



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: February 2024

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2024	100 540	30 922	2,1%	47 019	3,3	1,5
02.02.2024	104 106	35 456	2,4%	52 832	2,9	1,5
03.02.2024	74 393	25 649	1,7%	37 372	2,9	1,5
04.02.2024	75 771	26 376	1,8%	38 080	2,9	1,4
05.02.2024	101 347	33 121	2,2%	46 976	3,1	1,4
06.02.2024	92 225	27 627	1,8%	37 698	3,3	1,4
07.02.2024	85 403	26 478	1,8%	35 171	3,2	1,3
08.02.2024	81 381	23 423	1,6%	34 738	3,5	1,5
09.02.2024	94 784	31 317	2,1%	45 058	3,0	1,4
10.02.2024	70 284	21 192	1,4%	31 415	3,3	1,5
11.02.2024	74 094	22 317	1,5%	33 717	3,3	1,5
12.02.2024	109 065	36 429	2,4%	52 101	3,0	1,4
13.02.2024	95 336	31 812	2,1%	45 434	3,0	1,4
14.02.2024	108 118	40 311	2,7%	57 572	2,7	1,4
15.02.2024	97 300	32 057	2,1%	48 168	3,0	1,5
16.02.2024	85 259	27 768	1,9%	41 166	3,1	1,5
17.02.2024	70 548	25 976	1,7%	37 572	2,7	1,5
18.02.2024	85 137	31 079	2,1%	45 132	2,7	1,5
19.02.2024	118 013	42 132	2,8%	64 401	2,8	1,5
20.02.2024	104 762	38 273	2,6%	55 425	2,7	1,5
21.02.2024	99 146	33 442	2,2%	50 085	3,0	1,5
22.02.2024	104 766	35 105	2,3%	53 143	3,0	1,5
23.02.2024	103 352	34 528	2,3%	50 062	3,0	1,5
24.02.2024	90 182	39 278	2,6%	52 701	2,3	1,3
25.02.2024	81 361	30 007	2,0%	43 665	2,7	1,5
26.02.2024	106 118	36 495	2,4%	51 849	2,9	1,4
27.02.2024	101 796	36 023	2,4%	47 958	2,8	1,3
28.02.2024	93 284	32 783	2,2%	43 106	2,9	1,3
29.02.2024	105 377	37 802	2,5%	55 398	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
01.02.2024 - 04.02.2024	354 810	84 553	5,6%	175 299	4,2	2,1
05.02.2024 - 11.02.2024	599 518	101 035	6,7%	264 778	5,9	2,6
12.02.2024 - 18.02.2024	650 763	118 806	7,9%	327 211	5,5	2,8
19.02.2024 - 25.02.2024	701 582	130 256	8,7%	369 631	5,4	2,8
26.02.2024 - 29.02.2024	406 575	87 963	5,9%	198 382	4,6	2,3

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2024 - 29.02.2024	2 713 248	250 609	16,7%	1 336 291	10,8	5,3

