



Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

Address: Cigaletova 15

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/ 473 00 10

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: September 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2024	82 389	36 766	2,5%	47 043	2,2	1,3
02.09.2024	96 216	35 995	2,4%	49 004	2,7	1,4
03.09.2024	124 117	56 995	3,8%	75 010	2,2	1,3
04.09.2024	130 448	62 436	4,2%	80 847	2,1	1,3
05.09.2024	101 454	42 026	2,8%	55 163	2,4	1,3
06.09.2024	105 706	47 244	3,2%	62 101	2,2	1,3
07.09.2024	122 615	69 868	4,7%	85 510	1,8	1,2
08.09.2024	90 985	47 882	3,2%	58 873	1,9	1,2
09.09.2024	128 447	54 424	3,6%	73 271	2,4	1,4
10.09.2024	108 247	46 770	3,1%	62 046	2,3	1,3
11.09.2024	109 997	48 071	3,2%	63 517	2,3	1,3
12.09.2024	127 316	50 813	3,4%	71 369	2,5	1,4
13.09.2024	160 630	75 775	5,1%	102 002	2,1	1,4
14.09.2024	202 393	101 967	6,8%	135 403	2,0	1,3
15.09.2024	177 903	97 072	6,5%	119 639	1,8	1,2
16.09.2024	159 865	77 057	5,1%	100 876	2,1	1,3
17.09.2024	137 568	64 087	4,3%	83 629	2,2	1,3
18.09.2024	125 152	57 999	3,9%	75 934	2,2	1,3
19.09.2024	104 597	42 590	2,8%	57 923	2,5	1,4
20.09.2024	89 632	34 668	2,3%	47 337	2,6	1,4
21.09.2024	92 847	46 181	3,1%	58 124	2,0	1,3
22.09.2024	104 217	49 635	3,3%	64 592	2,1	1,3
23.09.2024	168 349	88 273	5,9%	114 546	1,9	1,3
24.09.2024	144 093	70 773	4,7%	90 627	2,0	1,3
25.09.2024	109 252	44 753	3,0%	60 243	2,4	1,4
26.09.2024	126 307	57 495	3,8%	76 924	2,2	1,3
27.09.2024	140 529	69 008	4,6%	88 242	2,0	1,3
28.09.2024	120 493	58 891	3,9%	76 447	2,1	1,3
29.09.2024	161 271	83 664	5,6%	107 669	1,9	1,3
30.09.2024	151 817	73 705	4,9%	95 450	2,1	1,3

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2024 - 01.09.2024	82 389	36 766	2,5%	47 043	2,2	1,3
02.09.2024 - 08.09.2024	771 541	175 712	11,7%	467 893	4,4	2,7
09.09.2024 - 15.09.2024	1 014 933	216 114	14,4%	629 124	4,7	2,9
16.09.2024 - 22.09.2024	813 878	182 193	12,2%	489 065	4,5	2,7
23.09.2024 - 29.09.2024	970 294	214 567	14,3%	615 522	4,5	2,9
30.09.2024 - 30.09.2024	151 817	73 705	4,9%	95 450	2,1	1,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2024 - 30.09.2024	3 804 852	344 728	23,0%	2 344 738	11,0	6,8

