



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: March 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2024	108 643	39 588	2,6%	58 992	2,7	1,5
02.03.2024	84 036	31 783	2,1%	45 951	2,6	1,5
03.03.2024	82 801	31 214	2,1%	44 477	2,7	1,4
04.03.2024	108 428	38 390	2,6%	55 112	2,8	1,4
05.03.2024	99 678	35 899	2,4%	49 768	2,8	1,4
06.03.2024	95 554	33 092	2,2%	45 587	2,9	1,4
07.03.2024	97 274	34 136	2,3%	48 915	2,9	1,4
08.03.2024	97 944	34 109	2,3%	50 955	2,9	1,5
09.03.2024	105 852	44 686	3,0%	62 967	2,4	1,4
10.03.2024	120 927	52 260	3,5%	72 035	2,3	1,4
11.03.2024	132 782	51 452	3,4%	74 011	2,6	1,4
12.03.2024	113 562	43 169	2,9%	61 640	2,6	1,4
13.03.2024	115 921	46 112	3,1%	67 982	2,5	1,5
14.03.2024	108 633	43 708	2,9%	62 372	2,5	1,4
15.03.2024	100 894	39 382	2,6%	56 953	2,6	1,5
16.03.2024	94 414	38 905	2,6%	55 655	2,4	1,4
17.03.2024	133 285	62 781	4,2%	88 878	2,1	1,4
18.03.2024	134 643	56 076	3,7%	80 060	2,4	1,4
19.03.2024	106 562	39 018	2,6%	56 460	2,7	1,5
20.03.2024	124 568	53 128	3,5%	75 814	2,3	1,4
21.03.2024	119 267	50 085	3,3%	72 721	2,4	1,5
22.03.2024	97 670	36 893	2,5%	53 761	2,7	1,5
23.03.2024	103 728	49 484	3,3%	65 357	2,1	1,3
24.03.2024	96 845	40 903	2,7%	56 782	2,4	1,4
25.03.2024	117 150	44 008	2,9%	65 296	2,7	1,5
26.03.2024	128 268	51 361	3,4%	72 553	2,5	1,4
27.03.2024	112 132	40 915	2,7%	57 532	2,7	1,4
28.03.2024	110 005	37 860	2,5%	55 680	2,9	1,5
29.03.2024	119 711	53 017	3,5%	71 808	2,3	1,4
30.03.2024	94 392	44 856	3,0%	59 247	2,1	1,3
31.03.2024	94 887	41 588	2,8%	56 338	2,3	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2024 - 03.03.2024	275 480	78 986	5,3%	149 422	3,5	1,9
04.03.2024 - 10.03.2024	725 657	133 757	8,9%	385 820	5,4	2,9
11.03.2024 - 17.03.2024	799 491	153 316	10,2%	468 096	5,2	3,1
18.03.2024 - 24.03.2024	783 283	157 688	10,5%	461 192	5,0	2,9
25.03.2024 - 31.03.2024	776 545	153 257	10,2%	438 714	5,1	2,9

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2024 - 31.03.2024	3 360 456	293 075	19,6%	1 903 753	11,5	6,5

