



Trademark: Najdi.si

Main domain: www.najdi.si

Publisher:

Company: TSmedia, d.o.o.

Address : Cigaletova ulica 15

City: 1000 Ljubljana

Contact person: Andraž Šegš

Contact person e-mail: andrazsegs@tsmedia.si

Contact person telephone number: 01/ 513 84 47

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: February 2015

Reach – Slovenia: 469.335

Estimated additional reach – Foreign: 59.579

Monthly traffic (Slovenian visitors)

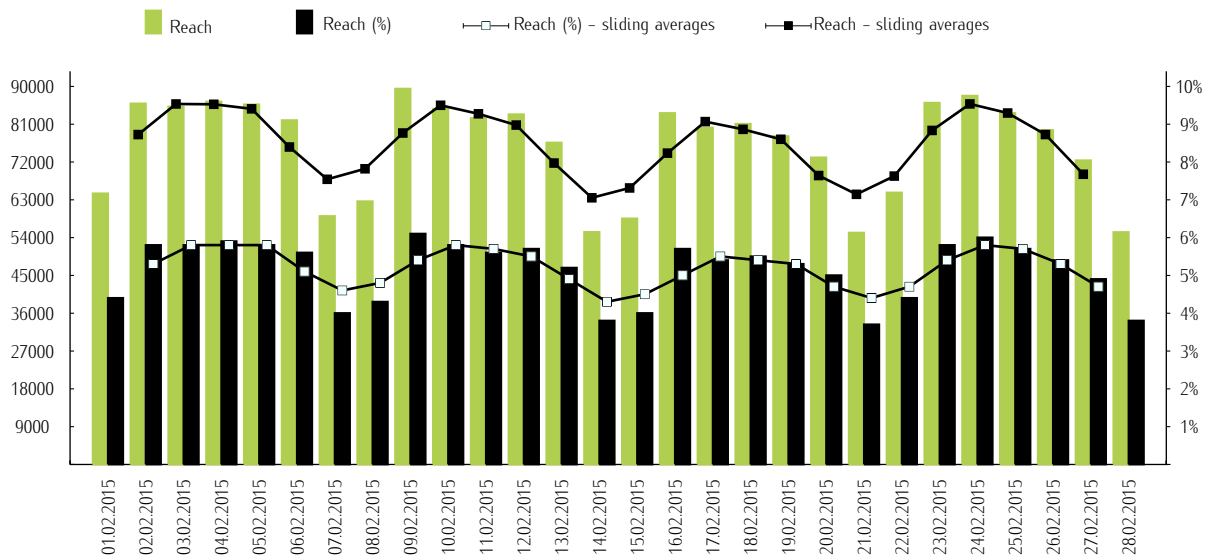
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.02-28.02.2015	469.335	31,9%	35.280.618	75,2	8,0	1:58:55

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]
01.02-01.02.2015	64.478	4,4%	1.127.922	17,5	1,7	0:25:59
02.02-08.02.2015	254.838	17,3%	9.784.531	38,4	3,8	0:58:54
09.02-15.02.2015	248.087	16,9%	8.530.632	34,4	3,8	0:55:19
16.02-22.02.2015	242.467	16,5%	8.336.851	34,4	3,8	0:55:35
23.02-28.02.2015	232.775	15,8%	7.500.682	32,2	3,5	0:51:16

