



Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/ 473 00 10

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: October 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2022	131 913	31 214	2,1%	124 630	4,2	4,0
02.10.2022	134 278	33 974	2,3%	127 242	4,0	3,7
03.10.2022	171 966	40 502	2,7%	160 824	4,2	4,0
04.10.2022	167 314	38 291	2,6%	157 101	4,4	4,1
05.10.2022	164 287	38 841	2,6%	154 694	4,2	4,0
06.10.2022	159 877	37 555	2,5%	150 408	4,3	4,0
07.10.2022	167 934	43 753	2,9%	158 633	3,8	3,6
08.10.2022	143 058	44 607	3,0%	136 287	3,2	3,1
09.10.2022	154 144	49 096	3,3%	146 314	3,1	3,0
10.10.2022	167 614	39 738	2,7%	157 171	4,2	4,0
11.10.2022	166 929	37 898	2,5%	156 379	4,4	4,1
12.10.2022	160 713	36 852	2,5%	151 465	4,4	4,1
13.10.2022	150 426	33 400	2,2%	140 248	4,5	4,2
14.10.2022	151 675	33 621	2,2%	142 258	4,5	4,2
15.10.2022	114 604	23 034	1,5%	110 519	5,0	4,8
16.10.2022	180 875	61 142	4,1%	172 406	3,0	2,8
17.10.2022	223 596	62 979	4,2%	211 676	3,6	3,4
18.10.2022	190 176	45 589	3,0%	179 238	4,2	3,9
19.10.2022	173 227	41 327	2,8%	162 147	4,2	3,9
20.10.2022	171 212	40 639	2,7%	85 236	4,2	2,1
21.10.2022	160 584	36 841	2,5%	55 414	4,4	1,5
22.10.2022	145 751	35 483	2,4%	53 277	4,1	1,5
23.10.2022	174 535	49 702	3,3%	71 301	3,5	1,4
24.10.2022	200 595	48 219	3,2%	81 757	4,2	1,7
25.10.2022	196 346	47 595	3,2%	76 792	4,1	1,6
26.10.2022	201 666	51 599	3,4%	88 474	3,9	1,7
27.10.2022	181 242	43 886	2,9%	75 188	4,1	1,7
28.10.2022	161 358	37 539	2,5%	60 953	4,3	1,6
29.10.2022	125 760	31 077	2,1%	48 885	4,0	1,6
30.10.2022	132 524	30 614	2,0%	48 734	4,3	1,6
31.10.2022	147 415	35 953	2,4%	56 327	4,1	1,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2022 - 02.10.2022	266 191	56 138	3,7%	251 872	4,7	4,5
03.10.2022 - 09.10.2022	1 128 580	150 379	10,0%	1 064 332	7,5	7,1
10.10.2022 - 16.10.2022	1 092 836	133 866	8,9%	1 030 582	8,2	7,7
17.10.2022 - 23.10.2022	1 239 081	157 671	10,5%	827 063	7,9	5,2
24.10.2022 - 30.10.2022	1 199 491	155 522	10,4%	481 030	7,7	3,1
31.10.2022 - 31.10.2022	147 415	35 953	2,4%	56 327	4,1	1,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2022 - 31.10.2022	5 073 594	323 028	21,6%	3 708 464	15,7	11,5

