



Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

Address: Cigaletova 15

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 proizvedu je po najrazličnejših izdelkih in storitvah.

Comment:

Period: May 2023

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2023	142 884	55 186	3,7%	68 187	2,6	1,2
02.05.2023	207 306	80 994	5,4%	106 332	2,6	1,3
03.05.2023	201 755	70 132	4,7%	101 108	2,9	1,4
04.05.2023	158 556	48 346	3,2%	75 021	3,3	1,6
05.05.2023	125 623	30 515	2,0%	43 158	4,1	1,4
06.05.2023	96 261	20 866	1,4%	32 108	4,6	1,5
07.05.2023	119 307	26 892	1,8%	40 180	4,4	1,5
08.05.2023	188 304	60 233	4,0%	83 617	3,1	1,4
09.05.2023	144 585	36 506	2,4%	50 402	4,0	1,4
10.05.2023	152 642	39 074	2,6%	53 524	3,9	1,4
11.05.2023	168 846	45 916	3,1%	66 541	3,7	1,4
12.05.2023	158 661	44 452	3,0%	64 400	3,6	1,4
13.05.2023	130 896	37 294	2,5%	51 644	3,5	1,4
14.05.2023	186 371	63 143	4,2%	90 594	3,0	1,4
15.05.2023	175 711	51 745	3,5%	82 061	3,4	1,6
16.05.2023	201 162	62 332	4,2%	89 876	3,2	1,4
17.05.2023	176 326	50 050	3,3%	72 529	3,5	1,4
18.05.2023	140 066	36 263	2,4%	53 020	3,9	1,5
19.05.2023	130 261	33 469	2,2%	47 996	3,9	1,4
20.05.2023	97 575	22 047	1,5%	34 050	4,4	1,5
21.05.2023	99 113	22 063	1,5%	34 528	4,5	1,6
22.05.2023	127 851	33 522	2,2%	44 675	3,8	1,3
23.05.2023	71 879	26 578	1,8%	31 542	2,7	1,2
24.05.2023	103 533	32 951	2,2%	41 394	3,1	1,3
25.05.2023	121 217	32 372	2,2%	42 862	3,7	1,3
26.05.2023	123 867	32 531	2,2%	46 287	3,8	1,4
27.05.2023	95 471	26 745	1,8%	37 652	3,6	1,4
28.05.2023	109 620	29 009	1,9%	42 852	3,8	1,5
29.05.2023	139 880	38 693	2,6%	56 844	3,6	1,5
30.05.2023	145 375	40 696	2,7%	62 568	3,6	1,5
31.05.2023	138 886	37 814	2,5%	53 574	3,7	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2023 - 07.05.2023	1 051 692	180 039	12,0%	468 041	5,8	2,6
08.05.2023 - 14.05.2023	1 130 305	166 506	11,1%	461 830	6,8	2,8
15.05.2023 - 21.05.2023	1 020 214	153 413	10,2%	414 981	6,7	2,7
22.05.2023 - 28.05.2023	753 438	104 875	7,0%	287 368	7,2	2,7
29.05.2023 - 31.05.2023	424 141	82 170	5,5%	173 072	5,2	2,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2023 - 31.05.2023	4 379 790	329 443	22,0%	1 806 124	13,3	5,5