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.February	64.478	4,4%	1.127.922	17,5	1,7	0:25:59
02.February	85.889	5,8%	1.491.160	17,4	1,8	0:26:25
03.February	85.156	5,8%	1.533.206	18,0	1,8	0:27:20
04.February	86.340	5,9%	1.572.178	18,2	1,8	0:27:47
05.February	85.665	5,8%	1.544.307	18,0	1,9	0:28:51
06.February	81.906	5,6%	1.549.335	18,9	1,8	0:29:09
07.February	59.080	4,0%	1.079.586	18,3	1,7	0:26:39
08.February	62.602	4,3%	1.014.759	16,2	1,7	0:25:13
09.February	89.413	6,1%	1.306.165	14,6	1,8	0:23:23
10.February	84.624	5,8%	1.361.896	16,1	1,8	0:26:19
11.February	82.416	5,6%	1.374.480	16,7	1,8	0:26:26
12.February	83.315	5,7%	1.359.825	16,3	1,8	0:25:53
13.February	76.577	5,2%	1.276.226	16,7	1,8	0:27:06
14.February	55.289	3,8%	916.756	16,6	1,7	0:26:42
15.February	58.513	4,0%	935.284	16,0	1,7	0:25:55
16.February	83.607	5,7%	1.384.656	16,6	1,8	0:26:14
17.February	80.143	5,4%	1.341.473	16,7	1,8	0:27:09
18.February	81.038	5,5%	1.343.085	16,6	1,8	0:26:31
19.February	78.095	5,3%	1.234.093	15,8	1,8	0:25:47
20.February	73.039	5,0%	1.210.322	16,6	1,8	0:26:46
21.February	55.134	3,7%	844.235	15,3	1,7	0:25:08
22.February	64.688	4,4%	978.987	15,1	1,7	0:24:46
23.February	86.058	5,8%	1.374.020	16,0	1,8	0:25:26
24.February	87.735	6,0%	1.499.963	17,1	1,8	0:26:03
25.February	83.619	5,7%	1.348.233	16,1	1,8	0:25:47
26.February	79.566	5,4%	1.298.196	16,3	1,8	0:25:56
27.February	72.353	4,9%	1.171.928	16,2	1,8	0:26:12
28.February	55.269	3,8%	808.342	14,6	1,7	0:24:16

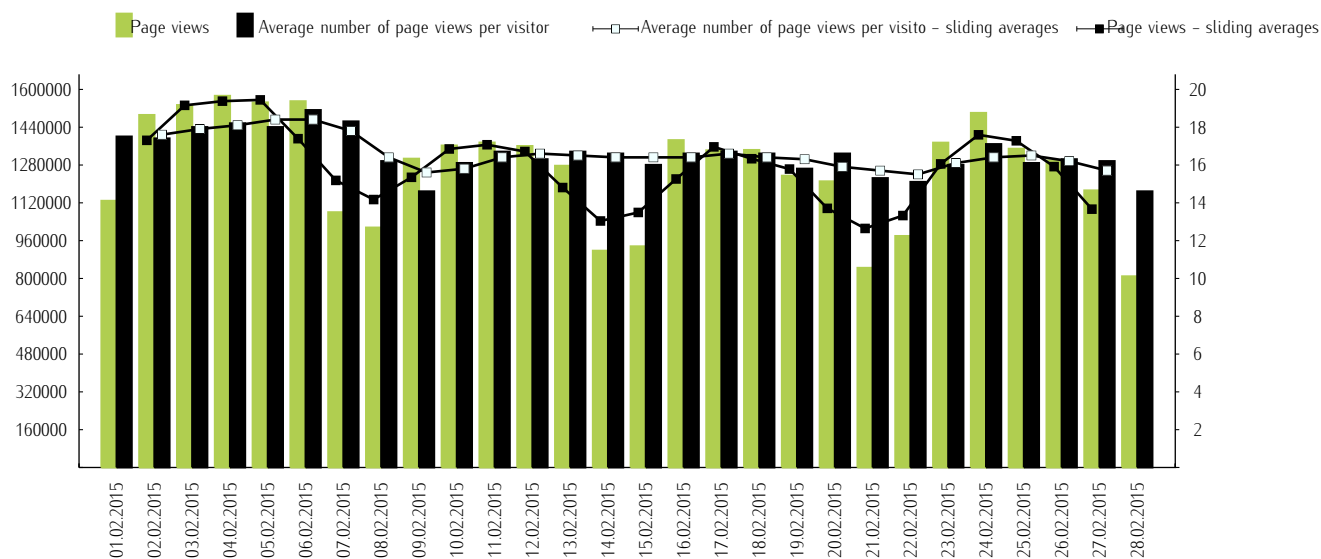


Comment:

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 summ three days in a row value and we divide it with three, every sliding average is in the middle of interval with lenght three.

