



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: August 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2024	104 998	43 750	2,9%	58 235	2,4	1,3
02.08.2024	88 433	32 578	2,2%	44 389	2,7	1,4
03.08.2024	73 870	29 889	2,0%	40 329	2,5	1,4
04.08.2024	76 094	29 392	2,0%	39 181	2,6	1,3
05.08.2024	90 095	31 215	2,1%	43 970	2,9	1,4
06.08.2024	86 504	30 716	2,1%	42 483	2,8	1,4
07.08.2024	82 499	27 227	1,8%	37 025	3,0	1,4
08.08.2024	104 788	44 494	3,0%	60 129	2,4	1,4
09.08.2024	91 874	36 089	2,4%	48 472	2,6	1,3
10.08.2024	86 816	42 147	2,8%	52 260	2,1	1,2
11.08.2024	115 547	66 556	4,4%	78 228	1,7	1,2
12.08.2024	98 403	39 217	2,6%	50 930	2,5	1,3
13.08.2024	89 742	30 640	2,0%	43 514	2,9	1,4
14.08.2024	119 530	52 459	3,5%	70 880	2,3	1,4
15.08.2024	155 583	80 381	5,4%	104 202	1,9	1,3
16.08.2024	107 830	50 374	3,4%	64 065	2,1	1,3
17.08.2024	82 209	36 679	2,4%	47 354	2,2	1,3
18.08.2024	102 462	46 116	3,1%	60 292	2,2	1,3
19.08.2024	128 236	58 275	3,9%	75 898	2,2	1,3
20.08.2024	112 092	47 983	3,2%	63 718	2,3	1,3
21.08.2024	132 732	65 097	4,3%	82 701	2,0	1,3
22.08.2024	107 849	48 671	3,2%	63 031	2,2	1,3
23.08.2024	121 718	57 036	3,8%	75 438	2,1	1,3
24.08.2024	112 937	59 648	4,0%	75 286	1,9	1,3
25.08.2024	123 996	64 610	4,3%	81 952	1,9	1,3
26.08.2024	110 841	47 363	3,2%	63 345	2,3	1,3
27.08.2024	96 798	36 552	2,4%	49 502	2,7	1,4
28.08.2024	95 149	36 075	2,4%	49 297	2,6	1,4
29.08.2024	105 137	42 835	2,9%	57 488	2,5	1,3
30.08.2024	93 793	36 349	2,4%	49 114	2,6	1,4
31.08.2024	91 055	43 954	2,9%	56 150	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
01.08.2024 - 04.08.2024	343 395	96 179	6,4%	182 240	3,6	1,9
05.08.2024 - 11.08.2024	658 123	149 050	9,9%	364 311	4,4	2,4
12.08.2024 - 18.08.2024	755 759	170 771	11,4%	442 688	4,4	2,6
19.08.2024 - 25.08.2024	839 560	188 196	12,6%	518 621	4,5	2,8
26.08.2024 - 31.08.2024	592 773	138 425	9,2%	325 161	4,3	2,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2024 - 31.08.2024	3 189 610	312 947	20,9%	1 834 386	10,2	5,9

