



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: December 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2024	57 998	17 665	1,2%	24 589	3,3	1,4
02.12.2024	79 675	29 548	2,0%	34 329	2,7	1,2
03.12.2024	79 423	30 163	2,0%	34 872	2,6	1,2
04.12.2024	77 534	27 869	1,9%	32 432	2,8	1,2
05.12.2024	73 223	26 067	1,7%	31 013	2,8	1,2
06.12.2024	70 622	24 491	1,6%	29 569	2,9	1,2
07.12.2024	52 224	15 335	1,0%	21 790	3,4	1,4
08.12.2024	60 235	17 455	1,2%	25 412	3,5	1,5
09.12.2024	90 669	33 368	2,2%	41 092	2,7	1,2
10.12.2024	79 154	28 661	1,9%	33 427	2,8	1,2
11.12.2024	77 724	27 906	1,9%	32 628	2,8	1,2
12.12.2024	73 191	26 457	1,8%	30 806	2,8	1,2
13.12.2024	69 748	24 674	1,6%	29 263	2,8	1,2
14.12.2024	56 693	18 139	1,2%	25 144	3,1	1,4
15.12.2024	57 889	18 950	1,3%	26 206	3,1	1,4
16.12.2024	80 779	30 491	2,0%	37 002	2,7	1,2
17.12.2024	81 900	30 750	2,1%	38 779	2,7	1,3
18.12.2024	79 293	29 271	2,0%	36 797	2,7	1,3
19.12.2024	72 557	25 275	1,7%	31 507	2,9	1,3
20.12.2024	72 396	25 359	1,7%	31 145	2,9	1,2
21.12.2024	50 529	15 900	1,1%	22 316	3,2	1,4
22.12.2024	58 726	18 077	1,2%	25 956	3,3	1,4
23.12.2024	72 371	24 739	1,7%	31 360	2,9	1,3
24.12.2024	58 269	18 845	1,3%	24 577	3,1	1,3
25.12.2024	51 967	14 235	1,0%	21 069	3,7	1,5
26.12.2024	58 156	16 136	1,1%	23 778	3,6	1,5
27.12.2024	62 264	18 981	1,3%	25 189	3,3	1,3
28.12.2024	54 854	16 532	1,1%	23 476	3,3	1,4
29.12.2024	54 478	16 134	1,1%	23 171	3,4	1,4
30.12.2024	65 870	22 032	1,5%	28 957	3,0	1,3
31.12.2024	54 484	16 475	1,1%	22 985	3,3	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2024 - 01.12.2024	57 998	17 665	1,2%	24 589	3,3	1,4
02.12.2024 - 08.12.2024	492 936	83 760	5,6%	209 417	5,9	2,5
09.12.2024 - 15.12.2024	505 068	89 400	6,0%	218 619	5,7	2,5
16.12.2024 - 22.12.2024	496 180	92 370	6,2%	223 587	5,4	2,4
23.12.2024 - 29.12.2024	412 359	73 673	4,9%	172 618	5,6	2,3
30.12.2024 - 31.12.2024	120 354	31 772	2,1%	51 945	3,8	1,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2024 - 31.12.2024	2 084 895	227 249	15,2%	900 857	9,2	4,0

