



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: June 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2024	99 864	44 230	3,0%	60 499	2,3	1,4
02.06.2024	112 052	54 091	3,6%	71 036	2,1	1,3
03.06.2024	125 924	48 557	3,2%	68 885	2,6	1,4
04.06.2024	110 305	42 433	2,8%	60 041	2,6	1,4
05.06.2024	93 262	34 187	2,3%	48 444	2,7	1,4
06.06.2024	88 154	33 576	2,2%	46 437	2,6	1,4
07.06.2024	86 798	32 892	2,2%	45 598	2,6	1,4
08.06.2024	76 106	33 939	2,3%	44 539	2,2	1,3
09.06.2024	123 891	60 116	4,0%	79 589	2,1	1,3
10.06.2024	134 875	56 223	3,8%	77 548	2,4	1,4
11.06.2024	123 474	48 924	3,3%	67 382	2,5	1,4
12.06.2024	110 181	41 172	2,7%	58 105	2,7	1,4
13.06.2024	86 083	30 097	2,0%	40 332	2,9	1,3
14.06.2024	74 690	26 184	1,7%	35 563	2,9	1,4
15.06.2024	56 767	20 243	1,4%	27 742	2,8	1,4
16.06.2024	66 934	24 199	1,6%	33 341	2,8	1,4
17.06.2024	82 528	29 140	1,9%	38 466	2,8	1,3
18.06.2024	76 519	26 601	1,8%	34 245	2,9	1,3
19.06.2024	76 575	26 763	1,8%	35 251	2,9	1,3
20.06.2024	73 528	25 053	1,7%	33 345	2,9	1,3
21.06.2024	70 823	23 372	1,6%	31 143	3,0	1,3
22.06.2024	52 926	15 888	1,1%	22 851	3,3	1,4
23.06.2024	66 466	25 005	1,7%	33 592	2,7	1,3
24.06.2024	89 230	37 201	2,5%	49 411	2,4	1,3
25.06.2024	78 983	31 296	2,1%	41 923	2,5	1,3
26.06.2024	87 538	29 946	2,0%	42 110	2,9	1,4
27.06.2024	72 899	24 212	1,6%	31 411	3,0	1,3
28.06.2024	68 439	22 652	1,5%	30 205	3,0	1,3
29.06.2024	54 712	19 033	1,3%	26 124	2,9	1,4
30.06.2024	68 624	26 326	1,8%	35 606	2,6	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2024 - 02.06.2024	211 916	81 044	5,4%	131 538	2,6	1,6
03.06.2024 - 09.06.2024	704 440	146 286	9,8%	394 269	4,8	2,7
10.06.2024 - 16.06.2024	653 004	132 901	8,9%	340 588	4,9	2,6
17.06.2024 - 23.06.2024	499 365	95 494	6,4%	229 005	5,2	2,4
24.06.2024 - 30.06.2024	520 425	112 431	7,5%	257 120	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
01.06.2024 - 30.06.2024	2 589 150	270 199	18,0%	1 356 142	9,6	5,0

