



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 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: April 2023

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023	103 378	22 308	1,5%	33 663	4,6	1,5
02.04.2023	109 807	22 450	1,5%	32 119	4,9	1,4
03.04.2023	142 752	35 087	2,3%	44 926	4,1	1,3
04.04.2023	142 611	33 252	2,2%	42 607	4,3	1,3
05.04.2023	137 886	33 510	2,2%	42 793	4,1	1,3
06.04.2023	175 707	62 106	4,1%	80 929	2,8	1,3
07.04.2023	132 251	37 706	2,5%	51 957	3,5	1,4
08.04.2023	94 304	20 009	1,3%	29 562	4,7	1,5
09.04.2023	84 961	18 853	1,3%	28 208	4,5	1,5
10.04.2023	81 473	20 788	1,4%	29 316	3,9	1,4
11.04.2023	132 496	34 979	2,3%	43 924	3,8	1,3
12.04.2023	131 721	32 507	2,2%	41 124	4,1	1,3
13.04.2023	147 555	36 396	2,4%	47 370	4,1	1,3
14.04.2023	138 292	32 732	2,2%	42 977	4,2	1,3
15.04.2023	111 821	25 391	1,7%	38 298	4,4	1,5
16.04.2023	126 928	32 011	2,1%	47 761	4,0	1,5
17.04.2023	148 606	38 943	2,6%	52 318	3,8	1,3
18.04.2023	143 810	36 333	2,4%	48 460	4,0	1,3
19.04.2023	145 672	38 449	2,6%	51 656	3,8	1,3
20.04.2023	143 393	36 537	2,4%	51 127	3,9	1,4
21.04.2023	138 406	39 089	2,6%	54 801	3,5	1,4
22.04.2023	93 659	24 101	1,6%	34 183	3,9	1,4
23.04.2023	122 454	37 365	2,5%	53 841	3,3	1,4
24.04.2023	166 369	45 055	3,0%	68 416	3,7	1,5
25.04.2023	141 539	36 469	2,4%	51 949	3,9	1,4
26.04.2023	125 268	32 019	2,1%	46 003	3,9	1,4
27.04.2023	102 058	23 665	1,6%	36 380	4,3	1,5
28.04.2023	107 821	27 335	1,8%	41 045	3,9	1,5
29.04.2023	95 444	24 503	1,6%	34 997	3,9	1,4
30.04.2023	121 529	39 699	2,6%	51 822	3,1	1,3

Weekly reach (Slovenian visitors)

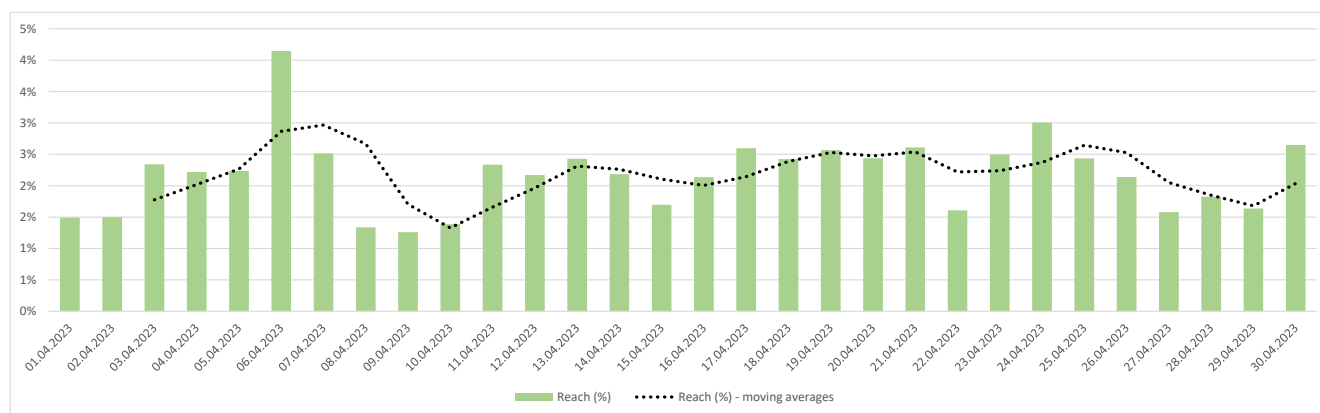
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023 - 02.04.2023	213 185	37 820	2,5%	65 796	5,6	1,7
03.04.2023 - 09.04.2023	910 472	130 050	8,7%	321 625	7,0	2,5
10.04.2023 - 16.04.2023	870 286	100 627	6,7%	290 883	8,6	2,9
17.04.2023 - 23.04.2023	936 000	127 176	8,5%	346 859	7,4	2,7
24.04.2023 - 30.04.2023	860 028	123 987	8,3%	330 812	6,9	2,7

