



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: July 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2024	114 996	49 474	3,3%	65 809	2,3	1,3
02.07.2024	97 407	37 432	2,5%	51 619	2,6	1,4
03.07.2024	108 070	49 983	3,3%	64 544	2,2	1,3
04.07.2024	132 916	66 511	4,4%	86 248	2,0	1,3
05.07.2024	110 056	49 699	3,3%	66 373	2,2	1,3
06.07.2024	103 488	54 953	3,7%	67 925	1,9	1,2
07.07.2024	109 043	54 959	3,7%	69 959	2,0	1,3
08.07.2024	121 757	54 338	3,6%	72 969	2,2	1,3
09.07.2024	102 751	43 217	2,9%	57 816	2,4	1,3
10.07.2024	104 111	41 742	2,8%	57 461	2,5	1,4
11.07.2024	115 228	50 236	3,4%	67 460	2,3	1,3
12.07.2024	95 807	39 379	2,6%	53 138	2,4	1,4
13.07.2024	71 045	29 171	1,9%	38 159	2,4	1,3
14.07.2024	76 399	31 037	2,1%	40 835	2,5	1,3
15.07.2024	110 847	45 377	3,0%	62 909	2,4	1,4
16.07.2024	118 574	53 696	3,6%	70 909	2,2	1,3
17.07.2024	100 507	39 441	2,6%	53 463	2,6	1,4
18.07.2024	136 936	64 227	4,3%	87 249	2,1	1,4
19.07.2024	146 518	73 671	4,9%	95 994	2,0	1,3
20.07.2024	179 243	96 017	6,4%	119 433	1,9	1,2
21.07.2024	108 520	56 894	3,8%	69 369	1,9	1,2
22.07.2024	121 754	57 086	3,8%	72 025	2,1	1,3
23.07.2024	126 265	57 516	3,8%	75 876	2,2	1,3
24.07.2024	112 605	48 785	3,3%	64 309	2,3	1,3
25.07.2024	60 810	24 358	1,6%	32 886	2,5	1,4
26.07.2024	82 250	38 052	2,5%	48 100	2,2	1,3
27.07.2024	125 873	67 692	4,5%	85 259	1,9	1,3
28.07.2024	121 488	62 450	4,2%	77 948	2,0	1,3
29.07.2024	119 736	55 713	3,7%	71 245	2,2	1,3
30.07.2024	160 986	95 364	6,4%	112 749	1,7	1,2
31.07.2024	110 815	49 993	3,3%	65 125	2,2	1,3

Weekly reach (Slovenian visitors)

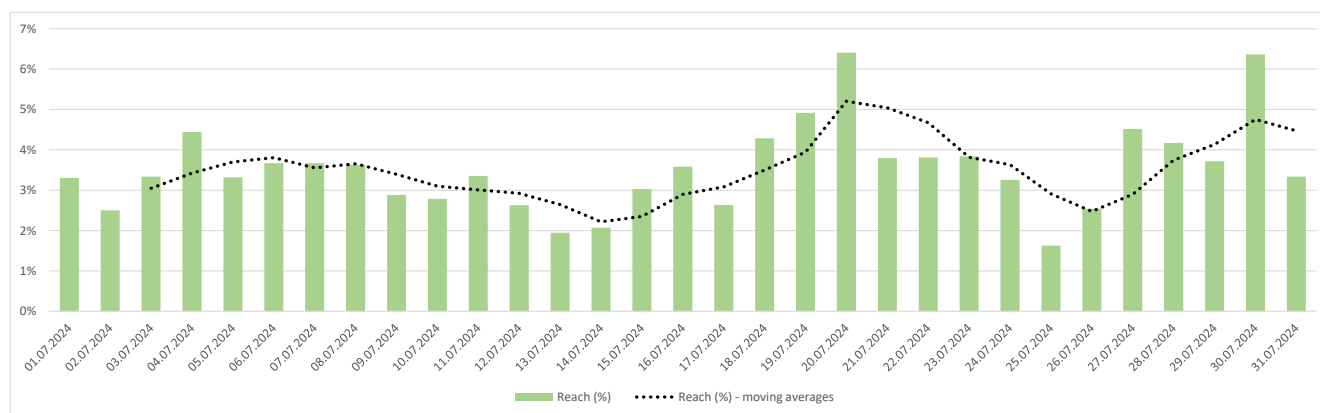
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2024 - 07.07.2024	775 976	172 687	11,5%	473 126	4,5	2,7
08.07.2024 - 14.07.2024	687 098	146 080	9,8%	388 057	4,7	2,7
15.07.2024 - 21.07.2024	901 145	202 425	13,5%	560 555	4,5	2,8
22.07.2024 - 28.07.2024	751 045	181 212	12,1%	457 181	4,1	2,5
29.07.2024 - 31.07.2024	391 537	155 826	10,4%	249 585	2,5	1,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2024 - 31.07.2024	3 506 801	337 406	22,5%	2 129 291	10,4	6,3

