



Trademark: Najdi.si

Main domain: www.najdi.si

Publisher:

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Short description of media:

Najdi.si is the entry point to the Slovenian Internet. It represents the most credible and useful information service in Slovenia, with practical tools that are able to provide solutions in every situation. Users can benefit from the interactive map of Slovenia, largest database of cooking recipes, schedule of events taking place around the country, and news from various sources. Dictionaries, games, and a free SMS service are also available.

Period: January 2015

Reach - Slovenia: 475.046

Estimated additional reach - Foreign: 63.731

Monthly traffic (Slovenian visitors)

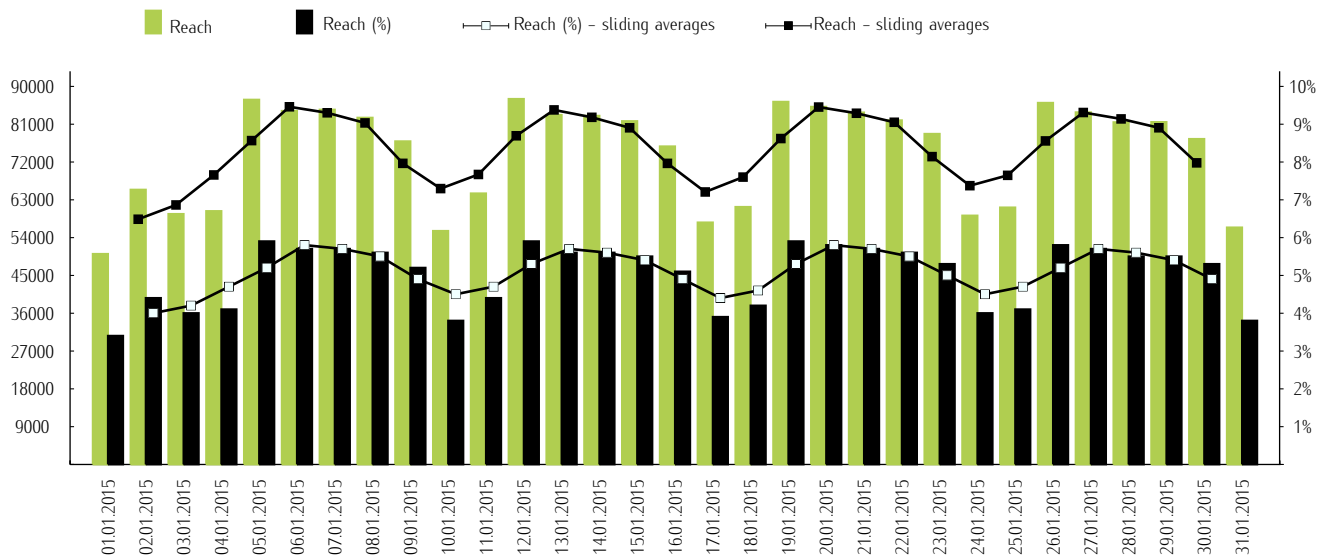
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.01-31.01.2015	475.046	32,2%	40.200.922	84,6	8,6	2:12:10

Weekly traffic (Slovenian visitors)

Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.01-04.01.2015	141.519	9,6%	3.944.439	27,9	2,9	0:44:21
05.01-11.01.2015	246.271	16,7%	9.463.672	38,4	3,8	0:59:49
12.01-18.01.2015	243.788	16,5%	9.134.426	37,5	3,9	0:59:46
19.01-25.01.2015	246.933	16,7%	9.251.072	37,5	3,9	0:58:27
26.01-31.01.2015	227.946	15,5%	8.407.313	36,9	3,7	0:56:03

Daily traffic (Slovenian visitors)

Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.January	50.089	3,4%	898.882	17,9	1,8	0:28:24
02.January	65.380	4,4%	1.070.401	16,4	1,7	0:26:16
03.January	59.600	4,0%	989.323	16,6	1,7	0:26:29
04.January	60.286	4,1%	985.833	16,4	1,7	0:25:50
05.January	86.806	5,9%	1.455.368	16,8	1,8	0:26:28
06.January	84.132	5,7%	1.523.915	18,1	1,8	0:27:24
07.January	84.434	5,7%	1.600.506	19,0	1,8	0:27:58
08.January	82.517	5,6%	1.478.151	17,9	1,8	0:28:08
09.January	76.897	5,2%	1.366.920	17,8	1,8	0:28:27
10.January	55.564	3,8%	957.741	17,2	1,7	0:27:25
11.January	64.493	4,4%	1.081.071	16,8	1,7	0:26:55
12.January	86.985	5,9%	1.477.613	17,0	1,8	0:27:05
13.January	83.188	5,6%	1.423.269	17,1	1,8	0:27:17
14.January	82.969	5,6%	1.435.864	17,3	1,8	0:27:41
15.January	81.698	5,5%	1.482.159	18,1	1,8	0:28:14
16.January	75.687	5,1%	1.363.454	18,0	1,8	0:28:12
17.January	57.576	3,9%	949.148	16,5	1,7	0:27:07
18.January	61.275	4,2%	1.002.919	16,4	1,7	0:26:52
19.January	86.304	5,9%	1.569.077	18,2	1,8	0:26:42
20.January	85.114	5,8%	1.454.646	17,1	1,8	0:26:44
21.January	83.758	5,7%	1.483.058	17,7	1,8	0:27:35
22.January	81.891	5,6%	1.442.090	17,6	1,8	0:28:00
23.January	78.671	5,3%	1.330.792	16,9	1,8	0:27:23
24.January	59.218	4,0%	975.277	16,5	1,7	0:25:31
25.January	61.145	4,1%	996.132	16,3	1,7	0:25:55
26.January	86.054	5,8%	1.465.346	17,0	1,8	0:26:50
27.January	83.798	5,7%	1.533.456	18,3	1,8	0:26:59
28.January	81.438	5,5%	1.479.815	18,2	1,8	0:26:58
29.January	81.482	5,5%	1.524.047	18,7	1,8	0:28:02
30.January	77.458	5,3%	1.452.613	18,8	1,9	0:28:36
31.January	56.384	3,8%	952.036	16,9	1,7	0:26:46

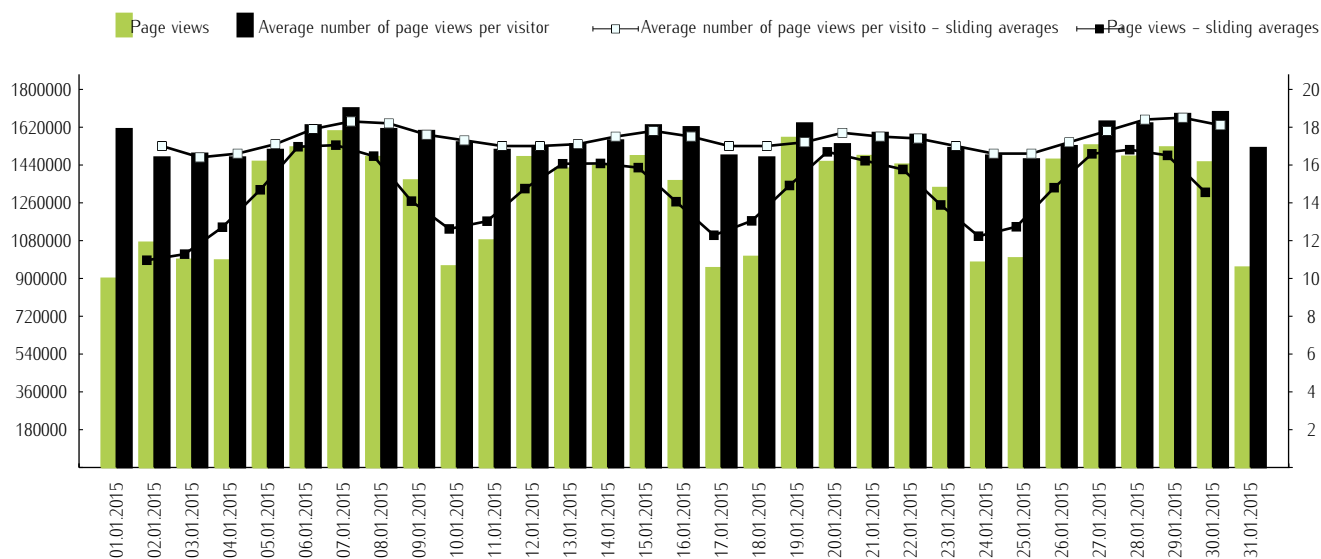


Comment:

Left side of graph: Represents number of Slovenian visitors.