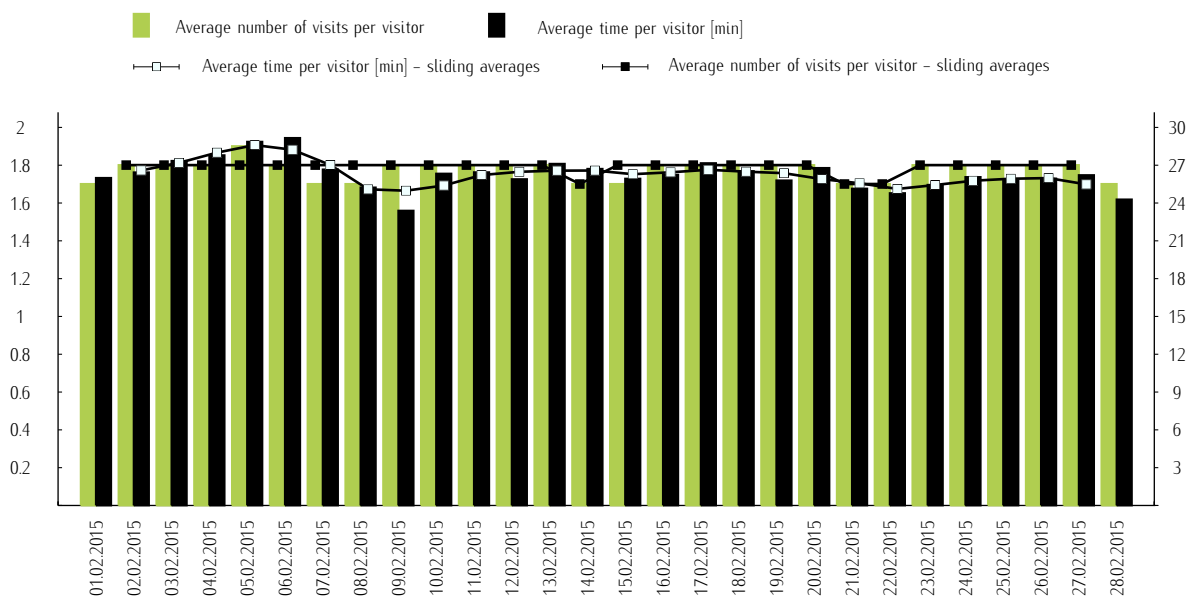


Comment:

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 summ three days in a row value and we divide it with three, every sliding average is in the middle of interval with lenght 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	51.3%	100	52.5%
	female	48.7%	100	47.5%
Age weighted	10-14	5.3%	84	1.0%
	15-19	4.7%	65	0.9%
	20-24	6.9%	83	1.3%
	25-29	8.8%	86	2.9%
	30-39	20.6%	92	10.8%
	40-49	19.6%	103	20.4%
	50-59	18.7%	125	30.3%
	60-75	15.5%	132	32.6%
Education	elementary school or lower	9.1%	98	13.3%
	three years of high school	22.8%	117	30.8%
	four years of high school	30.4%	107	30.5%
	high, higher school, university or higher	21.5%	100	21.6%
Employment status	still in school	16.3%	76	3.8%
	elementary school	5.3%	73	1.3%
	secondary school	4.1%	73	0.8%
	student	6.1%	77	1.6%
	employed in public sector	11.2%	101	9.4%
	employed in a company	34.9%	99	35.8%
	self-employed	7.2%	103	5.6%
	unemployed	9.8%	110	8.3%
	pensioner	16.4%	132	32.4%
	housewife	1.7%	165	2.0%
Average net income of a person per month	other	3.4%	96	2.8%
	no income	9.1%	98	3.2%
	less than EUR 365	7.1%	103	5.1%
	EUR 365 – EUR 730	26.8%	112	39.6%
	EUR 730 – EUR 1100	23.0%	106	22.8%
	EUR 1100 – EUR 1460	9.4%	98	8.6%
	more than EUR 1460	5.8%	89	7.3%
	don't want to answer	18.8%	86	13.5%
Region	Pomurska	6.3%	106	4.1%
	Podravska	15.2%	103	19.7%
	Koroška	4.2%	99	5.0%
	Savinjska	10.9%	104	9.3%
	Zasavska	3.3%	110	2.5%
	Spodnjeposavska	2.6%	95	2.4%
	Dolenjska	7.0%	89	5.6%
	Osrednje – slovenska	27.6%	101	31.0%
	Gorenjska	11.0%	95	9.6%
	Goriška	4.9%	107	4.2%
	Obalno – kraška	4.5%	91	4.1%
	Notranje – kraška	2.6%	97	2.6%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.02 to 28.02.2015. 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 01.02 to 28.02.2015. 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.