



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: May 2015

Reach - Slovenia: 470.597

Estimated additional reach - Foreign: 66.679

Monthly traffic (Slovenian visitors)

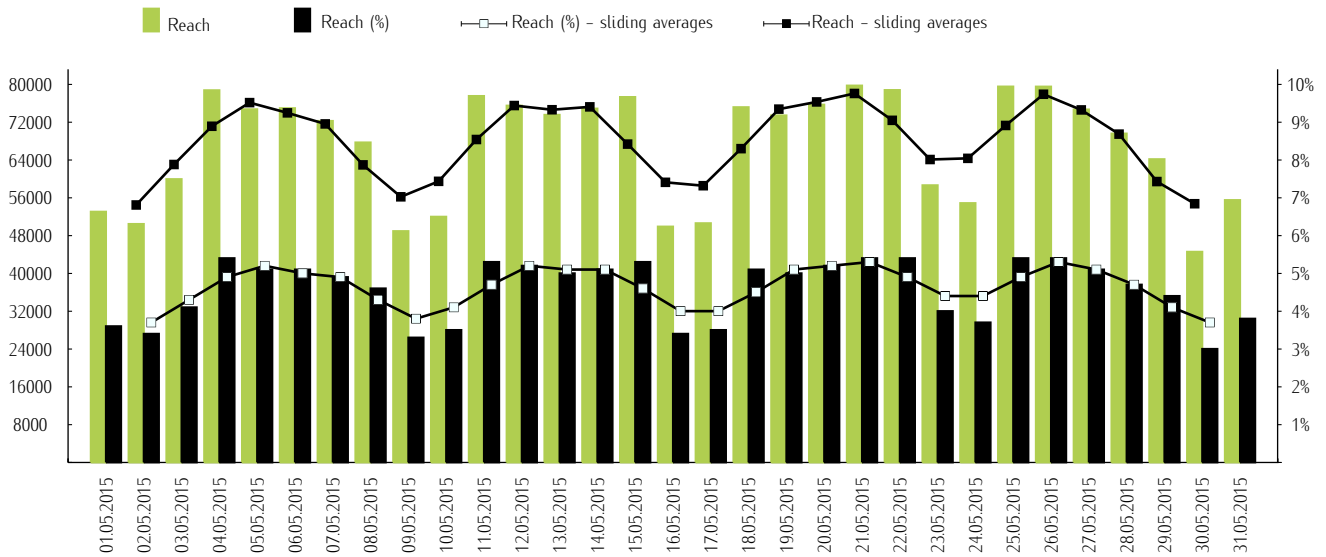
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.05-31.05.2015	470.597	32,1%	31.103.745	66,1	7,6	1:46:29

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]
01.05-03.05.2015	112.294	7,7%	2.377.342	21,2	2,4	0:34:29
04.05-10.05.2015	227.523	15,5%	6.957.745	30,6	3,5	0:49:31
11.05-17.05.2015	232.183	15,9%	7.100.866	30,6	3,6	0:49:13
18.05-24.05.2015	239.811	16,4%	7.562.980	31,5	3,6	0:50:56
25.05-31.05.2015	230.051	15,7%	7.104.812	30,9	3,5	0:49:15

