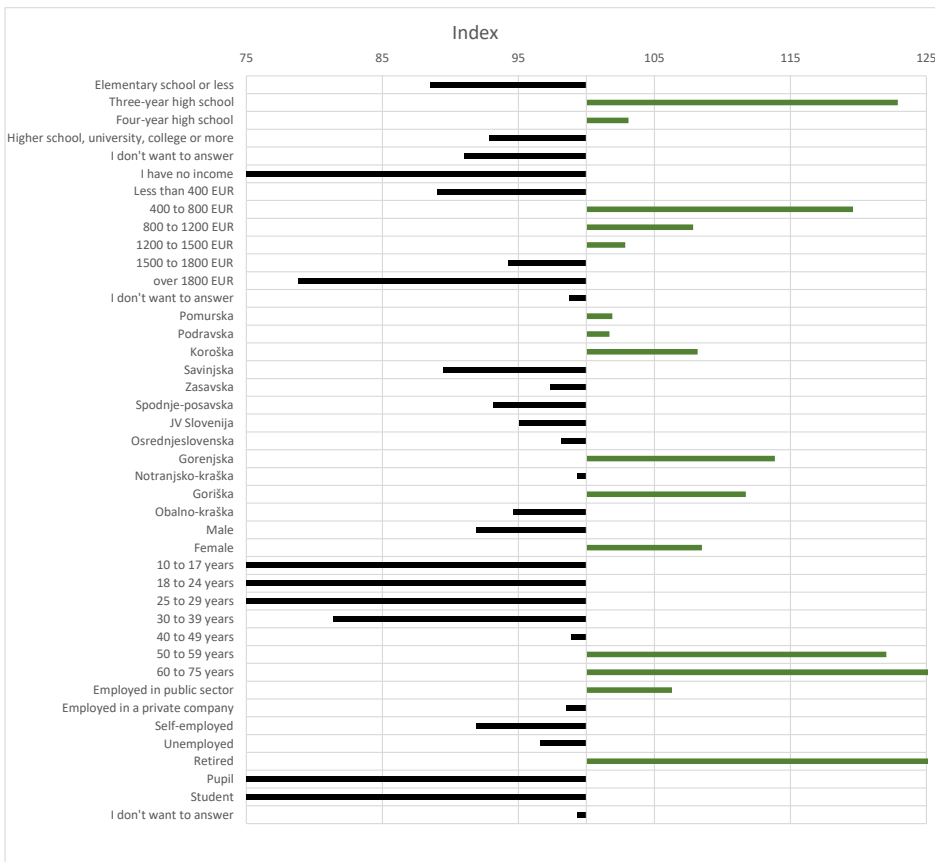


Note:

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 1.8. to 31.8.2022. 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 1.8. to 31.8.2022. 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.