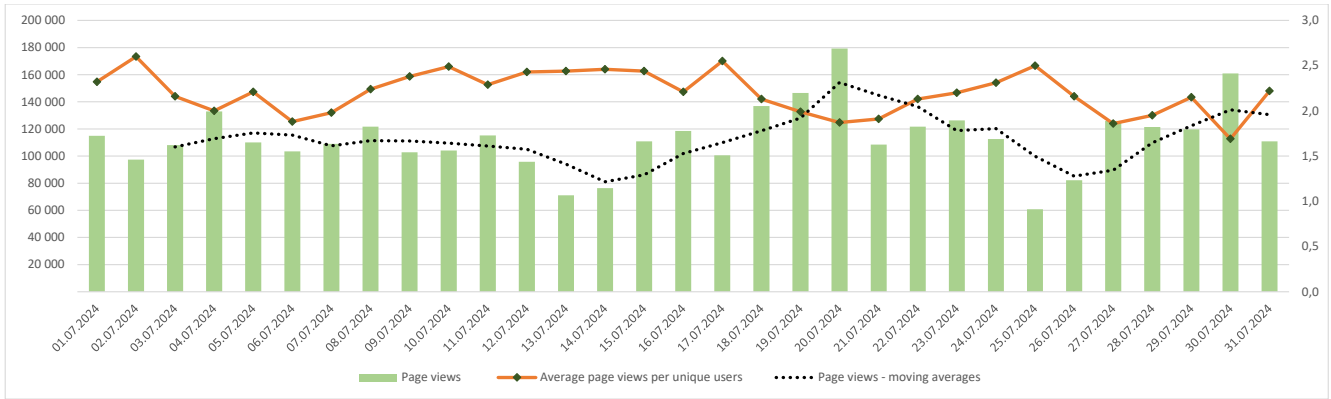
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	10,7%	85	11,0%
	Three-year high school	15,3%	114	14,6%
	Four-year high school	42,1%	105	45,5%
	Higher school, university, college or more	31,2%	94	28,3%
	I don't want to answer	0,7%	105	0,6%
Personal income	I have no income	5,4%	60	3,3%
	Less than 400 EUR	4,9%	75	3,0%
	400 to 800 EUR	19,1%	120	25,6%
	800 to 1200 EUR	31,6%	108	33,7%
	1200 to 1500 EUR	15,1%	116	13,4%
	1500 to 1800 EUR	7,1%	93	7,5%
	over 1800 EUR	8,8%	84	6,6%
	I don't want to answer	8,0%	96	6,9%
	Pomurska	6,2%	109	4,4%
Region	Podravska	15,0%	92	13,8%
	Koroška	3,3%	98	2,4%
	Savinjska	11,7%	92	11,5%
	Zasavska	2,5%	97	3,1%
	Posavska	4,4%	128	5,0%
	JV Slovenija	7,4%	111	5,9%
	Osrednjeslovenska	25,2%	95	26,3%
	Gorenjska	10,6%	102	13,1%
	Primorsko-notranjska	3,0%	132	2,4%
	Goriška	5,8%	110	6,4%
	Obalno-kraška	5,1%	108	5,7%
Gender	Male	46,2%	91	43,9%
	Female	53,8%	110	56,1%
Age	10 to 17 years	1,5%	35	0,5%
	18 to 24 years	6,3%	65	3,6%
	25 to 29 years	4,6%	62	2,8%
	30 to 39 years	15,2%	76	8,6%
	40 to 49 years	22,4%	104	15,5%
	50 to 59 years	24,6%	125	28,9%
	60 to 75 years	25,1%	144	39,7%
Employment status	Employed in public sector	16,6%	101	14,6%
	Employed in a private company	38,5%	97	35,0%
	Self-employed	8,3%	94	10,1%
	Unemployed	5,4%	91	3,6%
	Retired	23,1%	148	32,2%
	Pupil	2,9%	49	1,1%
	Student	4,3%	63	2,6%
	I don't want to answer	1,0%	99	0,8%