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.May	53.031	3,6%	789.096	14,9	1,7	0:23:55
02.May	50.437	3,4%	717.921	14,2	1,7	0:23:37
03.May	59.923	4,1%	870.325	14,5	1,7	0:23:35
04.May	78.730	5,4%	1.180.643	15,0	1,7	0:24:08
05.May	74.709	5,1%	1.055.616	14,1	1,7	0:23:00
06.May	74.933	5,1%	1.126.909	15,0	1,7	0:24:19
07.May	72.236	4,9%	1.102.873	15,3	1,7	0:24:46
08.May	67.686	4,6%	1.032.987	15,3	1,7	0:24:47
09.May	48.921	3,3%	721.336	14,7	1,6	0:23:44
10.May	51.971	3,5%	737.381	14,2	1,6	0:23:04
11.May	77.516	5,3%	1.045.911	13,5	1,7	0:21:13
12.May	75.476	5,2%	1.144.944	15,2	1,7	0:23:54
13.May	73.527	5,0%	1.115.449	15,2	1,7	0:24:42
14.May	74.852	5,1%	1.162.230	15,5	1,8	0:24:47
15.May	77.300	5,3%	1.196.318	15,5	1,7	0:24:51
16.May	49.885	3,4%	720.670	14,4	1,7	0:23:57
17.May	50.594	3,5%	715.344	14,1	1,7	0:23:35
18.May	75.148	5,1%	1.146.591	15,3	1,7	0:24:45
19.May	73.410	5,0%	1.106.588	15,1	1,7	0:24:25
20.May	75.683	5,2%	1.180.278	15,6	1,8	0:24:53
21.May	79.722	5,4%	1.254.886	15,7	1,8	0:25:05
22.May	78.777	5,4%	1.240.738	15,8	1,8	0:25:15
23.May	58.628	4,0%	851.303	14,5	1,7	0:23:45
24.May	54.851	3,7%	782.596	14,3	1,7	0:23:39
25.May	79.516	5,4%	1.215.748	15,3	1,7	0:24:20
26.May	79.506	5,4%	1.202.068	15,1	1,7	0:24:23
27.May	74.662	5,1%	1.142.820	15,3	1,7	0:24:51
28.May	69.568	4,7%	1.097.698	15,8	1,7	0:25:00
29.May	64.143	4,4%	1.063.208	16,6	1,7	0:24:44
30.May	44.552	3,0%	624.433	14,0	1,6	0:22:58
31.May	55.493	3,8%	758.837	13,7	1,6	0:22:33

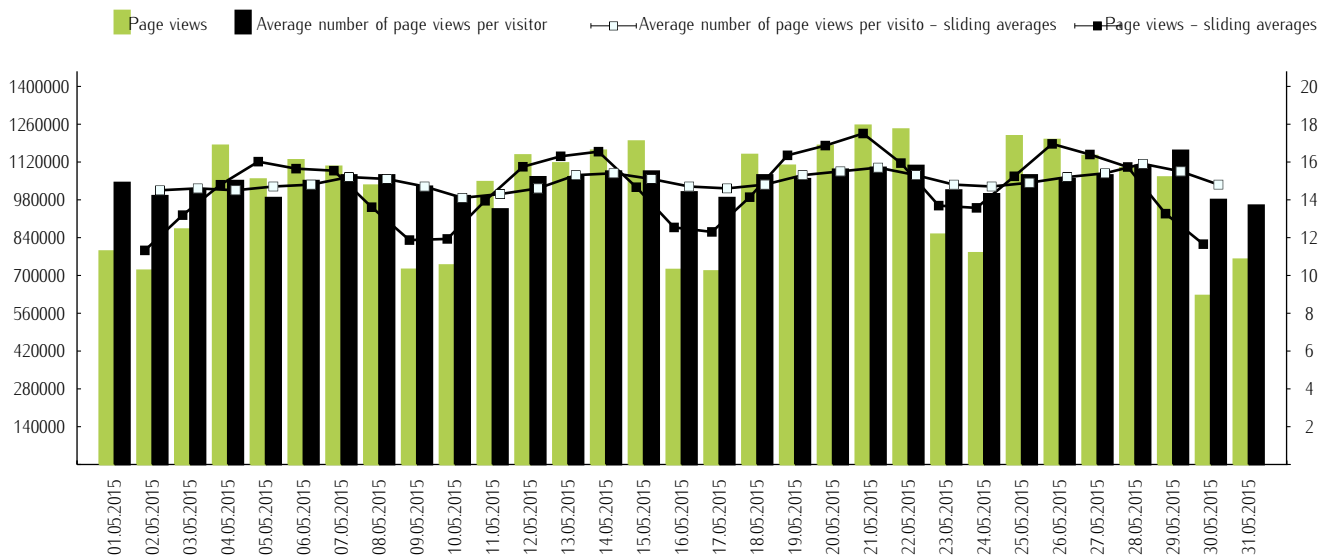


Comment:

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.

