



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 proizveduje po najrazličnejših izdelkih in storitvah.

Comment:

Period: December 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2022	157 362	34 352	2,3%	45 689	4,6	1,3
02.12.2022	151 344	31 991	2,1%	44 065	4,7	1,4
03.12.2022	119 476	22 576	1,5%	34 059	5,3	1,5
04.12.2022	131 999	25 442	1,7%	38 414	5,2	1,5
05.12.2022	165 096	36 177	2,4%	48 461	4,6	1,3
06.12.2022	153 961	33 837	2,3%	44 611	4,6	1,3
07.12.2022	156 723	33 197	2,2%	43 685	4,7	1,3
08.12.2022	159 725	32 849	2,2%	43 438	4,9	1,3
09.12.2022	156 633	31 790	2,1%	43 518	4,9	1,4
10.12.2022	128 234	22 221	1,5%	34 506	5,8	1,6
11.12.2022	133 065	25 433	1,7%	39 710	5,2	1,6
12.12.2022	160 972	34 892	2,3%	46 204	4,6	1,3
13.12.2022	160 069	33 415	2,2%	44 531	4,8	1,3
14.12.2022	157 001	32 667	2,2%	43 194	4,8	1,3
15.12.2022	151 685	31 881	2,1%	42 631	4,8	1,3
16.12.2022	147 997	31 046	2,1%	42 715	4,8	1,4
17.12.2022	120 741	21 492	1,4%	33 328	5,6	1,6
18.12.2022	119 203	21 887	1,5%	32 755	5,4	1,5
19.12.2022	160 284	34 992	2,3%	46 614	4,6	1,3
20.12.2022	151 939	33 119	2,2%	43 199	4,6	1,3
21.12.2022	149 971	31 686	2,1%	41 402	4,7	1,3
22.12.2022	149 292	29 953	2,0%	39 779	5,0	1,3
23.12.2022	133 391	26 354	1,8%	36 251	5,1	1,4
24.12.2022	107 897	18 718	1,2%	28 873	5,8	1,5
25.12.2022	115 883	19 483	1,3%	30 549	5,9	1,6
26.12.2022	128 906	23 292	1,6%	35 631	5,5	1,5
27.12.2022	146 262	29 715	2,0%	41 451	4,9	1,4
28.12.2022	142 568	28 069	1,9%	38 852	5,1	1,4
29.12.2022	136 364	26 231	1,8%	37 028	5,2	1,4
30.12.2022	137 619	24 828	1,7%	36 505	5,5	1,5
31.12.2022	114 680	19 526	1,3%	30 442	5,9	1,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2022 - 4.12.2022	560 181	69 558	4,6%	162 232	8,1	2,3
5.12.2022 - 11.12.2022	1 053 437	93 782	6,3%	297 861	11,2	3,2
12.12.2022 - 18.12.2022	1 017 668	90 558	6,0%	285 349	11,2	3,2
19.12.2022 - 25.12.2022	968 657	84 018	5,6%	266 654	11,5	3,2
26.12.2022 - 31.12.2022	806 399	77 465	5,2%	219 888	10,4	2,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2022 - 31.12.2022	4 406 342	237 002	15,8%	1 231 911	18,6	5,2