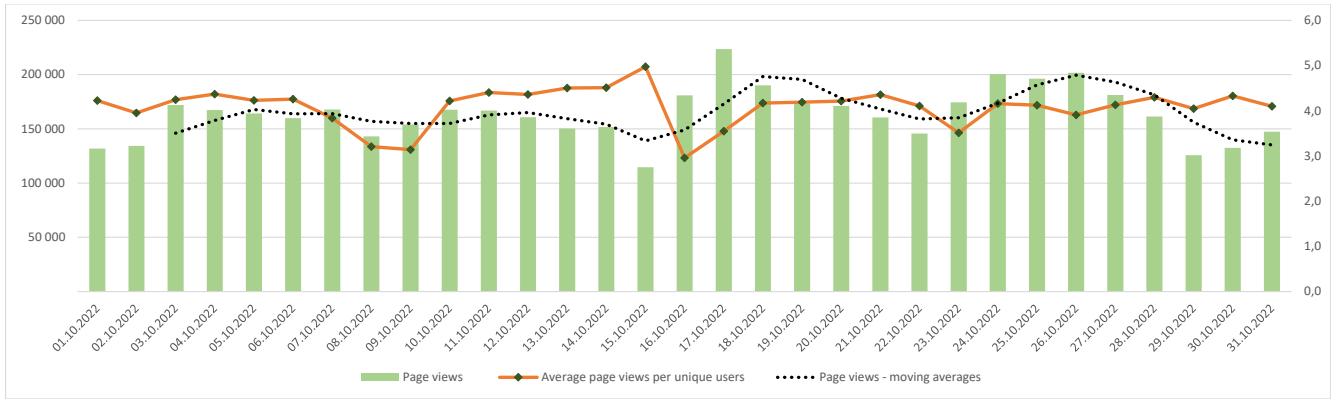
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,2%	100	4,4%
	Three-year high school	14,2%	117	11,7%
	Four-year high school	39,6%	101	58,5%
	Higher school, university, college or more	31,1%	93	24,4%
	I don't want to answer	0,8%	103	0,9%
Personal income	I have no income	8,4%	83	1,8%
	Less than 400 EUR	5,7%	78	2,0%
	400 to 800 EUR	20,7%	123	34,2%
	800 to 1200 EUR	30,8%	106	37,3%
	1200 to 1500 EUR	12,4%	103	10,0%
	1500 to 1800 EUR	6,3%	87	3,5%
	over 1800 EUR	7,6%	81	3,8%
	I don't want to answer	8,1%	100	7,5%
Region	Pomurska	5,5%	96	4,4%
	Podravska	16,0%	98	13,2%
	Koroška	3,4%	99	1,1%
	Savinjska	12,3%	98	11,9%
	Zasavska	2,2%	92	5,3%
	Spodnje-posavska	3,3%	99	6,1%
	JV Slovenija	6,8%	101	4,6%
	Osrednjeslovenska	26,3%	98	31,9%
	Gorenjska	11,3%	108	13,0%
	Notranjsko-kraška	2,3%	108	2,7%
	Goriška	5,9%	109	3,9%
	Obalno-kraška	4,6%	101	2,0%
	Gender	Male	44,5%	87
Female		55,5%	114	56,2%
Age	10 to 17 years	3,7%	95	0,9%
	18 to 24 years	6,6%	60	2,2%
	25 to 29 years	5,5%	75	1,1%
	30 to 39 years	15,6%	78	6,2%
	40 to 49 years	20,4%	96	31,1%
	50 to 59 years	22,5%	121	23,8%
	60 to 75 years	25,3%	144	32,8%
Employment status	Employed in public sector	16,7%	103	29,2%
	Employed in a private company	37,2%	96	31,7%
	Self-employed	8,1%	90	4,4%
	Unemployed	6,7%	102	2,3%
	Retired	21,5%	150	29,0%
	Pupil	5,1%	74	0,9%
	Student	4,0%	57	1,6%
	I don't want to answer	0,7%	67	1,0%

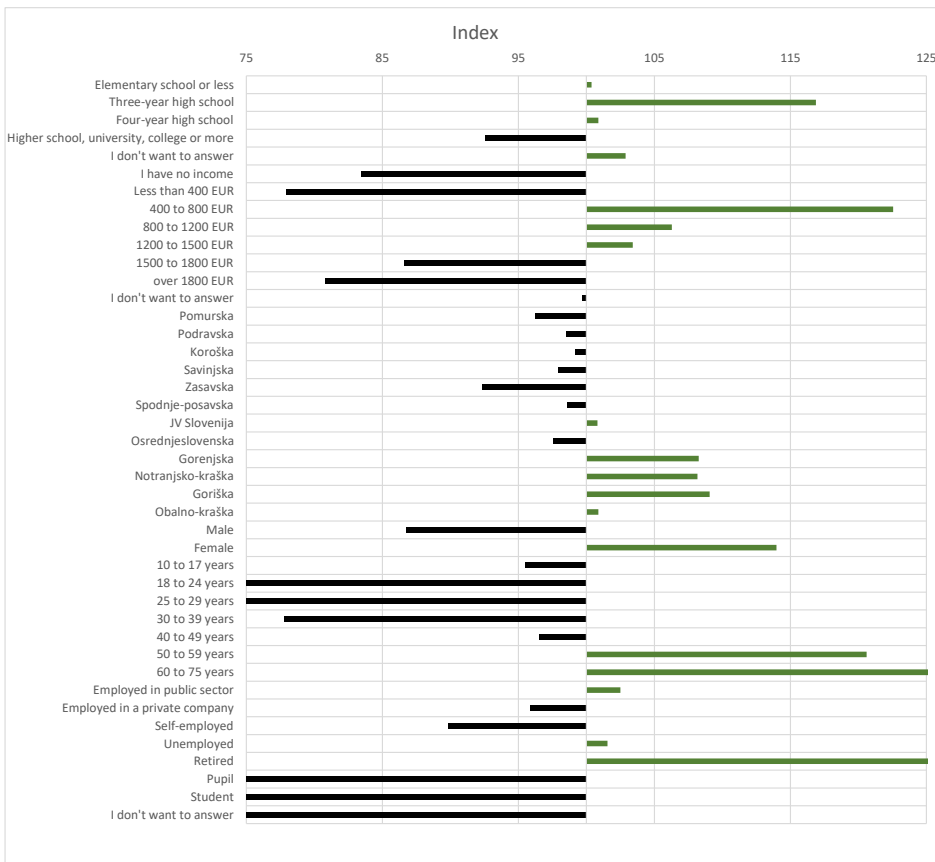


Note:

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 1.10. to 31.10.2022. 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 1.10. to 31.10.2022. 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.