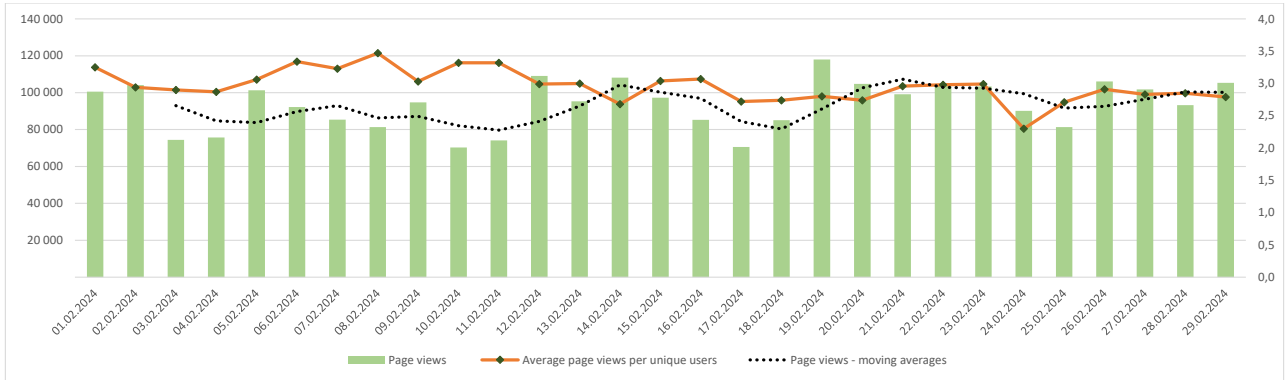
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,4%	87	7,5%
	Three-year high school	14,3%	113	17,6%
	Four-year high school	42,0%	106	40,4%
	Higher school, university, college or more	32,0%	94	34,1%
Personal income	I don't want to answer	0,4%	49	0,4%
	I have no income	6,8%	71	4,2%
	less than 400 EUR	4,9%	75	2,8%
	400 to 800 EUR	21,5%	123	17,1%
	800 to 1200 EUR	30,7%	105	39,9%
	1200 to 1500 EUR	12,7%	110	13,4%
	1500 to 1800 EUR	7,2%	95	6,0%
	over 1800 EUR	6,7%	69	7,8%
Region	I don't want to answer	9,6%	113	8,7%
	Pomurska	4,7%	80	6,7%
	Podravska	16,4%	97	12,6%
	Koroška	3,4%	98	2,5%
	Savinjska	12,4%	100	14,2%
	Zasavska	3,3%	125	3,2%
	Posavska	3,6%	108	4,3%
	JV Slovenija	6,3%	101	4,8%
	Osrednjeslovenska	26,6%	101	27,4%
	Gorenjska	12,1%	112	13,5%
	Primorsko-notranjska	1,7%	77	2,2%
	Goriška	5,0%	99	5,0%
	Obalno-kraška	4,4%	94	3,6%
Gender	Male	44,7%	87	55,3%
	Female	55,3%	114	44,7%
Age	10 to 17 years	2,0%	54	0,8%
	18 to 24 years	6,7%	68	4,3%
	25 to 29 years	4,2%	59	3,2%
	30 to 39 years	15,5%	80	10,9%
	40 to 49 years	20,6%	95	14,3%
	50 to 59 years	23,8%	124	27,1%
Employment status	60 to 75 years	26,6%	145	39,1%
	Employed in public sector	15,0%	89	16,6%
	Employed in a private company	39,8%	103	29,9%
	Self-employed	7,8%	86	13,7%
	Unemployed	6,3%	101	4,2%
	Retired	22,7%	150	30,5%
	Pupil	3,5%	56	1,9%
	Student	4,0%	57	1,7%
	I don't want to answer	1,0%	104	1,4%

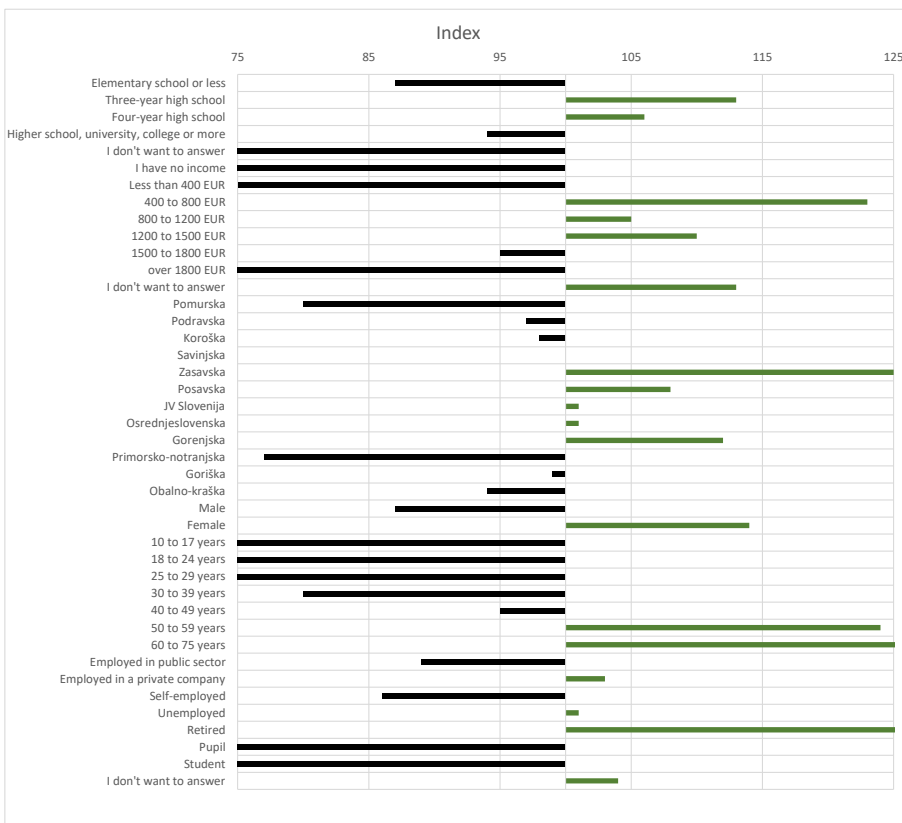


### Note:

**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 1.2. to 29.2.2024. 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 1.2. to 29.2.2024. 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 web site that is participating in MOSS.