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023 - 30.04.2023	3 789 971	287 045	19,2%	1 356 797	13,2	4,7

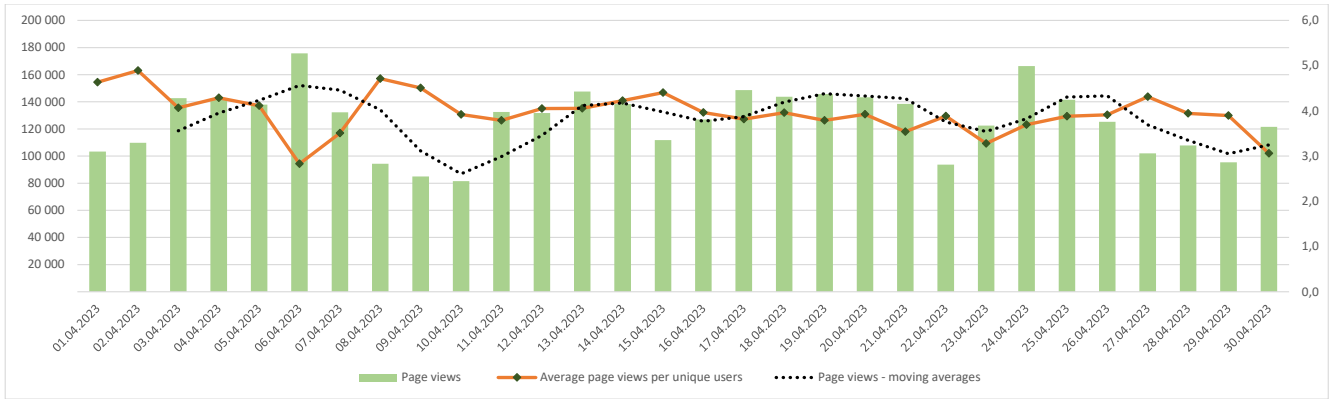
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	12,3%	90	6,4%	
	Three-year high school	14,5%	120	17,5%	
	Four-year high school	42,0%	105	51,8%	
	Higher school, university, college or more	30,7%	91	24,0%	
	I don't want to answer	0,6%	75	0,4%	
Personal income	I have no income	7,2%	75	2,9%	
	Less than 400 EUR	5,3%	72	6,0%	
	400 to 800 EUR	22,3%	130	16,0%	
	800 to 1200 EUR	31,6%	108	47,4%	
	1200 to 1500 EUR	11,5%	98	9,2%	
	1500 to 1800 EUR	6,7%	92	4,5%	
	over 1800 EUR	7,4%	78	5,0%	
	I don't want to answer	8,1%	97	9,0%	
	Region	Pomurska	6,4%	108	4,8%
		Podravska	16,6%	100	10,9%
Koroška		3,7%	110	1,4%	
Savinjska		11,7%	91	12,0%	
Zasavska		2,4%	93	1,3%	
Spodnje-posavska		3,3%	100	17,2%	
JV Slovenija		6,9%	106	4,8%	
Osrednjeslovenska		25,4%	97	22,7%	
Gorenjska		10,9%	103	14,4%	
Notranjsko-kraška		2,4%	113	3,8%	
Goriška		5,6%	103	3,2%	
Obalno-kraška		4,8%	101	3,3%	
Gender		Male	45,4%	89	65,5%
	Female	54,6%	111	34,5%	
Age	10 to 17 years	1,9%	47	0,9%	
	18 to 24 years	6,3%	59	5,3%	
	25 to 29 years	5,7%	79	1,3%	
	30 to 39 years	15,2%	76	9,6%	
	40 to 49 years	20,9%	98	13,0%	
	50 to 59 years	23,5%	126	21,8%	
	60 to 75 years	25,9%	146	47,2%	
Employment status	Employed in public sector	15,8%	96	15,2%	
	Employed in a private company	37,4%	97	21,7%	
	Self-employed	9,1%	102	9,2%	
	Unemployed	6,7%	104	5,7%	
	Retired	22,1%	150	41,5%	
	Pupil	3,5%	54	1,4%	
	Student	4,5%	61	3,9%	
	I don't want to answer	0,8%	87	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.