Right side of graph: Represents website reach (in %) from Slovenian IP numbers.

Sliding averages: Sliding 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 in the middle of interval with length three.

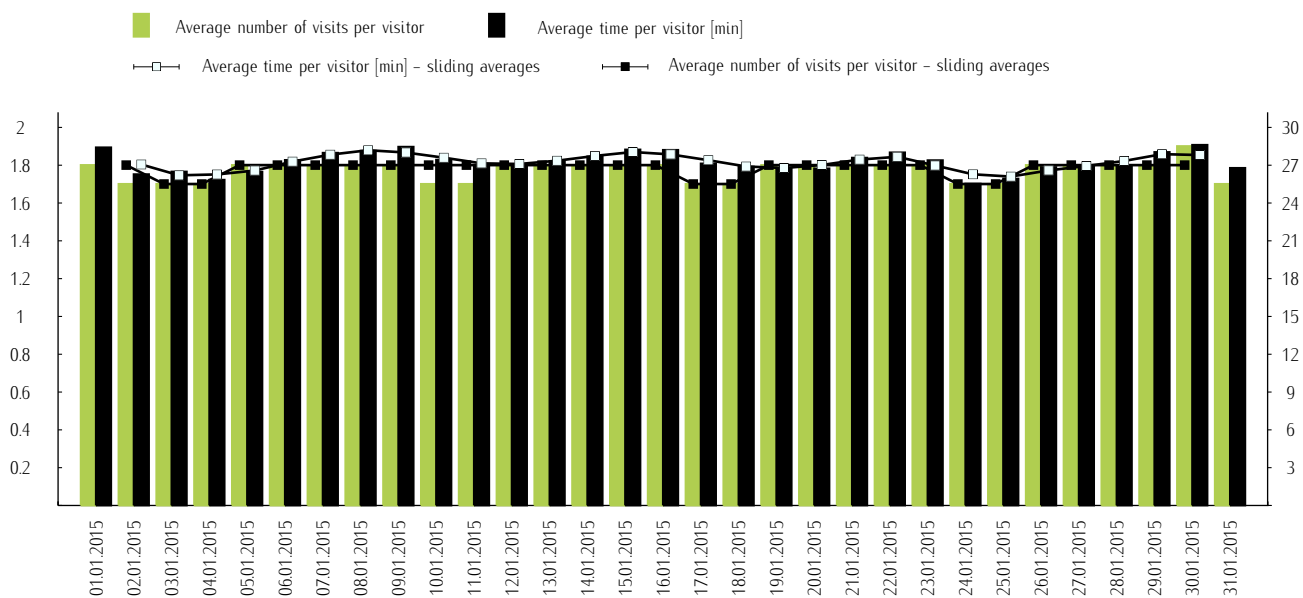


Comment:

Left side of graph: Represents page views that were made by Slovenian visitors.

Right side of graph: Represents average number of page views per Slovenian visitor.

Sliding averages: Sliding 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 in the middle of interval with length three.



Comment:

Left side of graph: Represents average number of visits per Slovenian visitor.

Right side of graph: Represents average time per Slovenian visitor [min].

Sliding averages: Sliding averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we summ three days in a row value and we divide it with three, every sliding average is in the middle of interval with length three.

Demographic profile of Slovenian visitors.

