



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 poizveduje po najrazličnejših izdelkih in storitvah.

Comment:

Period: January 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.01.2024	65 789	14 346	1,0%	24 420	4,6	1,7
02.01.2024	72 445	19 121	1,3%	30 465	3,8	1,6
03.01.2024	92 953	29 457	2,0%	41 716	3,2	1,4
04.01.2024	86 246	27 622	1,8%	37 841	3,1	1,4
05.01.2024	80 455	25 007	1,7%	34 229	3,2	1,4
06.01.2024	70 029	18 209	1,2%	29 318	3,9	1,6
07.01.2024	73 200	19 815	1,3%	31 691	3,7	1,6
08.01.2024	100 966	31 907	2,1%	44 869	3,2	1,4
09.01.2024	92 587	27 763	1,9%	37 715	3,3	1,4
10.01.2024	86 943	26 042	1,7%	34 047	3,3	1,3
11.01.2024	78 867	24 240	1,6%	31 379	3,3	1,3
12.01.2024	80 358	23 300	1,6%	31 521	3,5	1,4
13.01.2024	61 042	15 448	1,0%	24 099	4,0	1,6
14.01.2024	65 092	17 029	1,1%	26 270	3,8	1,5
15.01.2024	90 752	27 299	1,8%	36 623	3,3	1,3
16.01.2024	87 676	26 580	1,8%	35 759	3,3	1,4
17.01.2024	89 896	26 585	1,8%	35 901	3,4	1,4
18.01.2024	90 222	26 851	1,8%	36 265	3,4	1,4
19.01.2024	99 888	29 288	2,0%	44 596	3,4	1,5
20.01.2024	71 272	20 621	1,4%	33 284	3,5	1,6
21.01.2024	81 495	25 344	1,7%	39 606	3,2	1,6
22.01.2024	105 516	33 297	2,2%	48 650	3,2	1,5
23.01.2024	98 657	31 257	2,1%	44 593	3,2	1,4
24.01.2024	107 233	34 302	2,3%	50 336	3,1	1,5
25.01.2024	103 903	31 910	2,1%	50 654	3,3	1,6
26.01.2024	106 350	35 666	2,4%	55 237	3,0	1,6
27.01.2024	90 417	36 278	2,4%	50 138	2,5	1,4
28.01.2024	87 097	32 357	2,2%	47 846	2,7	1,5
29.01.2024	117 864	42 181	2,8%	62 920	2,8	1,5
30.01.2024	107 161	35 239	2,4%	52 929	3,0	1,5
31.01.2024	99 698	32 385	2,2%	47 818	3,1	1,5

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.01.2024 - 07.01.2024	541 117	82 059	5,5%	229 722	6,6	2,8
08.01.2024 - 14.01.2024	565 855	79 717	5,3%	229 976	7,1	2,9
15.01.2024 - 21.01.2024	611 201	88 509	5,9%	262 161	6,9	3,0
22.01.2024 - 28.01.2024	699 173	118 910	7,9%	347 760	5,9	2,9
29.01.2024 - 31.01.2024	324 723	82 919	5,5%	163 703	3,9	2,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.01.2024 - 31.01.2024	2 742 069	236 410	15,8%	1 235 107	11,6	5,2

