



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: December 2023

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2023	87 765	26 823	1,8%	37 027	3,3	1,4
02.12.2023	69 323	18 809	1,3%	30 931	3,7	1,6
03.12.2023	65 750	17 714	1,2%	27 631	3,7	1,6
04.12.2023	92 394	28 651	1,9%	38 067	3,2	1,3
05.12.2023	87 328	27 449	1,8%	36 834	3,2	1,3
06.12.2023	86 463	26 636	1,8%	36 502	3,3	1,4
07.12.2023	81 767	25 241	1,7%	33 613	3,2	1,3
08.12.2023	79 387	24 286	1,6%	32 790	3,3	1,4
09.12.2023	62 178	17 422	1,2%	27 839	3,6	1,6
10.12.2023	75 325	22 030	1,5%	35 271	3,4	1,6
11.12.2023	97 061	30 477	2,0%	43 436	3,2	1,4
12.12.2023	95 834	30 563	2,0%	43 619	3,1	1,4
13.12.2023	91 110	28 335	1,9%	38 576	3,2	1,4
14.12.2023	81 574	25 397	1,7%	34 499	3,2	1,4
15.12.2023	87 183	27 689	1,8%	39 362	3,2	1,4
16.12.2023	63 277	18 933	1,3%	28 783	3,3	1,5
17.12.2023	70 479	21 737	1,5%	32 933	3,2	1,5
18.12.2023	90 856	29 769	2,0%	40 878	3,1	1,4
19.12.2023	84 825	26 856	1,8%	36 106	3,2	1,3
20.12.2023	83 713	26 238	1,8%	35 546	3,2	1,4
21.12.2023	77 601	23 997	1,6%	31 828	3,2	1,3
22.12.2023	70 810	20 636	1,4%	28 709	3,4	1,4
23.12.2023	56 520	15 055	1,0%	24 203	3,8	1,6
24.12.2023	57 472	15 122	1,0%	23 777	3,8	1,6
25.12.2023	78 977	28 688	1,9%	39 860	2,8	1,4
26.12.2023	76 539	24 465	1,6%	35 953	3,1	1,5
27.12.2023	77 291	23 143	1,5%	33 501	3,3	1,5
28.12.2023	71 981	20 686	1,4%	30 110	3,5	1,5
29.12.2023	71 317	20 566	1,4%	31 067	3,5	1,5
30.12.2023	60 997	16 034	1,1%	25 719	3,8	1,6
31.12.2023	59 599	13 418	0,9%	22 267	4,4	1,7

Weekly reach (Slovenian visitors)

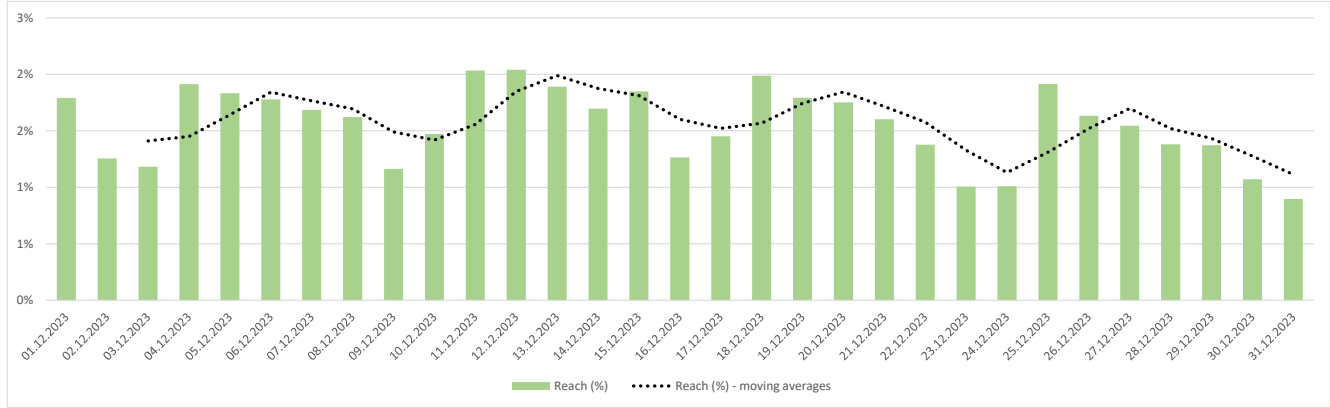
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2023 - 03.12.2023	222 838	45 096	3,0%	95 572	4,9	2,1
04.12.2023 - 10.12.2023	564 842	80 480	5,4%	241 004	7,0	3,0
11.12.2023 - 17.12.2023	586 518	94 656	6,3%	261 220	6,2	2,8
18.12.2023 - 24.12.2023	521 797	77 565	5,2%	221 070	6,7	2,9
25.12.2023 - 31.12.2023	496 701	85 821	5,7%	218 689	5,8	2,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2023 - 31.12.2023	2 392 696	215 612	14,4%	1 037 667	11,1	4,8

