



Website: Najdi.si

Provider:

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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: November 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.11.2024	126 391	69 481	4,6%	85 334	1,8	1,2
02.11.2024	126 632	70 484	4,7%	85 856	1,8	1,2
03.11.2024	132 832	70 516	4,7%	87 477	1,9	1,2
04.11.2024	150 491	72 942	4,9%	93 198	2,1	1,3
05.11.2024	109 457	47 830	3,2%	61 424	2,3	1,3
06.11.2024	124 764	58 214	3,9%	74 945	2,1	1,3
07.11.2024	161 382	81 645	5,4%	105 030	2,0	1,3
08.11.2024	154 113	81 312	5,4%	100 521	1,9	1,2
09.11.2024	156 585	90 214	6,0%	108 652	1,7	1,2
10.11.2024	195 194	116 219	7,8%	141 921	1,7	1,2
11.11.2024	263 384	156 578	10,5%	191 852	1,7	1,2
12.11.2024	186 630	105 984	7,1%	129 678	1,8	1,2
13.11.2024	118 456	56 402	3,8%	69 332	2,1	1,2
14.11.2024	81 809	30 900	2,1%	37 596	2,7	1,2
15.11.2024	79 314	29 646	2,0%	37 546	2,7	1,3
16.11.2024	56 237	19 463	1,3%	26 152	2,9	1,3
17.11.2024	65 238	23 590	1,6%	31 109	2,8	1,3
18.11.2024	87 025	33 335	2,2%	39 179	2,6	1,2
19.11.2024	82 034	30 299	2,0%	36 712	2,7	1,2
20.11.2024	83 673	30 049	2,0%	36 050	2,8	1,2
21.11.2024	78 335	28 540	1,9%	34 370	2,7	1,2
22.11.2024	77 084	27 776	1,9%	34 369	2,8	1,2
23.11.2024	57 328	18 851	1,3%	25 899	3,0	1,4
24.11.2024	62 191	19 929	1,3%	27 527	3,1	1,4
25.11.2024	83 133	30 813	2,1%	35 837	2,7	1,2
26.11.2024	80 808	30 331	2,0%	36 212	2,7	1,2
27.11.2024	85 782	30 310	2,0%	36 946	2,8	1,2
28.11.2024	77 248	27 647	1,8%	32 393	2,8	1,2
29.11.2024	72 502	25 880	1,7%	30 642	2,8	1,2
30.11.2024	54 368	16 299	1,1%	22 880	3,3	1,4

Weekly reach (Slovenian visitors)

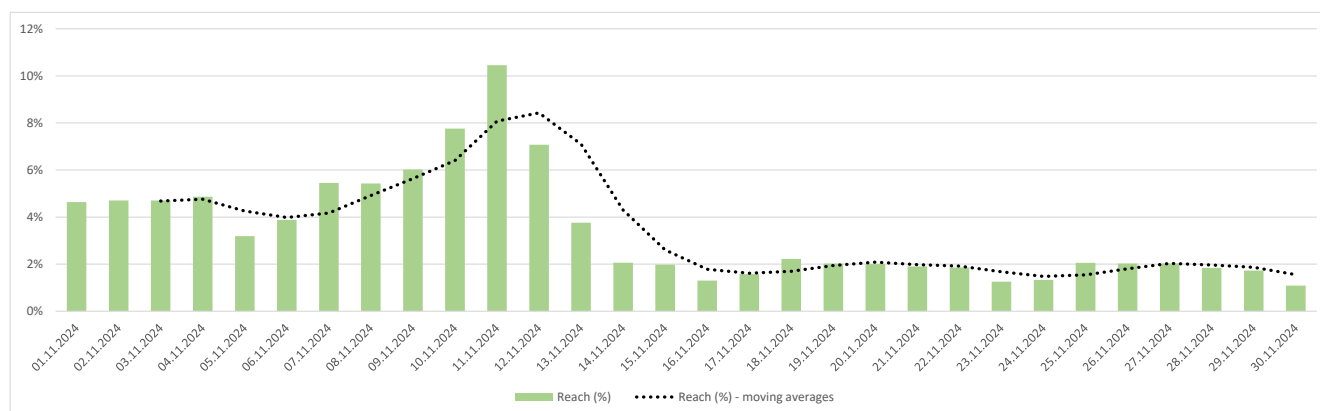
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.11.2024 - 03.11.2024	385 855	146 625	9,8%	258 670	2,6	1,8
04.11.2024 - 10.11.2024	1 051 986	236 996	15,8%	687 260	4,4	2,9
11.11.2024 - 17.11.2024	851 068	234 810	15,7%	529 012	3,6	2,3
18.11.2024 - 24.11.2024	527 670	98 438	6,6%	234 102	5,4	2,4
25.11.2024 - 30.11.2024	453 841	83 571	5,6%	194 939	5,4	2,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.11.2024 - 30.11.2024	3 270 420	360 712	24,1%	1 920 001	9,1	5,3