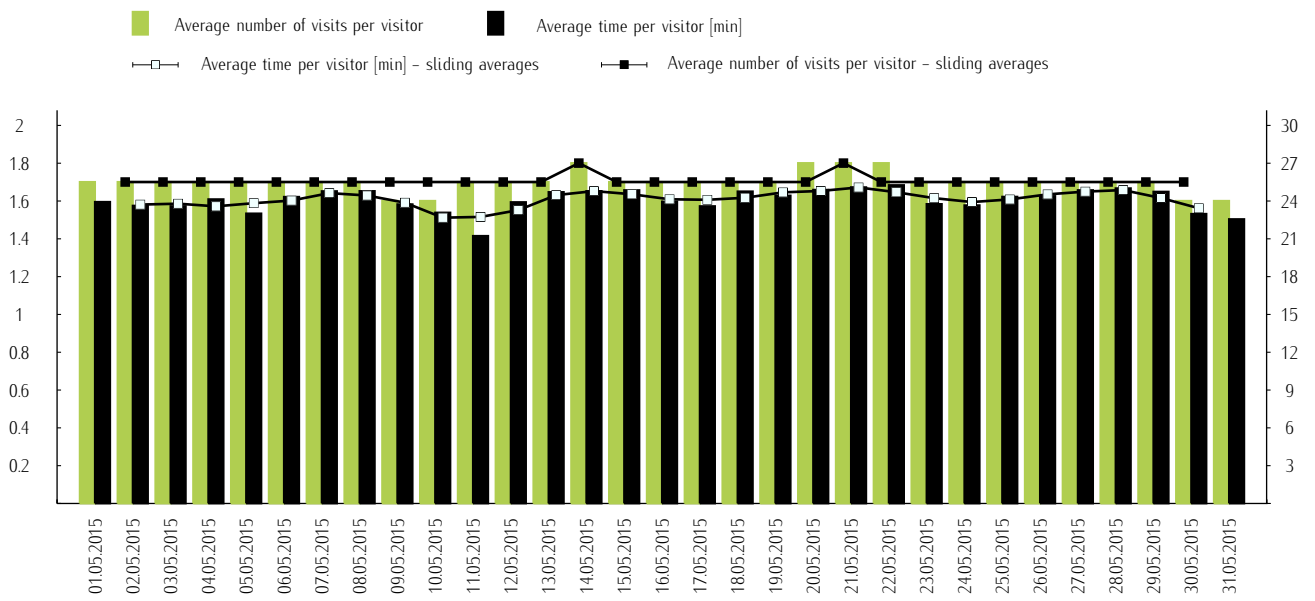


Comment:

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 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.

Demographic profile of Slovenian visitors.

		Internet users (%)	Indeks defined by internet users	Page views (%)
Gender	male	51.2%	99	50.0%
	female	48.8%	101	50.0%
Age weighted	10-14	2.9%	52	0.3%
	15-19	5.0%	68	0.7%
	20-24	6.5%	77	1.4%
	25-29	8.8%	87	2.6%
	30-39	21.5%	95	10.6%
	40-49	20.5%	105	23.4%
	50-59	19.4%	126	29.2%
	60-75	15.4%	138	31.8%
Education	elementary school or lower	10.1%	107	9.0%
	three years of high school	23.7%	115	31.9%
	four years of high school	29.5%	108	33.8%
	high, higher school, university or higher still in school	22.4%	104	22.2%
Employment status	elementary school	3.9%	57	0.6%
	secondary school	3.7%	65	0.7%
	student	6.0%	78	1.5%
	employed in public sector	11.8%	106	10.2%
	employed in a company	35.4%	99	33.0%
	self-employed	7.8%	101	7.5%
	unemployed	9.7%	107	5.0%
	pensioner	16.4%	135	37.2%
	housewife	1.5%	154	1.7%
other	3.9%	120	2.7%	
Average net income of a person per month	no income	8.5%	92	5.2%
	less than EUR 365	7.8%	105	4.0%
	EUR 365 – EUR 730	25.9%	107	37.4%
	EUR 730 – EUR 1100	23.7%	110	26.4%
	EUR 1100 – EUR 1460	9.8%	102	8.2%
	more than EUR 1460	6.5%	98	6.7%
	don't want to answer	17.7%	84	12.0%
Region	Pomurska	5.7%	90	3.9%
	Podravska	14.6%	101	15.2%
	Koroška	3.9%	98	6.0%
	Savinjska	10.9%	97	9.3%
	Zasavska	3.4%	114	1.9%
	Spodnjeposavska	2.6%	89	2.9%
	Dolenjska	7.7%	100	5.3%
	Osrednje – slovenska	28.2%	107	30.6%
	Gorenjska	10.7%	95	13.7%
	Goriška	5.2%	104	5.4%
	Obalno – kraška	4.8%	97	3.4%
	Notranje – kraška	2.2%	87	2.3%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.05 to 31.05.2015. 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 01.05 to 31.05.2015. 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.