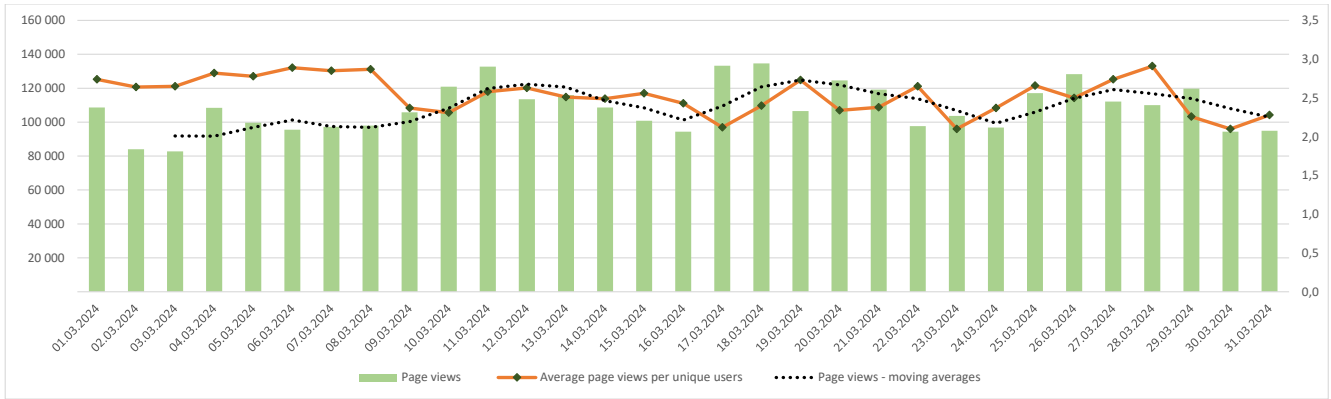
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	12,6%	93	6,1%	
	Three-year high school	13,7%	110	17,0%	
	Four-year high school	40,9%	103	42,3%	
	Higher school, university, college or more	32,2%	96	34,0%	
	I don't want to answer	0,6%	77	0,6%	
Personal income	I have no income	9,7%	99	5,4%	
	Less than 400 EUR	3,4%	52	1,8%	
	400 to 800 EUR	20,8%	118	18,3%	
	800 to 1200 EUR	28,3%	97	36,0%	
	1200 to 1500 EUR	13,2%	113	14,9%	
	1500 to 1800 EUR	7,6%	100	7,0%	
	over 1800 EUR	8,0%	85	8,4%	
	I don't want to answer	8,9%	107	8,2%	
	Region	Pomurska	6,2%	102	5,5%
Podravska		16,2%	97	15,1%	
Koroška		3,6%	101	3,2%	
Savinjska		14,0%	112	13,2%	
Zasavska		2,9%	106	3,1%	
Posavska		3,6%	104	3,6%	
JV Slovenija		6,8%	109	5,3%	
Osrednjeslovenska		25,3%	96	26,4%	
Gorenjska		10,2%	98	13,5%	
Primorsko-notranjska		2,2%	101	2,4%	
Goriška		5,0%	96	5,2%	
Obalno-kraška		4,0%	88	3,5%	
Gender		Male	47,2%	91	48,9%
		Female	52,8%	109	51,1%
Age	10 to 17 years	2,2%	61	0,9%	
	18 to 24 years	7,7%	76	4,4%	
	25 to 29 years	4,3%	61	2,2%	
	30 to 39 years	14,2%	72	9,8%	
	40 to 49 years	21,5%	99	16,0%	
	50 to 59 years	24,0%	124	29,4%	
	60 to 75 years	25,6%	140	37,0%	
Employment status	Employed in public sector	15,3%	91	18,2%	
	Employed in a private company	37,1%	96	31,5%	
	Self-employed	8,9%	98	12,1%	
	Unemployed	6,2%	100	4,0%	
	Retired	22,1%	144	28,9%	
	Pupil	5,0%	82	1,9%	
	Student	4,5%	65	2,5%	
	I don't want to answer	0,9%	98	1,0%	

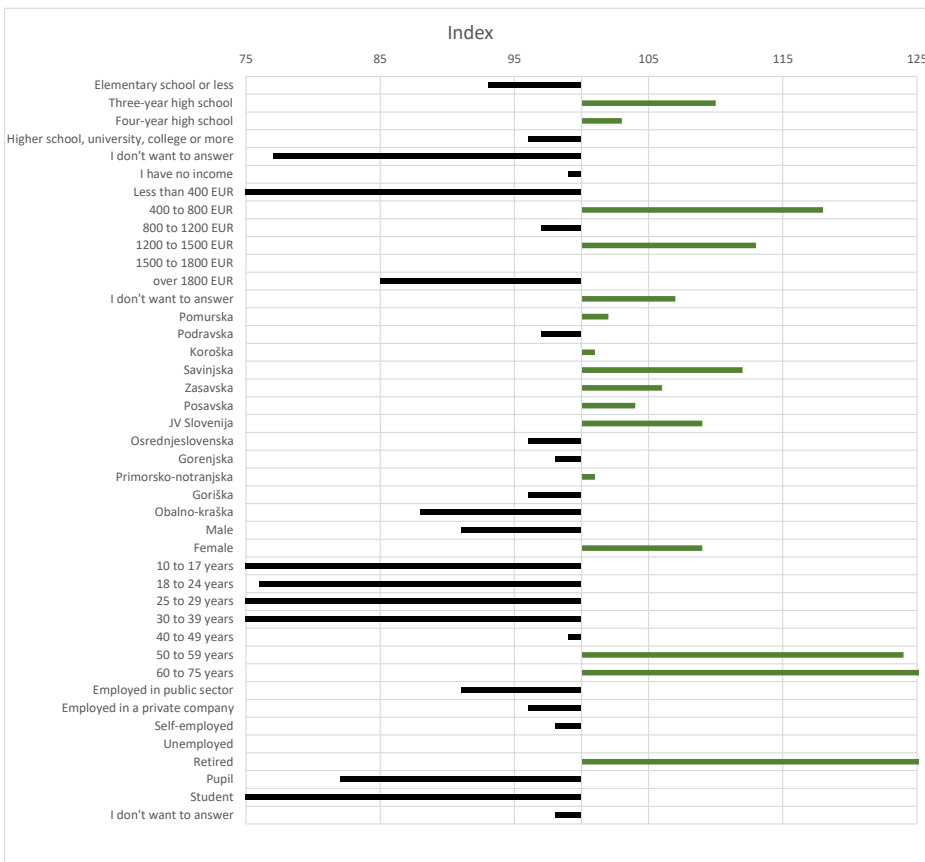


Note:

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 1.3. to 31.3.2024. 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 1.3. to 31.3.2024. 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.