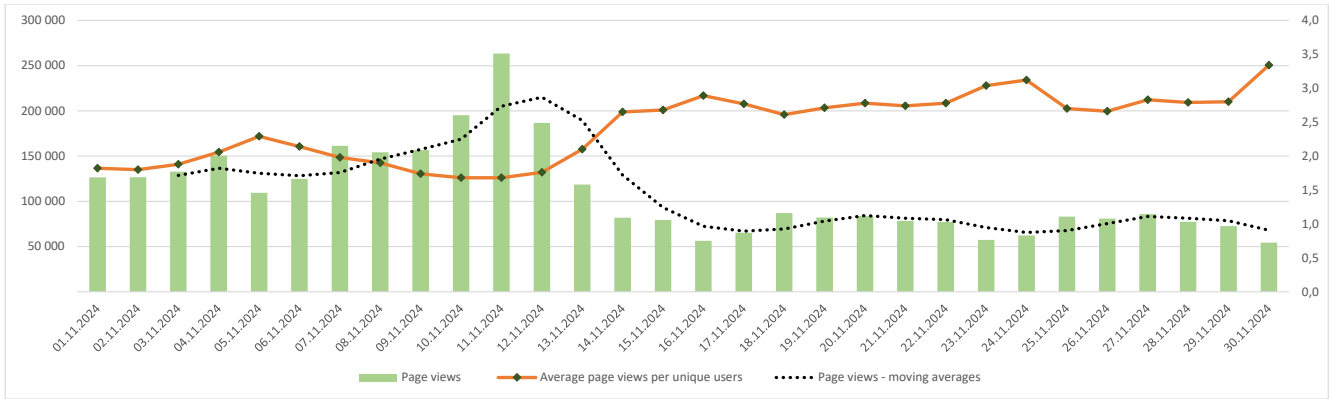
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,6%	99	12,3%
	Three-year high school	14,0%	105	13,2%
	Four-year high school	40,6%	102	46,3%
	Higher school, university, college or more	32,3%	97	27,8%
	I don't want to answer	0,5%	59	0,4%
Personal income	I have no income	8,2%	91	4,6%
	Less than 400 EUR	4,2%	66	1,8%
	400 to 800 EUR	20,0%	128	27,8%
	800 to 1200 EUR	29,1%	100	31,3%
	1200 to 1500 EUR	13,9%	107	13,7%
	1500 to 1800 EUR	7,4%	94	6,9%
	over 1800 EUR	9,0%	84	7,6%
	I don't want to answer	8,3%	101	6,5%
	Region	Pomurska	5,8%	100
Podravska		15,5%	94	13,3%
Koroška		3,3%	94	2,5%
Savinjska		12,2%	97	9,7%
Zasavska		2,9%	107	2,9%
Posavska		3,4%	94	4,3%
JV Slovenija		6,0%	94	5,1%
Osrednjeslovenska		26,1%	99	28,1%
Gorenjska		12,0%	114	15,0%
Primorsko-notranjska		2,5%	114	2,4%
Goriška		5,0%	95	8,0%
Obalno-kraška		5,2%	117	4,6%
Gender		Male	45,2%	89
	Female	54,8%	111	57,1%
Age	10 to 17 years	2,4%	59	0,7%
	18 to 24 years	7,1%	69	3,8%
	25 to 29 years	4,4%	63	2,1%
	30 to 39 years	12,2%	62	6,4%
	40 to 49 years	22,3%	102	16,2%
	50 to 59 years	26,6%	135	30,2%
	60 to 75 years	24,9%	143	40,3%
Employment status	Employed in public sector	16,0%	94	12,8%
	Employed in a private company	37,6%	97	36,0%
	Self-employed	8,5%	93	8,0%
	Unemployed	5,2%	90	3,1%
	Retired	23,3%	149	35,5%
	Pupil	4,5%	72	2,0%
	Student	4,0%	60	1,8%
	I don't want to answer	1,0%	101	0,8%