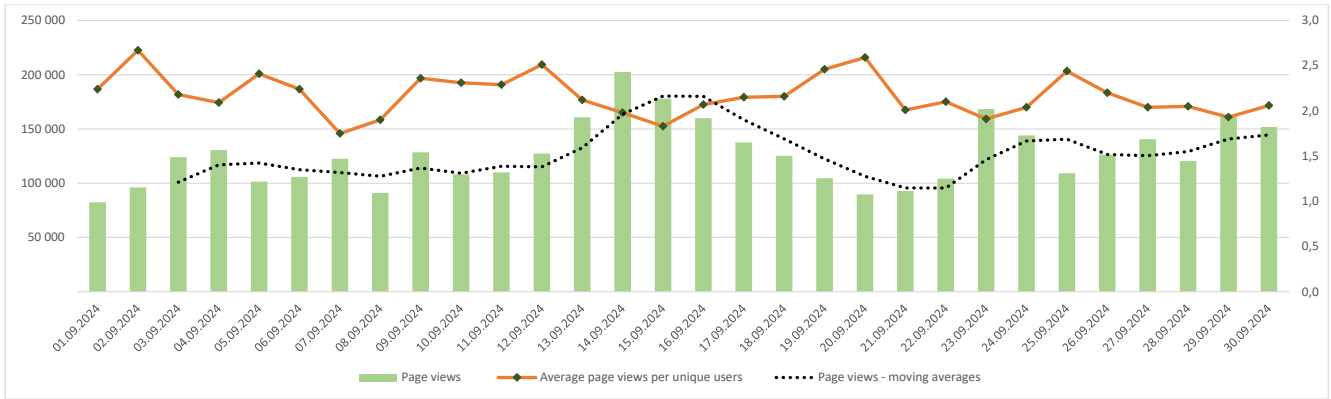
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,7%	92	12,0%
	Three-year high school	15,0%	115	13,3%
	Four-year high school	40,8%	102	44,9%
	Higher school, university, college or more	32,0%	96	29,2%
	I don't want to answer	0,5%	63	0,5%
Personal income	I have no income	6,3%	67	4,9%
	Less than 400 EUR	4,3%	65	2,5%
	400 to 800 EUR	20,2%	129	27,5%
	800 to 1200 EUR	30,6%	105	30,9%
	1200 to 1500 EUR	14,0%	108	12,9%
	1500 to 1800 EUR	8,0%	102	7,3%
	over 1800 EUR	8,4%	80	7,4%
	I don't want to answer	8,3%	103	6,7%
	Pomurska	4,7%	85	3,8%
Region	Podravska	16,5%	100	14,2%
	Koroška	3,1%	91	2,9%
	Savinjska	11,7%	92	10,7%
	Zasavska	3,0%	116	2,5%
	Posavska	3,5%	104	4,6%
	JV Slovenija	7,1%	107	5,7%
	Osrednjeslovenska	26,2%	100	27,3%
	Gorenjska	10,9%	102	14,1%
	Primorsko-notranjska	2,8%	119	2,4%
	Goriška	5,6%	105	7,7%
	Obalno-kraška	5,0%	107	4,2%
Gender	Male	47,0%	93	39,7%
	Female	53,0%	107	60,3%
Age	10 to 17 years	1,7%	40	0,5%
	18 to 24 years	5,9%	58	4,6%
	25 to 29 years	4,0%	57	1,6%
	30 to 39 years	14,4%	72	7,7%
	40 to 49 years	22,8%	105	16,9%
	50 to 59 years	25,2%	131	30,2%
	60 to 75 years	25,7%	149	38,3%
Employment status	Employed in public sector	16,9%	100	13,9%
	Employed in a private company	36,5%	95	33,9%
	Self-employed	8,5%	95	9,0%
	Unemployed	6,0%	101	3,9%
	Retired	23,7%	154	33,6%
	Pupil	2,9%	47	1,4%
	Student	4,3%	60	3,4%
	I don't want to answer	1,1%	119	1,0%

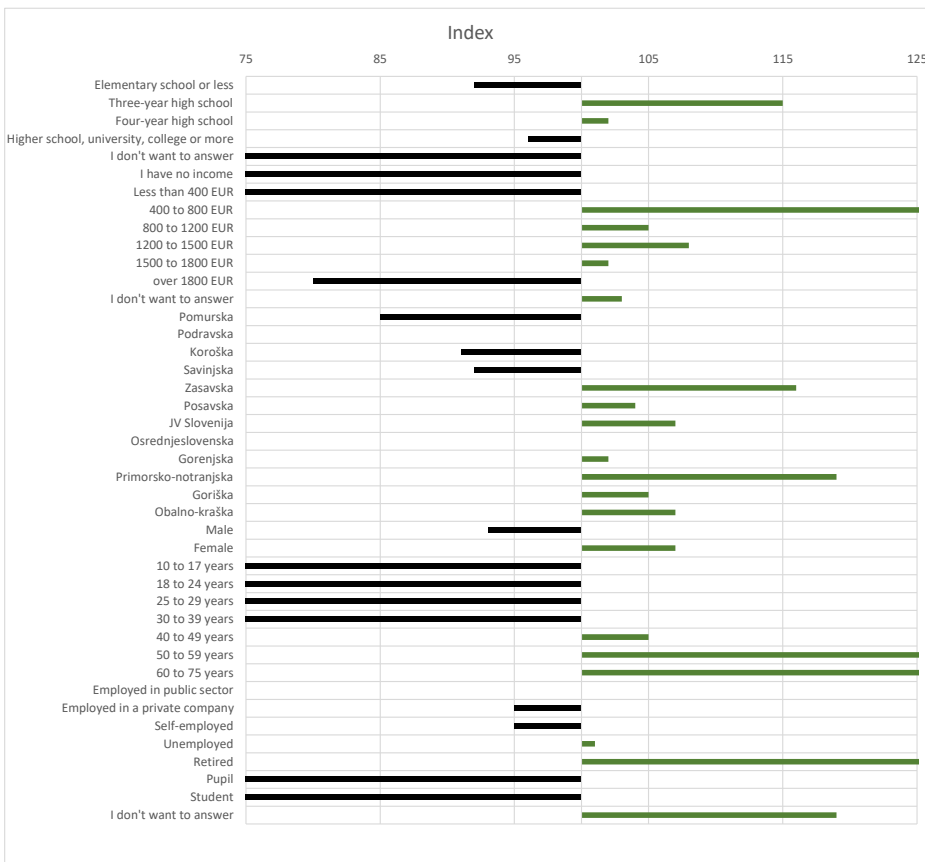


Note:

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 1.9. to 30.9.2024. 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 1.9. to 30.9.2024. 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.