		Internet users (%)	Indeks defined by internet users	Page views (%)
Gender	male	51.2%	100	52.1%
	female	48.8%	100	47.9%
Age weighted	10-14	4.2%	68	0.3%
	15-19	5.2%	73	0.8%
	20-24	6.8%	83	1.3%
	25-29	8.8%	87	3.2%
	30-39	22.0%	98	13.9%
	40-49	20.0%	105	20.4%
	50-59	17.7%	118	29.1%
	60-75	15.1%	129	30.9%
Education	elementary school or lower	11.0%	119	12.3%
	three years of high school	23.5%	121	26.5%
	four years of high school	28.7%	102	34.6%
	high, higher school, university or higher still in school	21.4%	99	22.3%
Employment status	elementary school	5.0%	69	1.0%
	secondary school	3.9%	71	1.7%
	student	5.8%	75	1.5%
	employed in public sector	11.0%	99	10.3%
	employed in a company	35.8%	102	34.3%
	self-employed	6.9%	95	6.7%
	unemployed	10.0%	111	7.8%
	pensioner	16.4%	130	32.6%
	housewife	1.0%	108	1.4%
Average net income of a person per month	other	4.1%	115	2.8%
	no income	9.5%	101	4.2%
	less than EUR 365	7.1%	102	3.4%
	EUR 365 – EUR 730	27.0%	112	38.7%
	EUR 730 – EUR 1100	22.8%	106	23.8%
	EUR 1100 – EUR 1460	9.7%	98	11.7%
	more than EUR 1460	6.0%	91	7.4%
	don't want to answer	17.9%	83	10.8%
Region	Pomurska	5.7%	102	4.1%
	Podravska	14.5%	101	19.9%
	Koroška	3.9%	88	4.7%
	Savinjska	11.3%	103	10.6%
	Zasavska	3.1%	98	2.6%
	Spodnjeposavska	2.2%	87	2.6%
	Dolenjska	7.2%	92	6.0%
	Osrednje – slovenska	27.5%	101	29.0%
	Gorenjska	11.6%	103	10.5%
	Goriška	5.1%	106	4.5%
	Obalno – kraška	5.0%	100	2.8%
	Notranje – kraška	2.7%	98	2.7%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.01 to 31.01.2015. MOSS measurement took place during that period, which is consisted of technical measurement, telephone survey and web pop up survey.

Presentation media:

Trademark, main domain, publisher data and short description of media are informations provided by MOSS participants.

Reach of website:

Currency is measured Slovenian reach of the web site in period from 01.01 to 31.01.2015. Reach tells us, how many different visitors from Slovenian IP numbers has in given period of measurement visited chosen web site. Reach is calculated with technical measurement and corrected with data about size of web population obtained with telephone survey.

Estimated additional reach – foreign:

Estimated additional reach – foreign represents number of users which has accessed the web sites from IP numbers that are not Slovene. Data about estimated additional reach is not corrected with telephone survey data. In measured reach, which is MOSS currency foreign traffic is not included.

Reach (%):

In percentage expressed ratio between number of visitors (different persons from Slovenian IP numbers), which has in given period at least once visited chosen web site and total number of Slovenian web users in given time period.

Page view:

Page view is event during which visitor is looking at web site.

Average number of page views per visitor:

Average number of page views on chosen web site, which are created by visitor of that web site in given time period.

Average number of visits per visitor:

Average number of visits per visitor on chosen web site, which are created by visitor in given time period. As visit we define a series of successive page views on given web site.

Average time spent per visitor:

Average time, that is spent on web site by the visitor in given time period. We suppose that visit with one page view (displayed page is the first and the last page of visit) has duration 0.

Internet users (%) – Ratio in percentage between visitors of chosen target group, which have visited chosen web site and total number of visitors of chosen web site in given time period.

Index of similarity – Ratio between visitor structure in given target group on chosen web site and visitor structure on Slovenian web market.

Page views (%) – Ratio in percentage between page views, which were generated by target group on chosen web site and page views which were generated by all visitors of chosen web site in given time period.

In case there is no data available:

– Data is not available, because the site was not measured in given time period .

* 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($n=45$), meaning that at least 45 visitors visited chosen web site and that they have fulfilled MOSS questionnaire on at least one web site that is participating in MOSS.