



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: May 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2024	91 776	41 379	2,8%	53 819	2,2	1,3
02.05.2024	139 153	64 723	4,3%	88 076	2,2	1,4
03.05.2024	131 467	63 341	4,2%	80 659	2,1	1,3
04.05.2024	125 842	60 330	4,0%	81 681	2,1	1,4
05.05.2024	142 705	71 327	4,8%	94 009	2,0	1,3
06.05.2024	132 392	56 544	3,8%	76 969	2,3	1,4
07.05.2024	125 082	51 591	3,4%	69 482	2,4	1,4
08.05.2024	134 871	56 150	3,7%	76 630	2,4	1,4
09.05.2024	116 679	49 414	3,3%	65 956	2,4	1,3
10.05.2024	111 510	49 157	3,3%	64 930	2,3	1,3
11.05.2024	78 913	35 947	2,4%	46 409	2,2	1,3
12.05.2024	93 942	41 128	2,7%	53 073	2,3	1,3
13.05.2024	124 970	49 340	3,3%	67 337	2,5	1,4
14.05.2024	145 305	64 322	4,3%	88 141	2,3	1,4
15.05.2024	131 453	59 354	4,0%	79 158	2,2	1,3
16.05.2024	122 199	50 162	3,3%	68 473	2,4	1,4
17.05.2024	102 768	40 295	2,7%	56 072	2,6	1,4
18.05.2024	112 943	65 404	4,4%	77 737	1,7	1,2
19.05.2024	90 445	44 278	3,0%	55 069	2,0	1,2
20.05.2024	102 697	38 341	2,6%	53 169	2,7	1,4
21.05.2024	103 182	36 098	2,4%	47 526	2,9	1,3
22.05.2024	96 417	35 018	2,3%	45 804	2,8	1,3
23.05.2024	90 483	31 696	2,1%	41 908	2,9	1,3
24.05.2024	80 211	27 884	1,9%	38 142	2,9	1,4
25.05.2024	68 590	29 172	1,9%	38 758	2,4	1,3
26.05.2024	97 666	45 428	3,0%	58 882	2,2	1,3
27.05.2024	128 469	59 724	4,0%	77 514	2,2	1,3
28.05.2024	115 168	44 339	3,0%	61 572	2,6	1,4
29.05.2024	99 374	37 090	2,5%	51 659	2,7	1,4
30.05.2024	94 224	32 349	2,2%	45 189	2,9	1,4
31.05.2024	95 015	30 540	2,0%	42 231	3,1	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2024 - 05.05.2024	630 943	163 958	10,9%	398 428	3,9	2,4
06.05.2024 - 12.05.2024	793 389	166 140	11,1%	453 452	4,8	2,7
13.05.2024 - 19.05.2024	830 083	179 096	12,0%	492 393	4,6	2,8
20.05.2024 - 26.05.2024	639 246	130 201	8,7%	324 822	4,9	2,5
27.05.2024 - 31.05.2024	532 250	131 327	8,8%	278 866	4,1	2,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2024 - 31.05.2024	3 425 911	316 997	21,2%	1 953 097	10,8	6,2