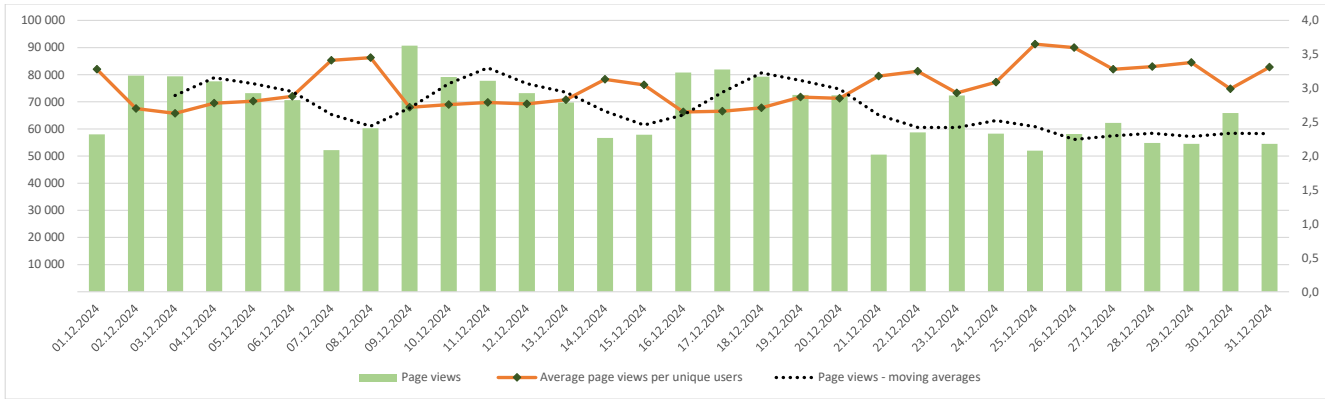
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	9,4%	73	10,2%
	Three-year high school	14,9%	112	12,3%
	Four-year high school	43,1%	108	50,3%
	Higher school, university, college or more	32,1%	97	26,7%
	I don't want to answer	0,5%	65	0,5%
Personal income	I have no income	6,8%	74	3,7%
	Less than 400 EUR	4,7%	72	2,0%
	400 to 800 EUR	19,5%	124	24,6%
	800 to 1200 EUR	29,8%	102	37,9%
	1200 to 1500 EUR	13,9%	108	12,2%
	1500 to 1800 EUR	8,0%	102	6,4%
	over 1800 EUR	9,7%	91	7,9%
	I don't want to answer	7,8%	94	5,3%
Region	Pomurska	5,3%	94	3,5%
	Podravska	16,0%	99	13,5%
	Koroška	3,6%	99	1,8%
	Savinjska	12,7%	98	10,3%
	Zasavska	2,7%	97	2,6%
	Posavska	3,8%	105	4,8%
	JV Slovenija	7,1%	107	4,8%
	Osrednjeslovenska	26,8%	102	27,8%
	Gorenjska	9,8%	95	18,7%
	Primorsko-notranjska	3,0%	134	2,2%
	Goriška	4,9%	96	6,4%
	Obalno-kraška	4,3%	93	3,8%
	Gender	Male	50,5%	99
Female		49,5%	101	49,3%
Age	10 to 17 years	1,6%	38	0,9%
	18 to 24 years	7,7%	74	4,4%
	25 to 29 years	4,0%	58	1,6%
	30 to 39 years	13,4%	69	6,4%
	40 to 49 years	22,6%	104	13,1%
	50 to 59 years	26,1%	132	29,8%
	60 to 75 years	24,4%	138	43,6%
Employment status	Employed in public sector	15,6%	94	13,0%
	Employed in a private company	36,6%	96	36,1%
	Self-employed	10,3%	112	10,4%
	Unemployed	5,8%	101	2,7%
	Retired	22,4%	141	33,2%
	Pupil	2,9%	45	1,7%
	Student	5,5%	78	2,5%
	I don't want to answer	0,8%	83	0,4%

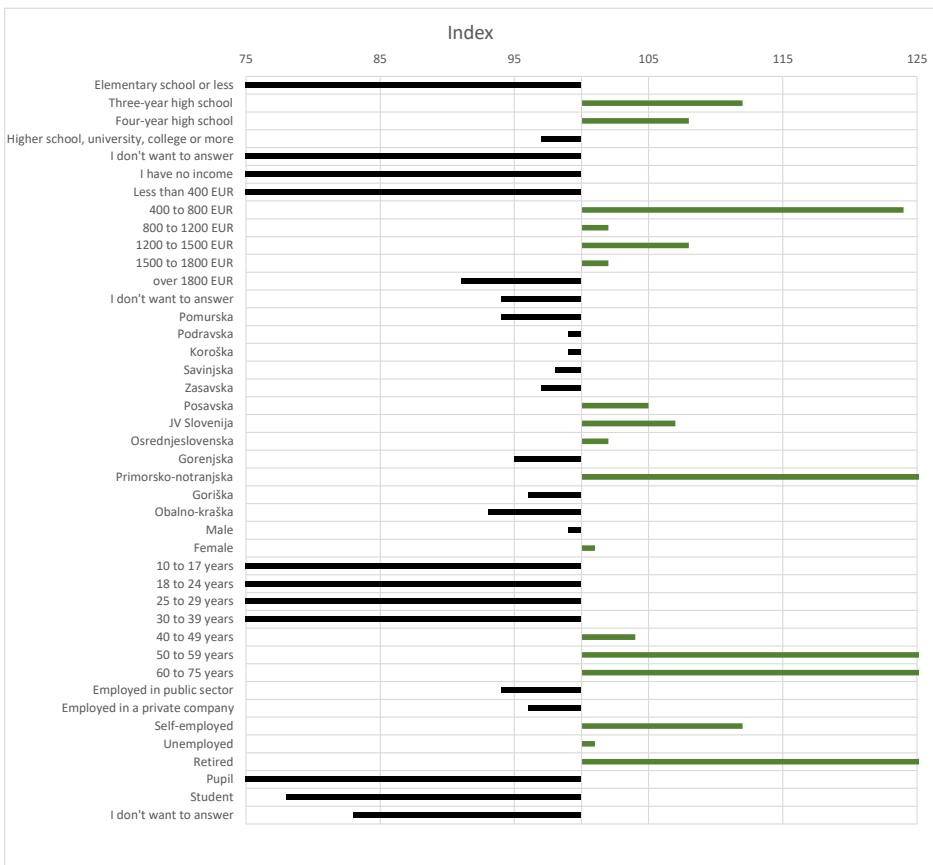


Note:

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 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 1.12. to 31.12.2024. 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 1.12. to 31.12.2024. 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.