



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: August 2023

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023	93 170	32 763	2,2%	48 449	2,8	1,5
02.08.2023	83 639	28 267	1,9%	38 979	3,0	1,4
03.08.2023	82 398	26 633	1,8%	37 120	3,1	1,4
04.08.2023	120 950	39 369	2,6%	56 894	3,1	1,5
05.08.2023	104 491	38 353	2,6%	52 795	2,7	1,4
06.08.2023	116 382	49 202	3,3%	66 968	2,4	1,4
07.08.2023	149 537	77 461	5,2%	96 192	1,9	1,2
08.08.2023	92 006	33 714	2,3%	47 215	2,7	1,4
09.08.2023	98 888	38 551	2,6%	53 302	2,6	1,4
10.08.2023	91 478	32 611	2,2%	46 856	2,8	1,4
11.08.2023	84 232	29 974	2,0%	43 307	2,8	1,4
12.08.2023	67 993	28 080	1,9%	38 038	2,4	1,4
13.08.2023	91 839	44 135	2,9%	56 615	2,1	1,3
14.08.2023	78 394	31 204	2,1%	42 978	2,5	1,4
15.08.2023	89 146	37 517	2,5%	50 671	2,4	1,4
16.08.2023	108 607	44 936	3,0%	62 144	2,4	1,4
17.08.2023	118 861	51 804	3,5%	72 034	2,3	1,4
18.08.2023	97 973	38 786	2,6%	53 999	2,5	1,4
19.08.2023	90 880	41 545	2,8%	54 927	2,2	1,3
20.08.2023	96 898	42 836	2,9%	58 355	2,3	1,4
21.08.2023	117 206	48 227	3,2%	67 463	2,4	1,4
22.08.2023	115 615	47 181	3,1%	65 652	2,5	1,4
23.08.2023	108 531	41 683	2,8%	58 946	2,6	1,4
24.08.2023	99 280	34 943	2,3%	51 922	2,8	1,5
25.08.2023	94 818	32 817	2,2%	48 936	2,9	1,5
26.08.2023	68 867	23 199	1,5%	34 372	3,0	1,5
27.08.2023	89 349	32 390	2,2%	47 399	2,8	1,5
28.08.2023	121 623	40 837	2,7%	63 950	3,0	1,6
29.08.2023	106 551	36 128	2,4%	51 369	3,0	1,4
30.08.2023	106 175	36 874	2,5%	51 234	2,9	1,4
31.08.2023	103 151	36 433	2,4%	54 481	2,8	1,5

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023 - 06.08.2023	601 030	126 081	8,4%	301 616	4,8	2,4
07.08.2023 - 13.08.2023	675 973	154 451	10,3%	382 135	4,4	2,5
14.08.2023 - 20.08.2023	680 759	145 869	9,7%	395 291	4,7	2,7
21.08.2023 - 27.08.2023	693 666	135 568	9,0%	374 807	5,1	2,8
28.08.2023 - 31.08.2023	437 500	97 191	6,5%	221 149	4,5	2,3
31.07.2023 - 31.07.2023	834 858	257 044	17,2%	400 903	3,3	1,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023 - 31.08.2023	3 088 928	298 486	19,9%	1 675 573	10,4	5,6