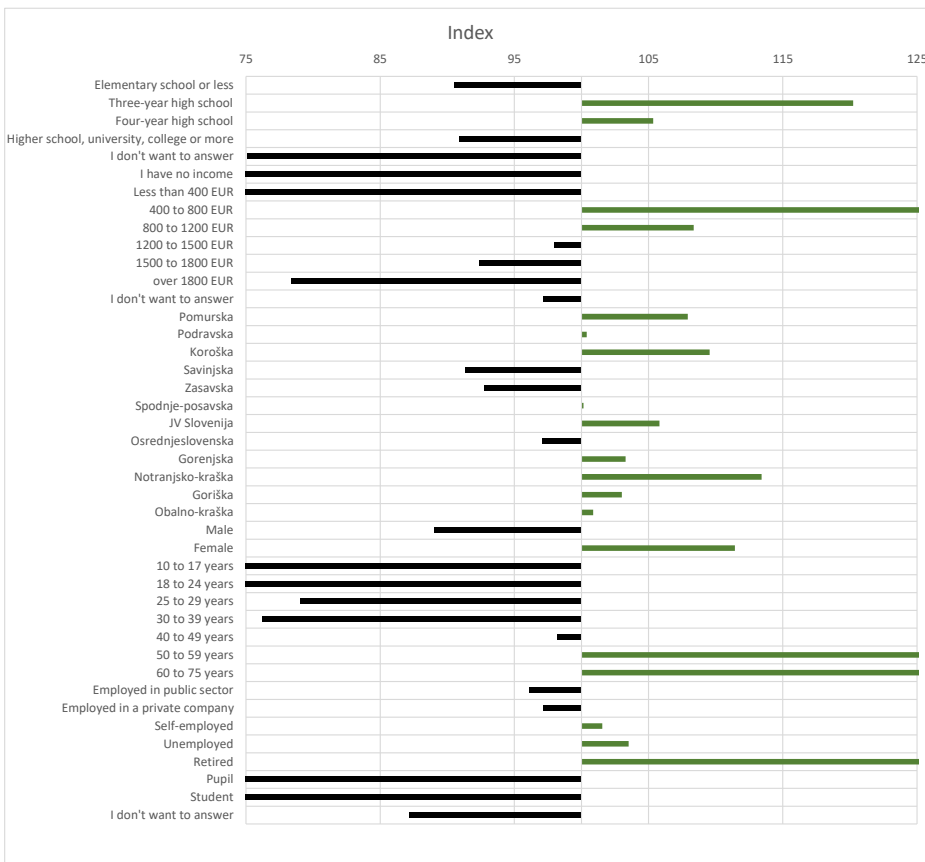


Note:

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 1.4. to 30.4.2023. 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 1.4. to 30.4.2023. 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.