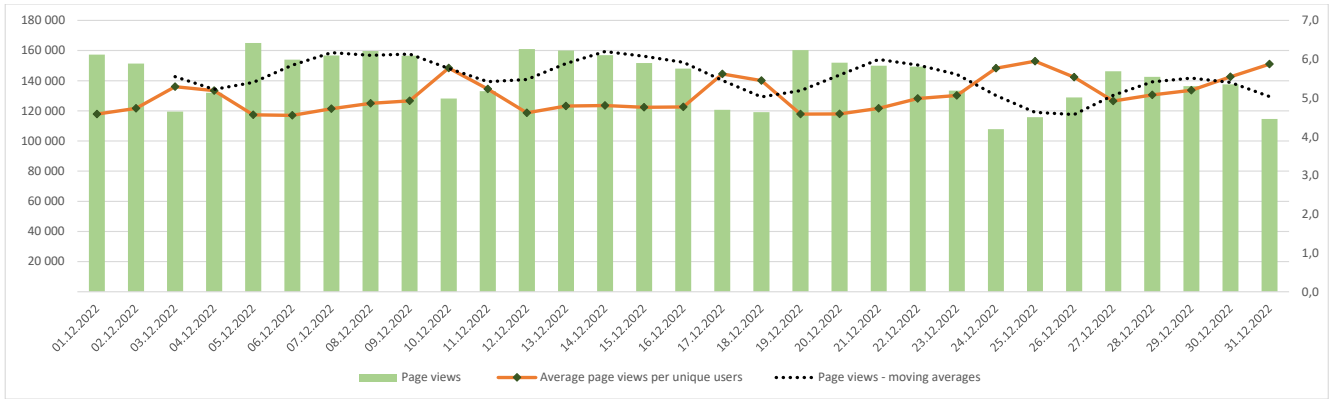
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,0%	93	20,3%
	Three-year high school	13,1%	108	18,1%
	Four-year high school	41,1%	104	36,4%
	Higher school, university, college or more	32,1%	95	24,4%
	I don't want to answer	0,8%	103	0,8%
Personal income	I have no income	9,1%	94	7,8%
	Less than 400 EUR	6,4%	86	7,2%
	400 to 800 EUR	17,7%	105	22,7%
	800 to 1200 EUR	30,4%	104	28,9%
	1200 to 1500 EUR	11,6%	98	9,5%
	1500 to 1800 EUR	7,5%	104	6,1%
	over 1800 EUR	9,2%	97	11,2%
	I don't want to answer	8,2%	98	6,7%
Region	Pomurska	6,1%	105	6,3%
	Podravska	16,9%	103	14,0%
	Koroška	3,9%	116	5,3%
	Savinjska	13,1%	107	13,5%
	Zasavska	2,4%	93	3,7%
	Spodnje-posavska	3,5%	102	4,4%
	JV Slovenija	6,0%	88	5,2%
	Osrednjeslovenska	25,9%	96	21,3%
	Gorenjska	10,1%	99	15,9%
	Notranjsko-kraška	2,3%	110	2,5%
	Goriška	5,4%	99	4,9%
	Obalno-kraška	4,4%	94	3,2%
	Gender	Male	55,4%	107
Female		44,6%	92	40,9%
Age	10 to 17 years	3,2%	82	3,6%
	18 to 24 years	9,1%	83	5,6%
	25 to 29 years	7,2%	99	6,8%
	30 to 39 years	23,1%	116	16,6%
	40 to 49 years	22,4%	105	23,6%
	50 to 59 years	18,4%	99	22,9%
	60 to 75 years	16,3%	92	20,8%
Employment status	Employed in public sector	15,8%	97	18,6%
	Employed in a private company	40,2%	104	32,5%
	Self-employed	10,6%	117	11,0%
	Unemployed	7,1%	109	7,1%
	Retired	14,2%	97	19,2%
	Pupil	4,8%	71	5,5%
	Student	6,4%	88	5,3%
	I don't want to answer	0,9%	94	0,7%

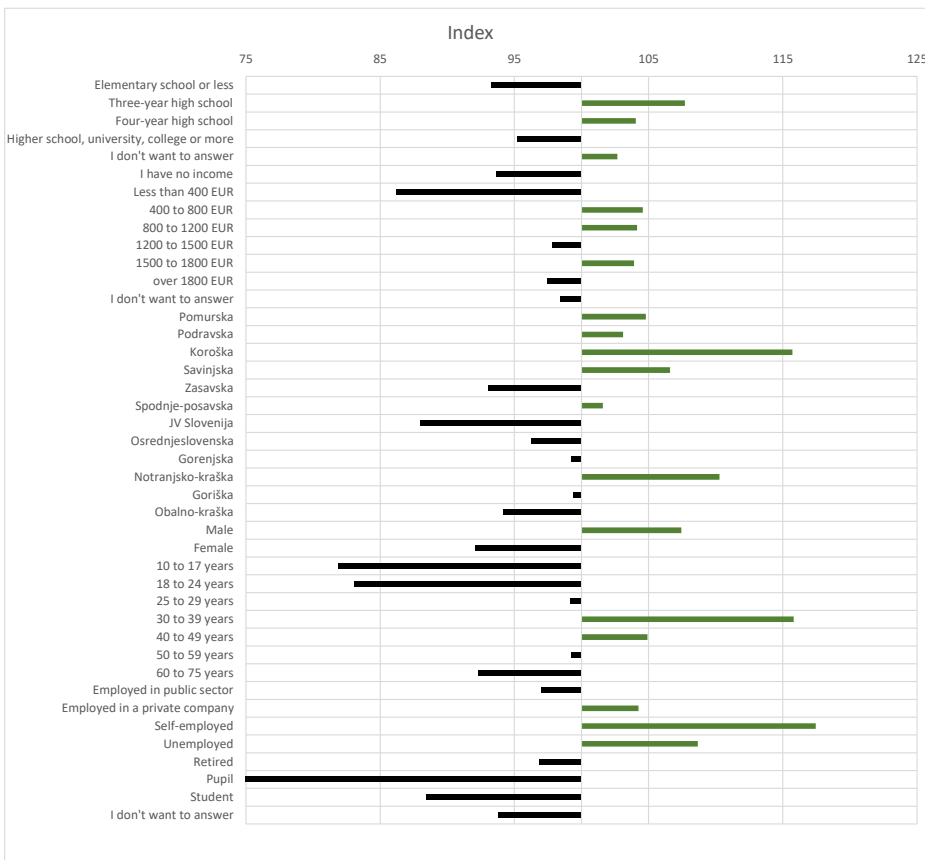


Note:

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 1.12. to 31.12.2022. 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 1.12. to 31.12.2022. 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 website that is participating in MOSS.