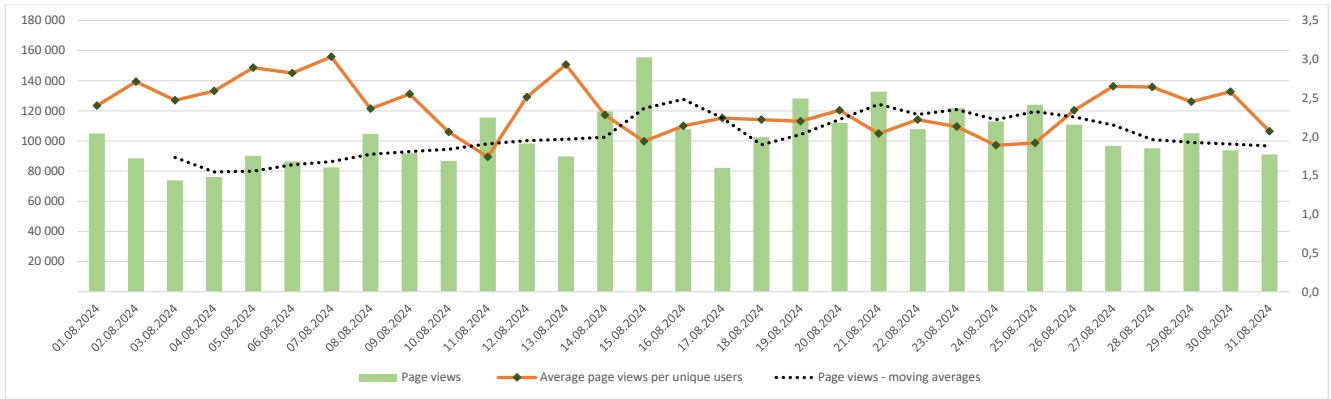
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,6%	88	11,4%	
	Three-year high school	14,6%	112	15,1%	
	Four-year high school	41,1%	103	44,9%	
	Higher school, university, college or more	32,1%	97	28,2%	
	I don't want to answer	0,6%	83	0,5%	
Personal income	I have no income	6,8%	75	3,9%	
	Less than 400 EUR	4,7%	72	1,9%	
	400 to 800 EUR	19,9%	125	24,9%	
	800 to 1200 EUR	29,2%	100	35,1%	
	1200 to 1500 EUR	13,7%	106	13,5%	
	1500 to 1800 EUR	8,2%	105	7,1%	
	over 1800 EUR	9,0%	87	7,0%	
	I don't want to answer	8,6%	106	6,6%	
Region	Pomurska	4,8%	86	2,9%	
	Podravska	17,0%	100	16,0%	
	Koroška	3,8%	112	2,4%	
	Savinjska	11,0%	89	13,5%	
	Zasavska	2,5%	92	2,8%	
	Posavska	3,2%	93	4,7%	
	JV Slovenija	6,0%	92	4,8%	
	Osrednjeslovenska	27,4%	103	26,2%	
	Gorenjska	11,6%	110	13,1%	
	Primorsko-notranjska	2,5%	113	2,9%	
	Goriška	5,3%	103	6,2%	
	Obalno-kraška	4,9%	107	4,5%	
	Gender	Male	45,9%	90	45,1%
Female		54,1%	110	54,9%	
Age	10 to 17 years	1,8%	43	0,6%	
	18 to 24 years	6,8%	67	4,5%	
	25 to 29 years	4,3%	61	2,0%	
	30 to 39 years	14,3%	71	7,9%	
	40 to 49 years	22,0%	102	14,7%	
	50 to 59 years	25,3%	130	30,1%	
	60 to 75 years	25,1%	145	39,9%	
Employment status	Employed in public sector	16,4%	99	13,2%	
	Employed in a private company	38,2%	98	36,2%	
	Self-employed	8,4%	94	11,6%	
	Unemployed	5,6%	95	3,1%	
	Retired	22,5%	144	31,7%	
	Pupil	3,5%	55	1,5%	
	Student	4,3%	64	1,8%	
	I don't want to answer	1,2%	131	0,9%	

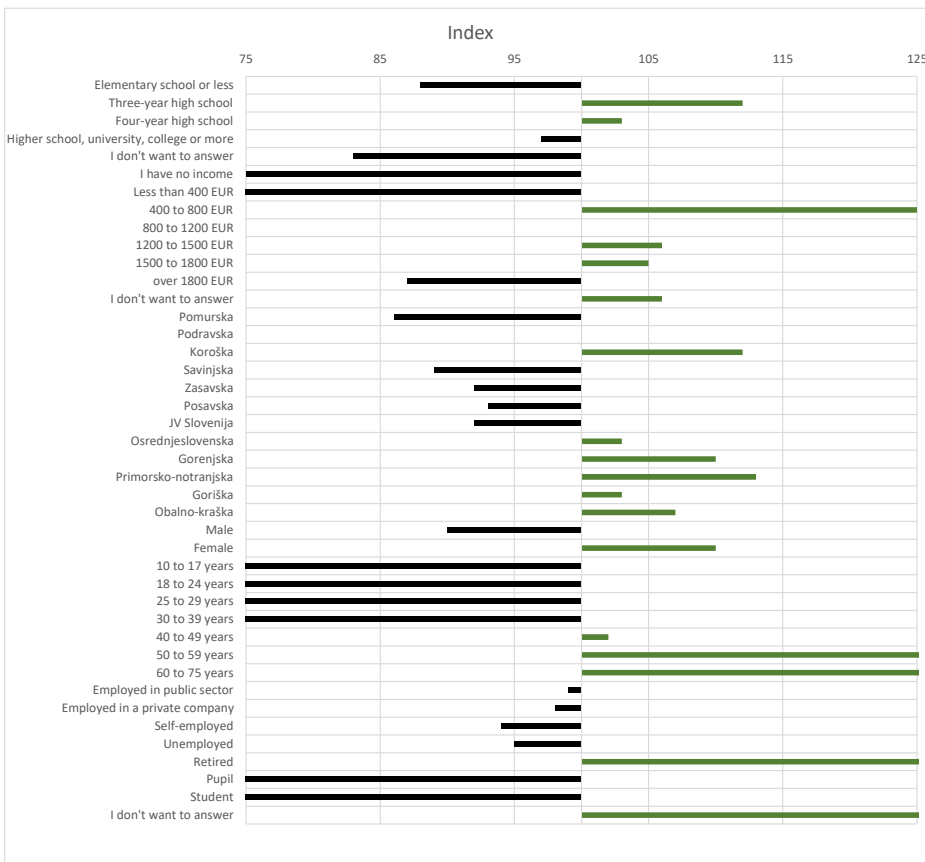


Note:

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 1.8. to 31.8.2024. 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 1.8. to 31.8.2024. 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.