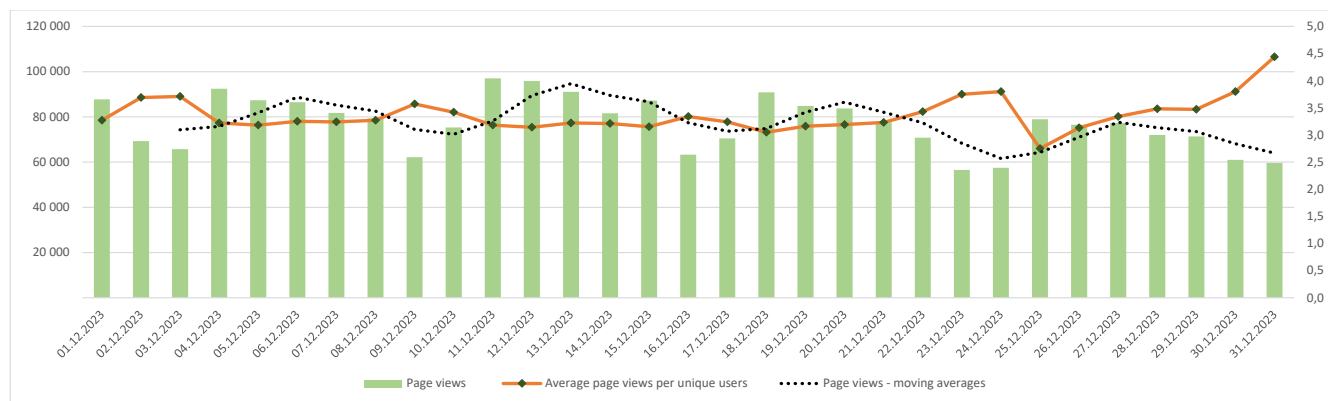
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,9%	97	7,8%
	Three-year high school	16,3%	132	19,1%
	Four-year high school	39,0%	98	40,6%
	Higher school, university, college or more	31,4%	93	31,9%
	I don't want to answer	0,5%	56	0,5%
Personal income	I have no income	7,5%	77	5,0%
	Less than 400 EUR	4,6%	70	2,6%
	400 to 800 EUR	22,0%	125	17,0%
	800 to 1200 EUR	30,4%	105	40,4%
	1200 to 1500 EUR	12,6%	109	17,0%
	1500 to 1800 EUR	6,4%	87	4,6%
	over 1800 EUR	7,7%	80	7,3%
	I don't want to answer	8,9%	103	6,1%
	Pomurska	6,0%	98	8,3%
Region	Podravska	15,7%	93	13,7%
	Koroška	3,3%	101	1,8%
	Savinjska	12,4%	98	13,8%
	Zasavska	3,3%	119	1,7%
	Posavska	4,1%	119	4,0%
	JV Slovenija	6,3%	98	4,8%
	Osrednjeslovenska	26,3%	100	24,7%
	Gorenjska	11,6%	110	15,9%
	Primorsko-notranjska	2,6%	125	2,9%
	Goriška	4,6%	93	5,6%
	Obalno-kraška	3,8%	83	2,8%
	I don't want to answer	1,0%	105	1,1%
Gender	Male	49,7%	97	59,4%
	Female	50,3%	103	40,6%
Age	10 to 17 years	1,5%	39	0,6%
	18 to 24 years	7,1%	71	4,3%
	25 to 29 years	4,3%	61	3,1%
	30 to 39 years	14,4%	73	9,9%
	40 to 49 years	20,5%	96	17,1%
	50 to 59 years	24,3%	127	28,0%
	60 to 75 years	27,5%	150	36,9%
Employment status	Employed in public sector	16,0%	95	17,6%
	Employed in a private company	35,3%	92	29,8%
	Self-employed	9,3%	104	13,1%
	Unemployed	6,7%	104	4,6%
	Retired	23,7%	156	30,0%
	Pupil	4,2%	68	2,0%
	Student	3,8%	55	1,8%
	I don't want to answer	1,0%	105	1,1%



