



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 poizveduje po najrazličnejših izdelkih in storitvah.

Comment:

Period: October 2023

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2023	81 697	33 910	2,3%	45 661	2,4	1,4
02.10.2023	99 439	36 749	2,5%	50 862	2,7	1,4
03.10.2023	96 345	34 552	2,3%	47 363	2,8	1,4
04.10.2023	94 035	32 294	2,2%	43 839	2,9	1,4
05.10.2023	88 548	29 826	2,0%	40 775	3,0	1,4
06.10.2023	77 549	25 900	1,7%	33 797	3,0	1,3
07.10.2023	55 045	15 562	1,0%	24 198	3,5	1,6
08.10.2023	63 063	17 330	1,2%	26 856	3,6	1,6
09.10.2023	90 426	31 117	2,1%	40 204	2,9	1,3
10.10.2023	91 701	31 722	2,1%	42 502	2,9	1,3
11.10.2023	81 449	27 576	1,8%	35 983	3,0	1,3
12.10.2023	81 968	28 322	1,9%	37 400	2,9	1,3
13.10.2023	75 362	25 717	1,7%	33 866	2,9	1,3
14.10.2023	56 603	16 140	1,1%	25 806	3,5	1,6
15.10.2023	75 748	22 041	1,5%	33 418	3,4	1,5
16.10.2023	93 385	32 021	2,1%	42 816	2,9	1,3
17.10.2023	90 387	30 106	2,0%	40 002	3,0	1,3
18.10.2023	86 082	28 283	1,9%	36 919	3,0	1,3
19.10.2023	92 785	30 973	2,1%	41 228	3,0	1,3
20.10.2023	84 341	27 635	1,8%	38 268	3,1	1,4
21.10.2023	65 214	19 126	1,3%	30 428	3,4	1,6
22.10.2023	69 155	20 083	1,3%	32 140	3,4	1,6
23.10.2023	89 811	31 027	2,1%	42 008	2,9	1,4
24.10.2023	100 231	32 123	2,1%	43 750	3,1	1,4
25.10.2023	91 741	30 103	2,0%	39 540	3,1	1,3
26.10.2023	86 009	27 075	1,8%	36 123	3,2	1,3
27.10.2023	97 264	30 200	2,0%	42 084	3,2	1,4
28.10.2023	67 809	20 322	1,4%	31 429	3,3	1,6
29.10.2023	73 788	20 591	1,4%	32 876	3,6	1,6
30.10.2023	82 567	24 644	1,6%	36 396	3,4	1,5
31.10.2023	78 069	20 443	1,4%	34 166	3,8	1,7

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2023 - 01.10.2023	81 697	33 910	2,3%	45 661	2,4	1,4
02.10.2023 - 08.10.2023	574 024	102 057	6,8%	267 907	5,6	2,6
09.10.2023 - 15.10.2023	553 257	89 262	6,0%	249 179	6,2	2,8
16.10.2023 - 22.10.2023	581 349	87 513	5,8%	261 818	6,6	3,0
23.10.2023 - 29.10.2023	606 653	91 625	6,1%	267 840	6,6	2,9
30.10.2023 - 31.10.2023	160 636	37 744	2,5%	70 562	4,3	1,9

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2023 - 31.10.2023	2 557 616	238 890	15,9%	1 163 321	10,7	4,9

