



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 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: February 2023

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2023	175 091	43 435	2,9%	61 591	4,0	1,4
02.02.2023	179 507	45 821	3,1%	65 975	3,9	1,4
03.02.2023	176 846	44 562	3,0%	70 564	4,0	1,6
04.02.2023	145 561	41 089	2,7%	60 193	3,5	1,5
05.02.2023	149 893	38 838	2,6%	54 255	3,9	1,4
06.02.2023	173 113	41 770	2,8%	58 968	4,1	1,4
07.02.2023	170 847	39 961	2,7%	58 281	4,3	1,5
08.02.2023	157 670	38 741	2,6%	55 448	4,1	1,4
09.02.2023	175 799	43 193	2,9%	61 154	4,1	1,4
10.02.2023	160 141	39 681	2,6%	56 758	4,0	1,4
11.02.2023	140 165	40 826	2,7%	55 166	3,4	1,4
12.02.2023	167 989	60 788	4,1%	75 765	2,8	1,2
13.02.2023	202 453	64 646	4,3%	90 438	3,1	1,4
14.02.2023	167 702	42 969	2,9%	60 811	3,9	1,4
15.02.2023	173 873	45 706	3,1%	68 413	3,8	1,5
16.02.2023	179 045	51 101	3,4%	73 376	3,5	1,4
17.02.2023	170 612	47 435	3,2%	68 160	3,6	1,4
18.02.2023	163 054	56 858	3,8%	74 112	2,9	1,3
19.02.2023	176 460	65 402	4,4%	82 935	2,7	1,3
20.02.2023	208 901	75 195	5,0%	97 115	2,8	1,3
21.02.2023	175 361	45 818	3,1%	70 540	3,8	1,5
22.02.2023	169 861	43 996	2,9%	64 248	3,9	1,5
23.02.2023	159 416	42 073	2,8%	59 028	3,8	1,4
24.02.2023	160 555	42 272	2,8%	61 290	3,8	1,4
25.02.2023	133 133	36 194	2,4%	49 877	3,7	1,4
26.02.2023	170 555	58 126	3,9%	77 025	2,9	1,3
27.02.2023	208 563	68 432	4,6%	93 502	3,0	1,4
28.02.2023	188 548	55 832	3,7%	78 293	3,4	1,4

Weekly reach (Slovenian visitors)

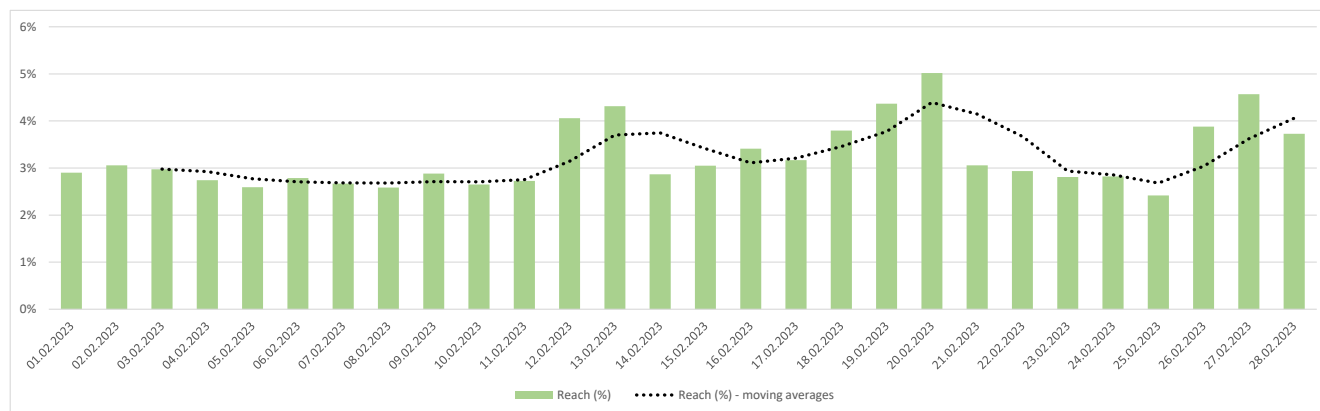
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2023 - 05.02.2023	826 898	135 681	9,1%	312 784	6,1	2,3
06.02.2023 - 12.02.2023	1 145 724	160 614	10,7%	421 610	7,1	2,6
13.02.2023 - 19.02.2023	1 233 199	194 580	13,0%	518 210	6,3	2,7
20.02.2023 - 26.02.2023	1 177 782	185 283	12,4%	479 009	6,4	2,6
27.02.2023 - 28.02.2023	397 111	106 234	7,1%	171 813	3,7	1,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2023 - 28.02.2023	4 780 714	359 689	24,0%	1 903 268	13,3	5,3