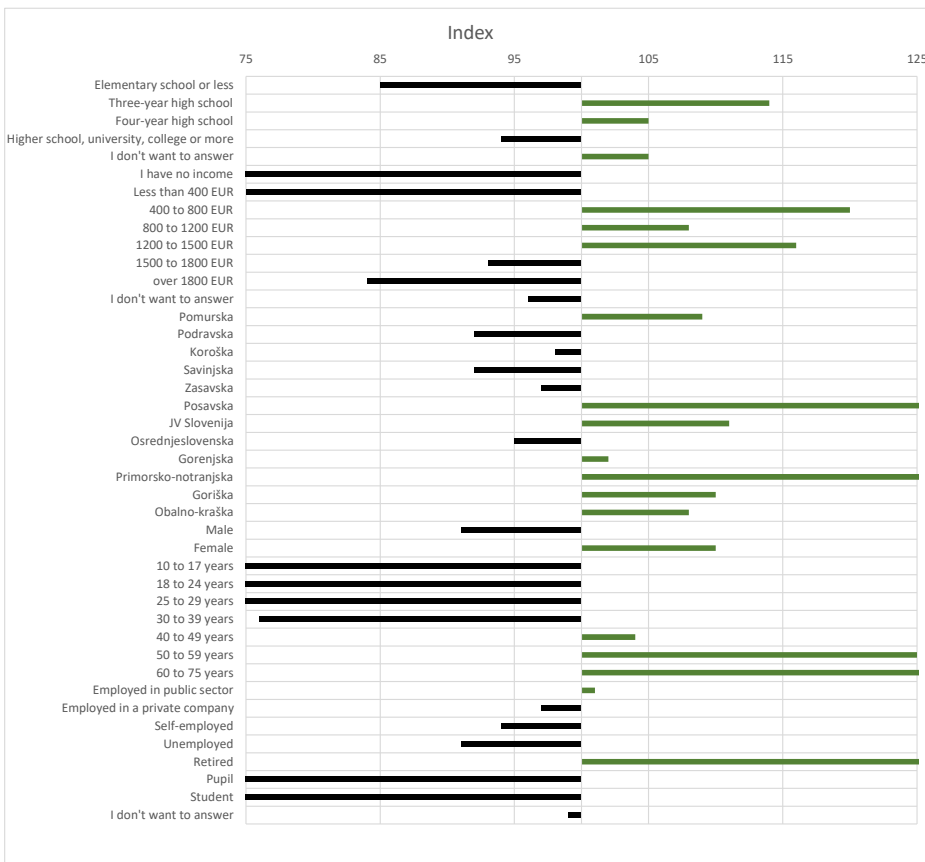


Note:

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 1.7. to 31.7.2024. 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 1.7. to 31.7.2024. 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.