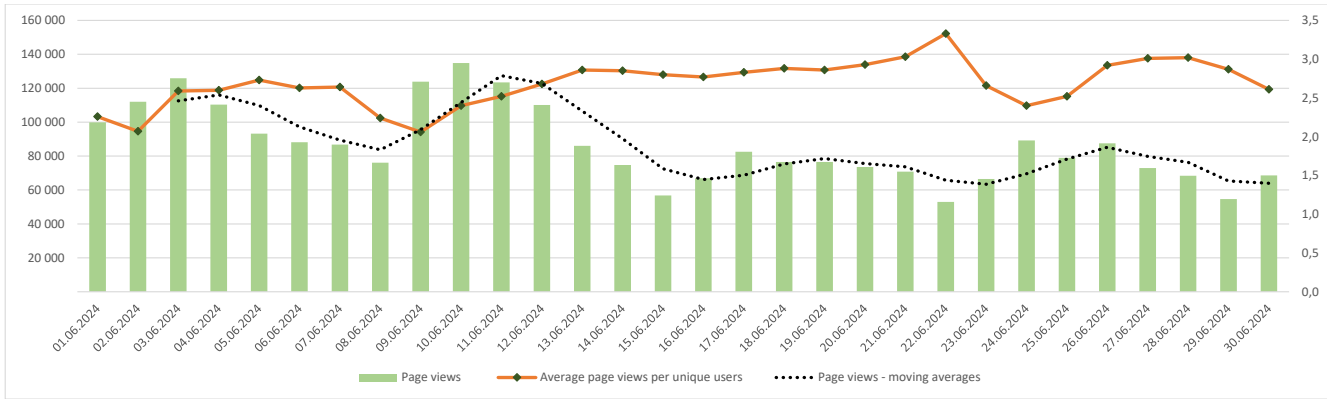
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	9,7%	73	4,7%
	Three-year high school	13,3%	106	15,7%
	Four-year high school	42,6%	106	49,0%
	Higher school, university, college or more	33,7%	102	30,1%
	I don't want to answer	0,7%	89	0,6%
Personal income	I have no income	6,0%	64	4,4%
	Less than 400 EUR	3,8%	55	2,9%
	400 to 800 EUR	22,5%	131	17,8%
	800 to 1200 EUR	30,3%	105	35,9%
	1200 to 1500 EUR	13,7%	114	15,1%
	1500 to 1800 EUR	6,7%	90	7,1%
	over 1800 EUR	8,4%	88	7,7%
	I don't want to answer	8,6%	103	9,2%
	Region	Pomurska	6,0%	104
Podravska		17,6%	103	15,8%
Koroška		3,8%	111	3,2%
Savinjska		12,1%	96	13,9%
Zasavska		2,3%	83	4,4%
Posavska		3,3%	102	4,4%
JV Slovenija		5,9%	97	5,4%
Osrednjeslovenska		27,0%	104	26,3%
Gorenjska		10,5%	97	12,0%
Primorsko-notranjska		2,5%	107	2,2%
Goriška		4,3%	83	6,0%
Obalno-kraška		4,5%	102	2,6%
Gender		Male	46,3%	90
	Female	53,7%	111	47,2%
Age	10 to 17 years	1,5%	45	0,4%
	18 to 24 years	6,2%	58	5,7%
	25 to 29 years	3,4%	46	2,4%
	30 to 39 years	14,3%	74	9,2%
	40 to 49 years	22,3%	103	15,1%
	50 to 59 years	25,5%	132	34,5%
	60 to 75 years	26,4%	146	32,2%
Employment status	Employed in public sector	17,2%	104	15,2%
	Employed in a private company	37,7%	98	34,3%
	Self-employed	8,6%	92	15,2%
	Unemployed	6,1%	101	4,2%
	Retired	22,9%	152	25,5%
	Pupil	2,3%	38	1,0%
	Student	4,4%	57	3,6%
	I don't want to answer	0,8%	84	0,9%

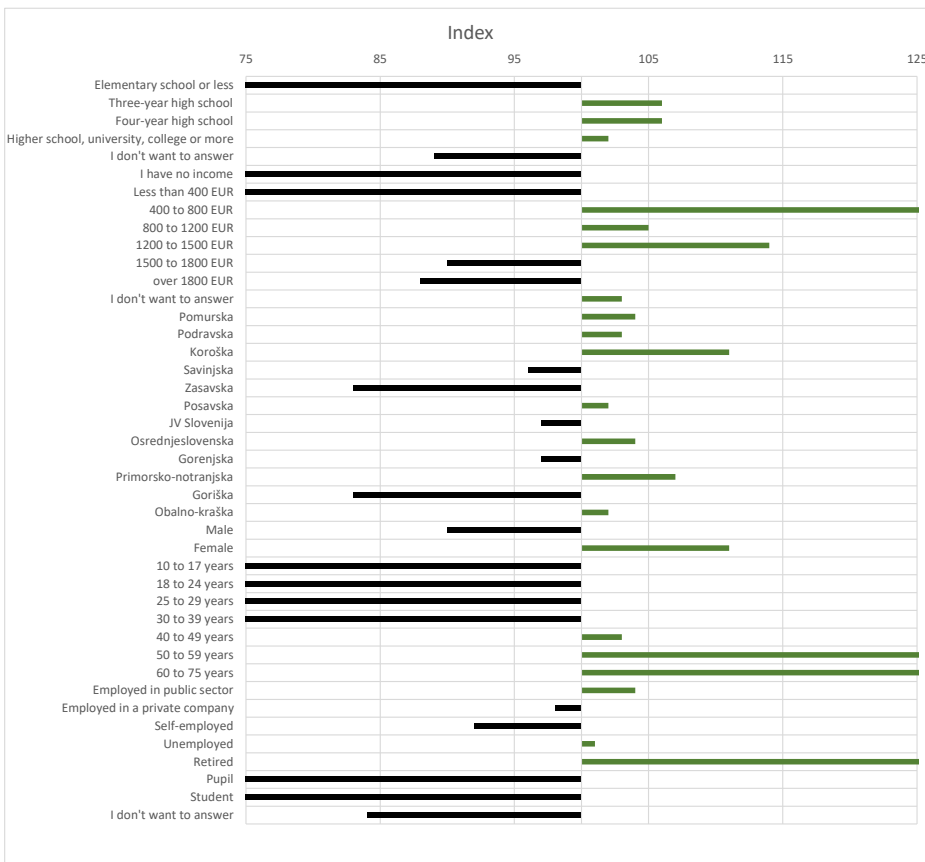


Note:

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 1.6. to 31.6.2024. 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 1.6. to 31.6.2024. 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.