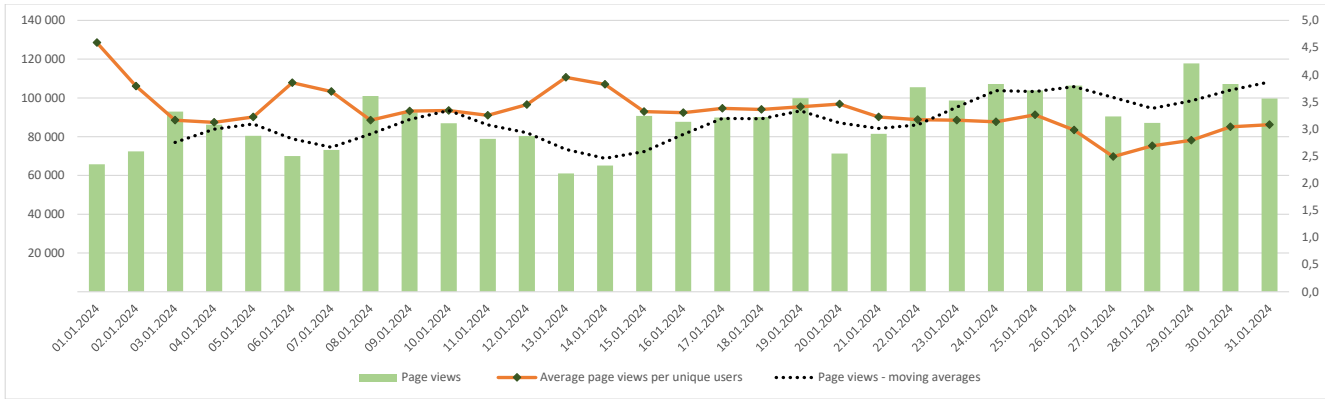
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	12,9%	97	8,1%	
	Three-year high school	14,5%	119	18,8%	
	Four-year high school	40,4%	102	40,3%	
	Higher school, university, college or more	31,9%	94	32,3%	
	I don't want to answer	0,4%	45	0,5%	
Personal income	I have no income	8,6%	90	5,2%	
	Less than 400 EUR	5,1%	76	3,4%	
	400 to 800 EUR	21,1%	120	18,3%	
	800 to 1200 EUR	30,2%	103	41,7%	
	1200 to 1500 EUR	11,7%	102	11,6%	
	1500 to 1800 EUR	7,4%	98	5,6%	
	over 1800 EUR	7,7%	82	7,6%	
	I don't want to answer	8,2%	96	6,6%	
	Pomurska	5,5%	92	8,0%	
Region	Podravska	15,8%	95	13,0%	
	Koroška	3,2%	92	2,1%	
	Savinjska	11,7%	92	14,3%	
	Zasavska	3,0%	111	3,3%	
	Posavska	3,7%	110	4,0%	
	JV Slovenija	6,7%	106	4,5%	
	Osrednjeslovenska	26,8%	101	27,2%	
	Gorenjska	11,4%	109	13,2%	
	Primorsko-notranjska	3,2%	136	2,3%	
	Goriška	5,0%	97	5,2%	
	Obalno-kraška	4,1%	91	2,8%	
	Gender	Male	46,4%	91	55,7%
		Female	53,6%	109	44,3%
Age	10 to 17 years	2,8%	79	1,0%	
	18 to 24 years	8,6%	87	5,5%	
	25 to 29 years	4,5%	65	2,0%	
	30 to 39 years	14,5%	72	9,6%	
	40 to 49 years	20,3%	94	13,5%	
	50 to 59 years	23,3%	120	28,4%	
	60 to 75 years	25,6%	141	39,8%	
Employment status	Employed in public sector	15,5%	92	15,8%	
	Employed in a private company	37,4%	97	27,6%	
	Self-employed	8,6%	96	13,5%	
	Unemployed	6,1%	94	4,8%	
	Retired	21,8%	145	31,9%	
	Pupil	5,7%	94	3,0%	
	Student	4,1%	58	2,4%	
	I don't want to answer	0,8%	86	1,0%	

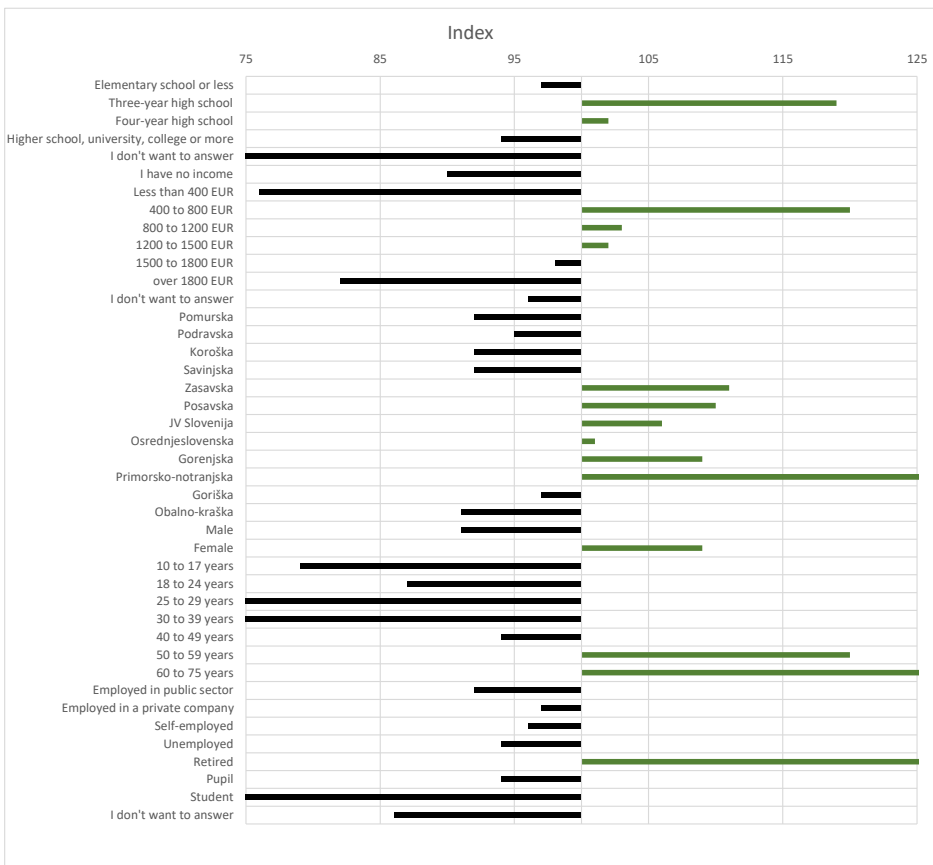


Note:

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 1.1. to 31.1.2024. 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 1.1. to 31.1.2024. 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.