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.

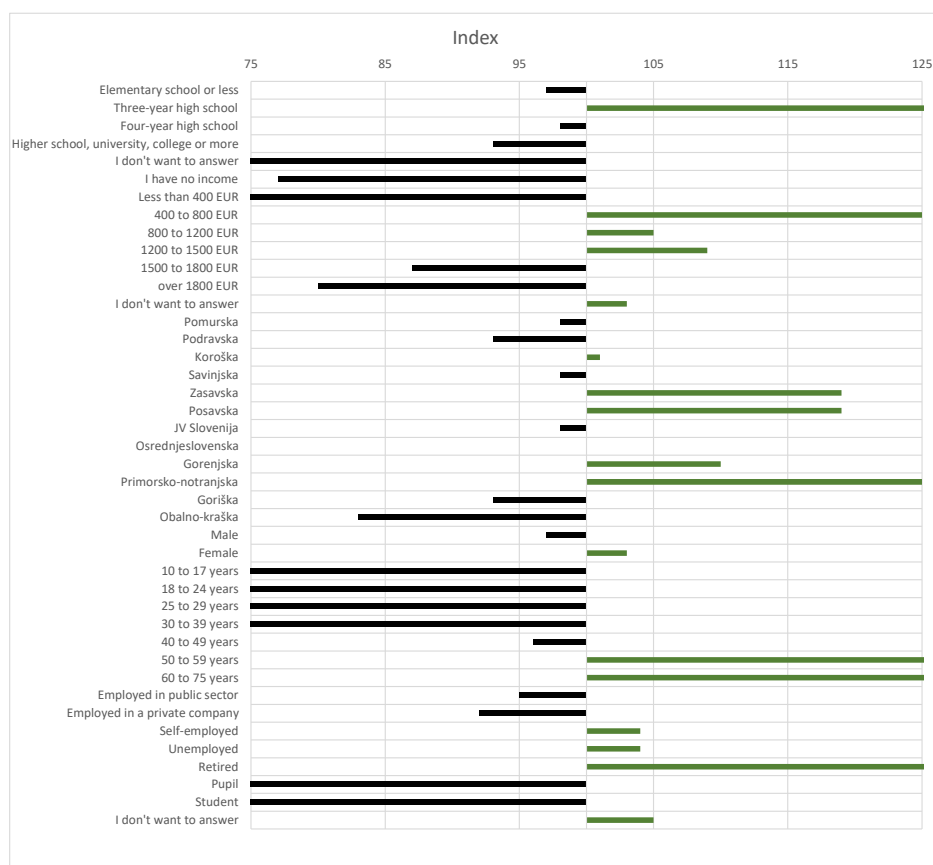


Note:

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 1.12. to 31.12.2023. 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 1.12. to 31.12.2023. . 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.