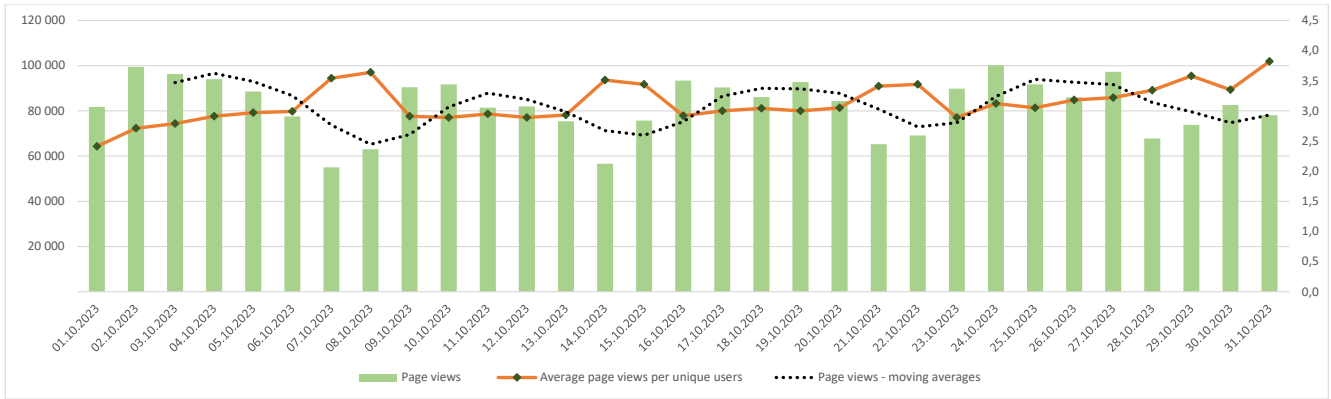
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,0%	104	9,0%	
	Three-year high school	13,3%	109	17,0%	
	Four-year high school	39,7%	100	41,3%	
	Higher school, university, college or more	32,5%	97	32,2%	
	I don't want to answer	1,3%	133	1,4%	
Personal income	I have no income	8,3%	82	5,4%	
	Less than 400 EUR	5,1%	79	2,8%	
	400 to 800 EUR	20,2%	116	15,7%	
	800 to 1200 EUR	29,1%	100	36,2%	
	1200 to 1500 EUR	12,4%	106	16,1%	
	1500 to 1800 EUR	7,8%	106	5,8%	
	over 1800 EUR	7,6%	81	7,9%	
	I don't want to answer	9,6%	112	10,0%	
	Pomurska	6,5%	111	6,2%	
Region	Podravska	17,4%	105	12,9%	
	Koroška	4,2%	116	2,7%	
	Savinjska	12,8%	103	14,2%	
	Zasavska	3,4%	118	2,3%	
	Posavska	3,2%	96	3,9%	
	JV Slovenija	5,5%	85	4,9%	
	Osrednjeslovenska	26,0%	98	26,0%	
	Gorenjska	10,0%	96	16,1%	
	Primorsko-notranjska	2,4%	106	2,5%	
	Goriška	4,7%	94	5,8%	
	Obalno-kraška	3,8%	86	2,7%	
	Gender	Male	44,4%	88	53,5%
		Female	55,6%	113	46,5%
Age	10 to 17 years	3,3%	88	1,7%	
	18 to 24 years	6,9%	64	5,1%	
	25 to 29 years	3,7%	54	2,4%	
	30 to 39 years	14,7%	75	12,0%	
	40 to 49 years	19,9%	93	16,6%	
	50 to 59 years	24,4%	130	26,9%	
	60 to 75 years	26,4%	147	33,6%	
Employment status	Employed in public sector	36,0%	95	30,4%	
	Employed in a private company	0,4%	51	0,5%	
	Self-employed	16,1%	96	17,5%	
	Unemployed	4,3%	60	2,9%	
	Retired	8,1%	91	12,0%	
	Pupil	22,8%	151	28,0%	
	Student	4,8%	73	2,0%	
	I don't want to answer	6,6%	102	5,8%	



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.

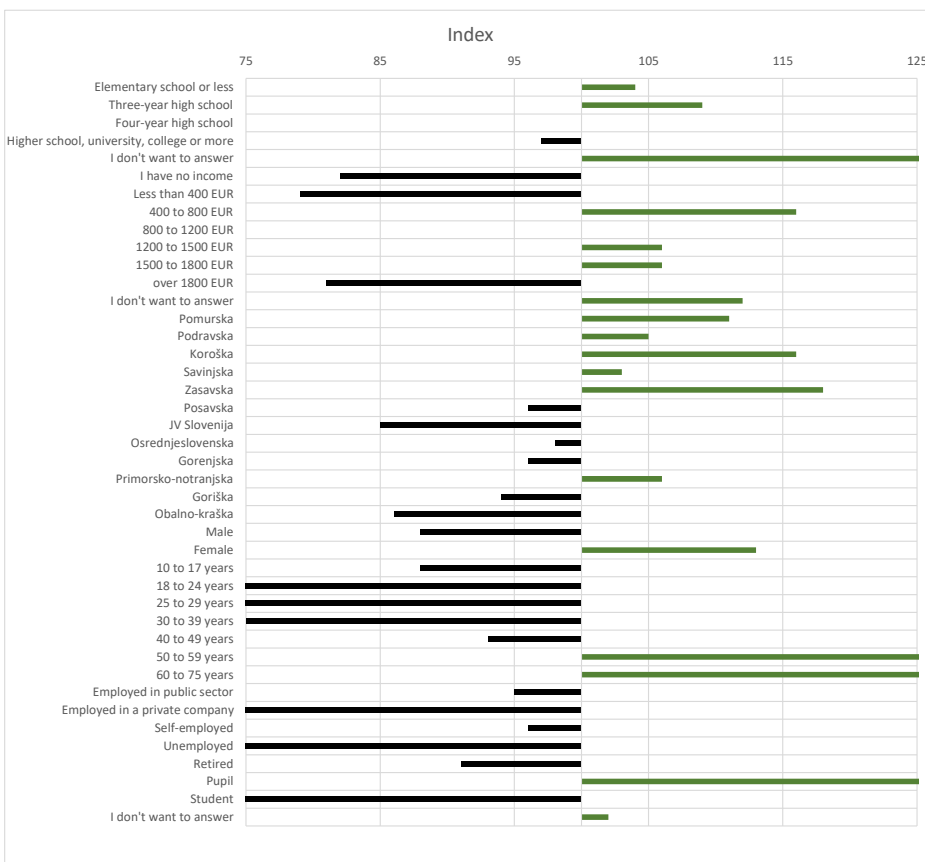


Note:

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 1.10. to 31.10.2023. 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 1.10. to 31.10.2023. 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.