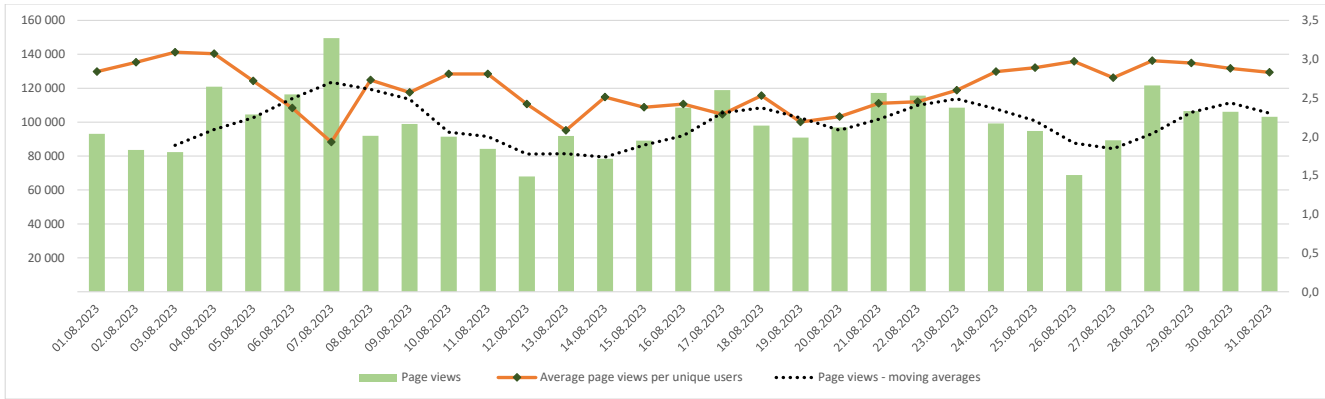
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	10,7%	80	8,4%	
	Three-year high school	14,4%	116	21,8%	
	Four-year high school	40,2%	100	37,4%	
	Higher school, university, college or more	34,2%	102	31,8%	
	I don't want to answer	0,5%	68	0,5%	
Personal income	I have no income	7,6%	80	6,2%	
	Less than 400 EUR	4,9%	69	2,5%	
	400 to 800 EUR	21,8%	124	19,7%	
	800 to 1200 EUR	31,1%	107	38,3%	
	1200 to 1500 EUR	12,5%	107	13,6%	
	1500 to 1800 EUR	6,6%	90	5,2%	
	over 1800 EUR	7,8%	83	6,7%	
	I don't want to answer	7,8%	92	7,7%	
	Pomurska	5,5%	92	6,1%	
Region	Podravska	15,6%	93	12,3%	
	Koroška	3,9%	116	2,4%	
	Savinjska	13,0%	105	15,5%	
	Zasavska	3,0%	110	2,9%	
	Posavska	3,4%	103	3,6%	
	JV Slovenija	6,4%	103	5,9%	
	Osrednjeslovenska	25,7%	97	24,3%	
	Gorenjska	11,3%	105	16,5%	
	Primorsko-notranjska	2,1%	95	2,1%	
	Goriška	5,6%	110	4,9%	
	Obalno-kraška	4,5%	97	3,7%	
	Gender	Male	45,2%	88	51,1%
		Female	54,9%	113	48,9%
Age	10 to 17 years	1,6%	46	1,5%	
	18 to 24 years	6,8%	65	4,3%	
	25 to 29 years	5,0%	71	2,5%	
	30 to 39 years	14,5%	72	10,8%	
	40 to 49 years	21,2%	99	18,0%	
	50 to 59 years	24,8%	130	28,3%	
	60 to 75 years	25,6%	142	33,9%	
Employment status	Employed in public sector	17,7%	108	16,2%	
	Employed in a private company	37,0%	96	30,9%	
	Self-employed	7,6%	85	12,3%	
	Unemployed	6,6%	96	6,0%	
	Retired	22,6%	150	29,5%	
	Pupil	2,7%	43	1,4%	
	Student	4,8%	68	2,6%	
	I don't want to answer	1,0%	109	1,2%	



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.

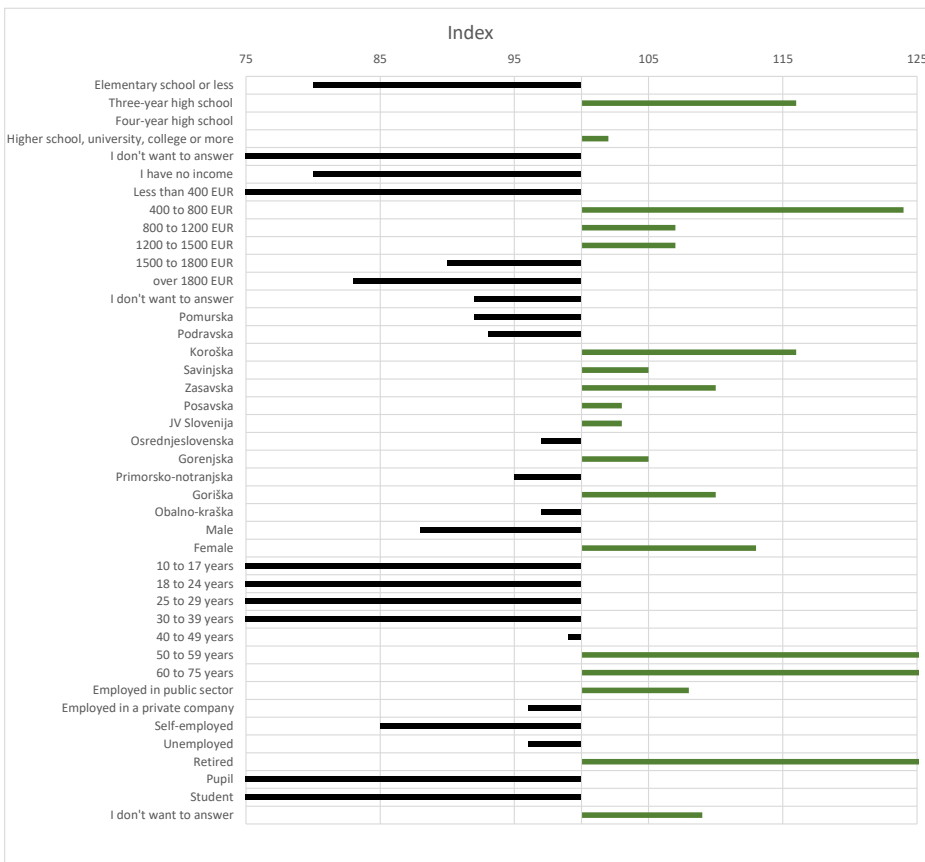


Note:

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 1.8. to 31.8.2023. 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 1.8. to 31.8.2023. 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.