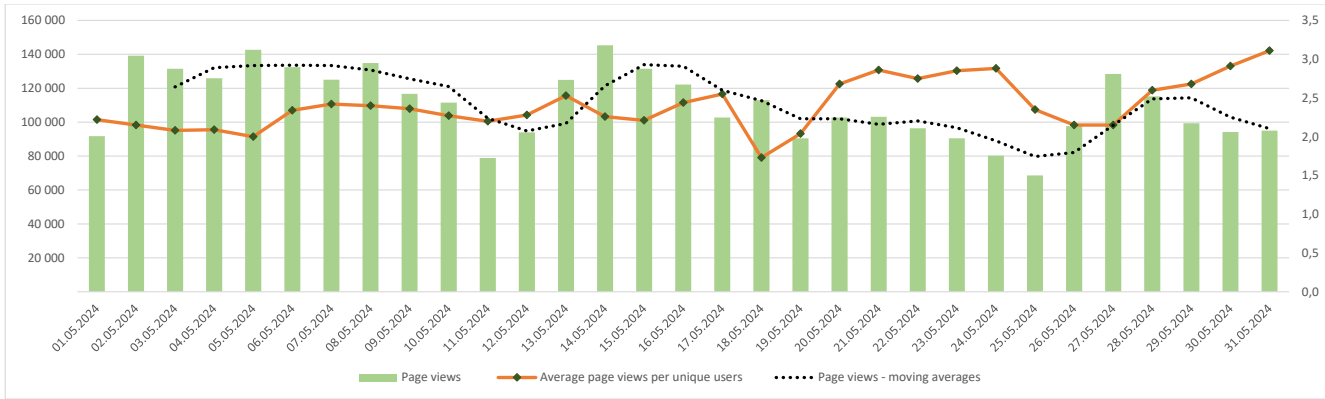
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,2%	83	6,7%	
	Three-year high school	14,1%	116	17,0%	
	Four-year high school	41,0%	103	44,4%	
	Higher school, university, college or more	33,2%	99	31,5%	
	I don't want to answer	0,5%	62	0,4%	
Personal income	I have no income	8,0%	84	5,9%	
	Less than 400 EUR	4,9%	71	2,9%	
	400 to 800 EUR	19,4%	111	17,8%	
	800 to 1200 EUR	31,8%	109	35,5%	
	1200 to 1500 EUR	13,7%	118	14,7%	
	1500 to 1800 EUR	6,4%	86	6,9%	
	over 1800 EUR	8,3%	87	7,6%	
	I don't want to answer	7,5%	90	8,6%	
	Pomurska	5,1%	87	3,2%	
Region	Podravska	17,0%	101	15,1%	
	Koroška	3,5%	98	2,5%	
	Savinjska	13,5%	107	16,1%	
	Zasavska	3,2%	113	3,4%	
	Posavska	2,7%	82	3,3%	
	JV Slovenija	6,2%	99	6,2%	
	Osrednjeslovenska	25,8%	98	24,7%	
	Gorenjska	11,5%	112	13,6%	
	Primorsko-notranjska	2,3%	110	2,2%	
	Goriška	4,9%	91	6,5%	
	Obalno-kraška	4,2%	94	3,3%	
	Gender	Male	46,8%	92	50,3%
		Female	53,3%	108	49,7%
Age	10 to 17 years	1,2%	34	0,4%	
	18 to 24 years	8,0%	78	6,5%	
	25 to 29 years	4,6%	67	2,4%	
	30 to 39 years	16,2%	83	11,8%	
	40 to 49 years	22,7%	105	13,7%	
	50 to 59 years	22,6%	115	30,8%	
	60 to 75 years	24,1%	132	34,1%	
Employment status	Employed in public sector	16,3%	96	16,7%	
	Employed in a private company	36,8%	96	32,3%	
	Self-employed	9,5%	108	14,1%	
	Unemployed	6,8%	109	4,7%	
	Retired	21,0%	136	26,0%	
	Pupil	3,1%	52	1,4%	
	Student	5,9%	80	4,2%	
	I don't want to answer	0,8%	84	0,7%	

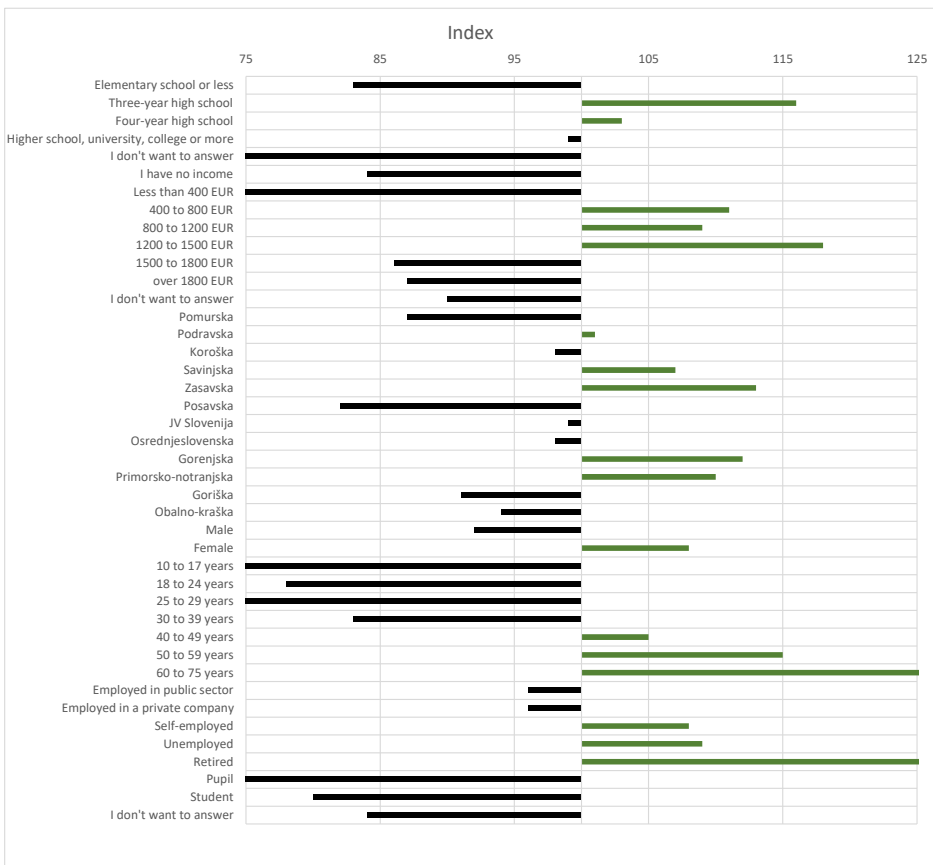


Note:

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 1.5. to 31.5.2024. 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 1.5. to 31.5.2024. 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.