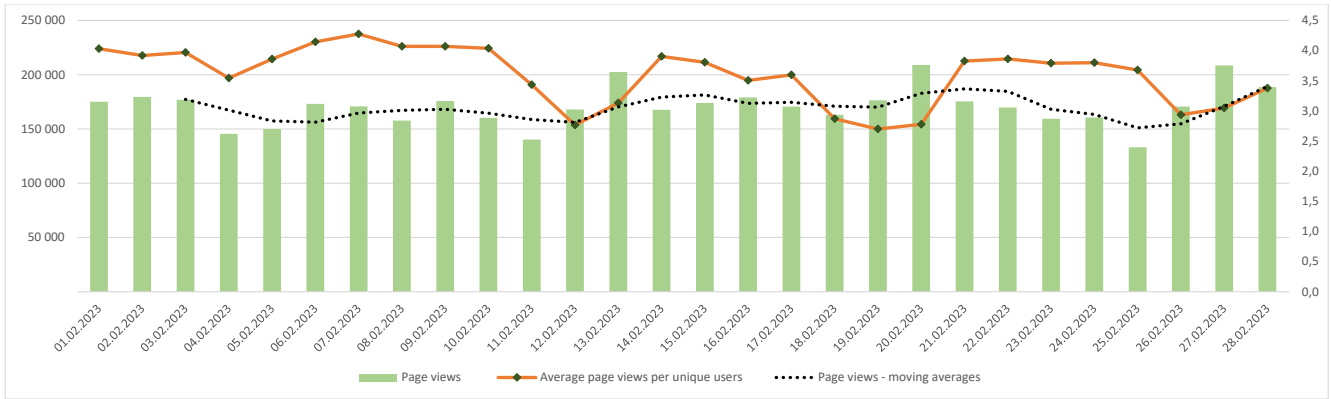
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,8%	95	4,8%
	Three-year high school	14,9%	123	12,5%
	Four-year high school	41,8%	104	64,1%
	Higher school, university, college or more	29,9%	89	18,3%
	I don't want to answer	0,6%	76	0,3%
Personal income	I have no income	7,7%	81	2,2%
	Less than 400 EUR	5,8%	79	5,0%
	400 to 800 EUR	20,5%	120	14,0%
	800 to 1200 EUR	32,1%	110	57,2%
	1200 to 1500 EUR	11,7%	99	8,1%
	1500 to 1800 EUR	6,4%	88	3,1%
	over 1800 EUR	7,4%	77	3,5%
	I don't want to answer	8,3%	102	6,9%
Region	Pomurska	6,2%	107	5,2%
	Podravska	16,2%	98	7,1%
	Koroška	3,4%	98	1,3%
	Savinjska	12,8%	103	23,2%
	Zasavska	2,7%	102	0,9%
	Spodnje-posavska	3,0%	91	18,5%
	JV Slovenija	7,3%	108	4,3%
	Osrednjeslovenska	24,3%	92	19,4%
	Gorenjska	10,7%	104	10,3%
	Notranjsko-kraška	2,4%	115	2,4%
	Goriška	5,6%	103	4,8%
	Obalno-kraška	5,4%	112	2,7%
	Gender	Male	46,8%	91
Female		53,2%	109	33,1%
Age	10 to 17 years	2,1%	58	0,4%
	18 to 24 years	7,9%	72	4,7%
	25 to 29 years	4,5%	60	0,9%
	30 to 39 years	15,8%	79	8,2%
	40 to 49 years	21,8%	101	24,8%
	50 to 59 years	22,1%	120	15,8%
	60 to 75 years	25,4%	144	42,0%
Employment status	Employed in public sector	15,1%	93	13,0%
	Employed in a private company	37,7%	97	31,8%
	Self-employed	8,9%	100	6,0%
	Unemployed	6,5%	98	3,8%
	Retired	22,2%	153	40,5%
	Pupil	4,3%	66	0,8%
	Student	4,5%	61	3,7%
	I don't want to answer	0,8%	89	0,4%

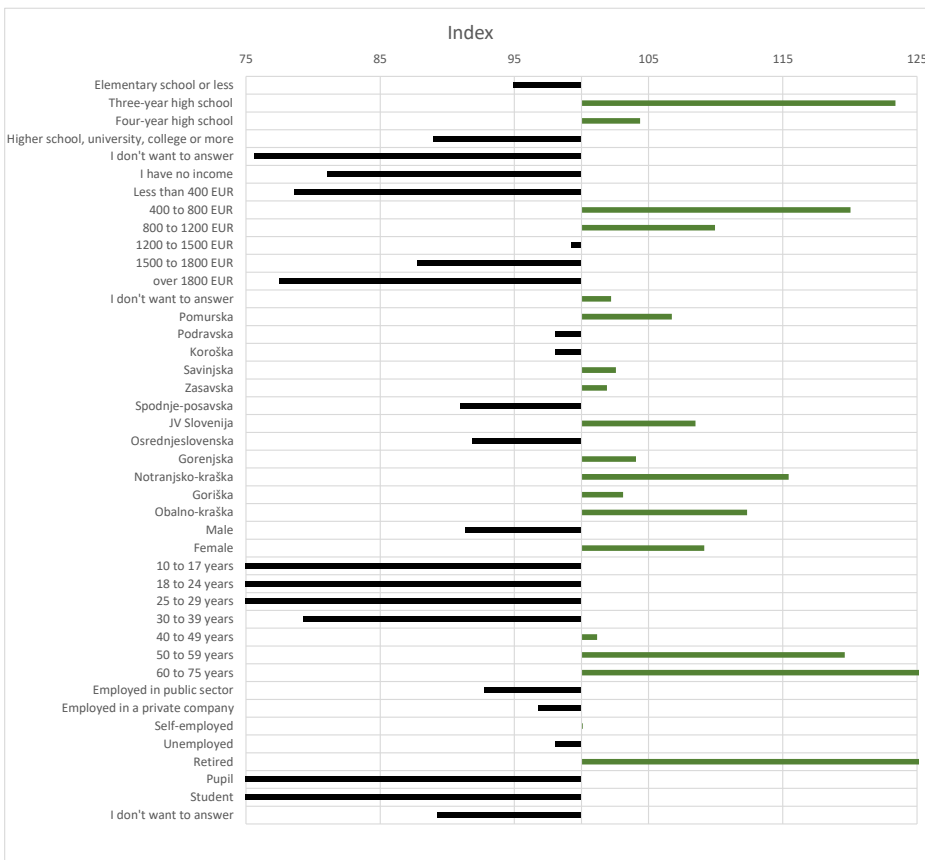


Note:

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 1.2. to 28.2.2023. 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 1.2. to 28.2.2023. 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.