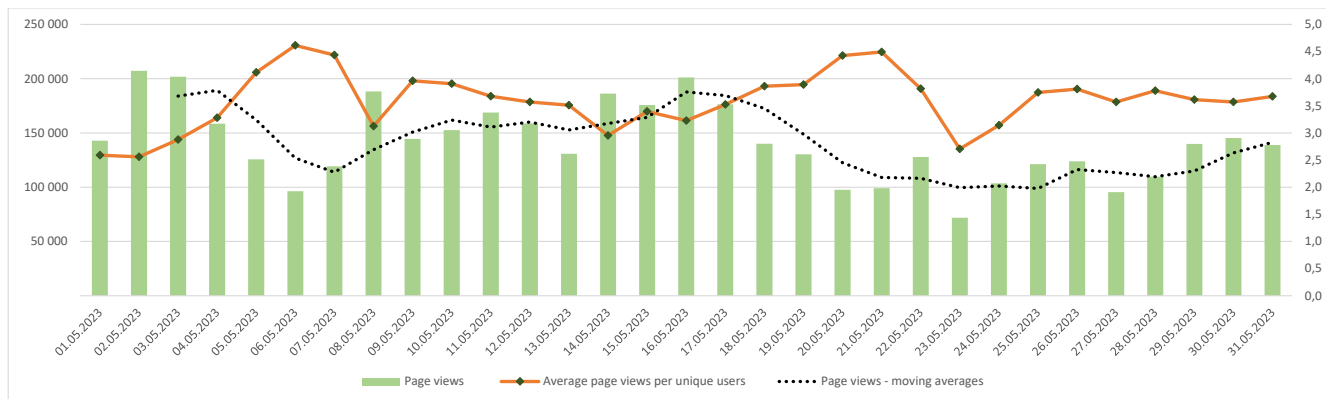
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,7%	91	7,2%
	Three-year high school	14,7%	122	14,6%
	Four-year high school	41,4%	104	53,3%
	Higher school, university, college or more	30,8%	92	24,7%
	I don't want to answer	0,5%	59	0,2%
Personal income	I have no income	8,0%	82	3,5%
	Less than 400 EUR	5,0%	67	3,8%
	400 to 800 EUR	21,0%	124	15,2%
	800 to 1200 EUR	30,7%	106	50,1%
	1200 to 1500 EUR	13,1%	111	10,9%
	1500 to 1800 EUR	6,6%	92	4,0%
	over 1800 EUR	7,1%	76	5,0%
	I don't want to answer	8,5%	100	7,5%
Region	Pomurska	6,0%	99	3,6%
	Podravska	15,1%	93	9,8%
	Koroška	3,7%	106	1,4%
	Savinjska	14,4%	115	11,8%
	Zasavska	2,7%	106	1,4%
	Spodnje-posavska	3,9%	116	17,1%
	JV Slovenija	5,9%	88	5,4%
	Osrednjeslovenska	25,1%	95	22,0%
	Gorenjska	10,8%	103	15,5%
	Notranjsko-kraška	2,2%	100	5,2%
	Goriška	5,0%	92	3,6%
	Obalno-kraška	5,2%	112	3,3%
Gender	Male	47,3%	93	62,4%
	Female	52,7%	107	37,6%
Age	10 to 17 years	3,3%	88	1,2%
	18 to 24 years	6,4%	57	2,3%
	25 to 29 years	3,8%	55	1,2%
	30 to 39 years	15,4%	79	10,5%
	40 to 49 years	20,8%	97	16,9%
	50 to 59 years	23,3%	123	21,3%
	60 to 75 years	26,4%	149	45,8%
Employment status	Employed in public sector	16,0%	98	17,5%
	Employed in a private company	36,0%	94	22,5%
	Self-employed	8,7%	97	8,1%
	Unemployed	6,6%	99	6,4%
	Retired	22,9%	156	41,7%
	Pupil	4,9%	73	1,7%
	Student	4,0%	54	1,5%
	I don't want to answer	0,9%	96	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.

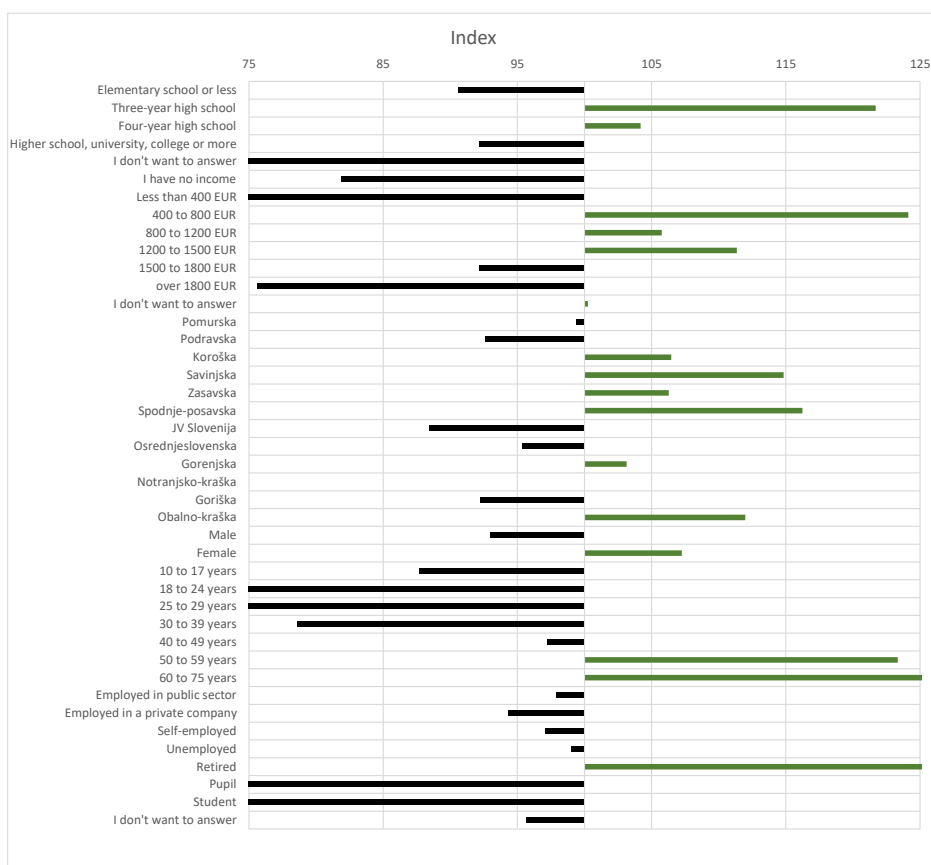


Note:

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 side 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 1.5. to 31.5.2023. 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 1.5. to 31.5.2023. 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.