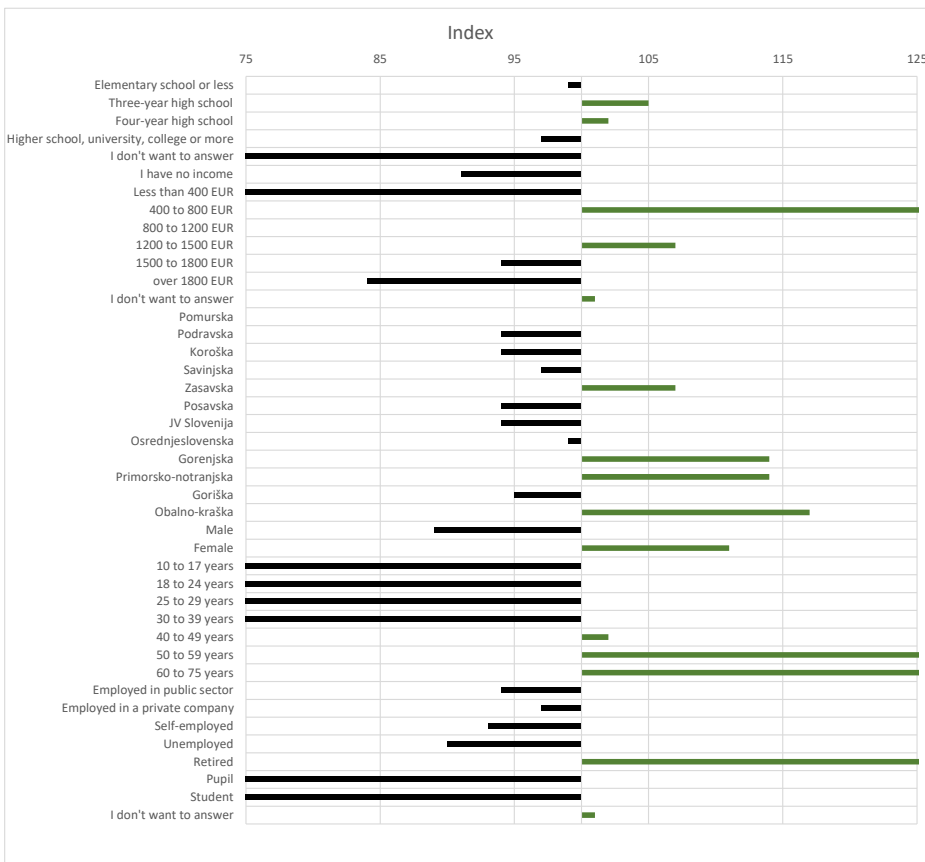


Note:

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 1.11. to 30.11.2024. 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 1.11. to 30.11.2024. 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.