



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: June 2015

Reach - Slovenia: 453.175

Estimated additional reach - Foreign: 57.428

#### Monthly traffic (Slovenian visitors)

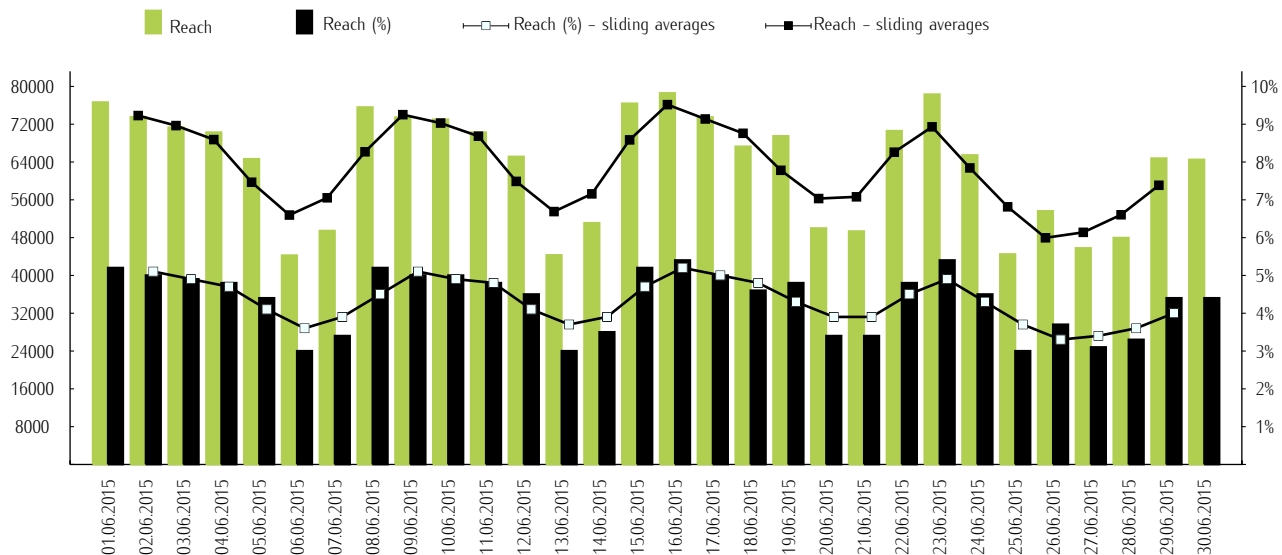
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.06-30.06.2015	453.175	31,1%	27.509.750	60,7	7,2	1:37:20

#### 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]
01.06-07.06.2015	222.753	15,3%	6.364.545	28,6	3,4	0:45:25
08.06-14.06.2015	223.401	15,3%	6.837.126	30,6	3,5	0:48:39
15.06-21.06.2015	228.810	15,7%	6.709.612	29,3	3,5	0:48:00
22.06-28.06.2015	207.802	14,2%	5.881.201	28,3	3,3	0:45:33
29.06-30.06.2015	100.464	6,9%	1.717.266	17,1	2,2	0:26:36

#### 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.June	76.614	5,2%	1.096.854	14,3	1,7	0:22:50
02.June	73.511	5,0%	1.053.995	14,3	1,7	0:23:05
03.June	71.303	4,9%	992.174	13,9	1,7	0:22:23
04.June	70.250	4,8%	948.146	13,5	1,7	0:21:36
05.June	64.625	4,4%	982.448	15,2	1,7	0:23:26
06.June	44.221	3,0%	620.751	14,0	1,6	0:22:03
07.June	49.430	3,4%	670.177	13,6	1,6	0:21:36
08.June	75.569	5,2%	1.107.077	14,6	1,7	0:22:54
09.June	73.437	5,0%	1.141.931	15,5	1,7	0:24:08
10.June	72.987	5,0%	1.158.636	15,9	1,7	0:24:43
11.June	70.241	4,8%	1.063.965	15,1	1,7	0:24:33
12.June	65.113	4,5%	991.833	15,2	1,7	0:24:52
13.June	44.280	3,0%	647.840	14,6	1,6	0:23:29
14.June	51.078	3,5%	725.844	14,2	1,7	0:23:02
15.June	76.362	5,2%	1.129.252	14,8	1,7	0:24:22
16.June	78.557	5,4%	1.160.911	14,8	1,7	0:24:32
17.June	73.444	5,0%	1.128.812	15,4	1,7	0:24:53
18.June	67.261	4,6%	1.008.423	15,0	1,7	0:24:58
19.June	69.464	4,8%	973.944	14,0	1,7	0:22:38
20.June	49.960	3,4%	652.213	13,1	1,7	0:21:04
21.June	49.320	3,4%	656.057	13,3	1,6	0:21:36
22.June	70.564	4,8%	1.036.963	14,7	1,7	0:23:30
23.June	78.290	5,4%	1.180.727	15,1	1,8	0:23:58
24.June	65.423	4,5%	950.502	14,5	1,7	0:23:47
25.June	44.474	3,0%	639.110	14,4	1,6	0:22:38
26.June	53.594	3,7%	765.563	14,3	1,7	0:23:01
27.June	45.757	3,1%	651.757	14,2	1,7	0:22:53
28.June	47.943	3,3%	656.579	13,7	1,6	0:22:41
29.June	64.754	4,4%	901.901	13,9	1,7	0:20:27
30.June	64.479	4,4%	815.365	12,6	1,7	0:20:55

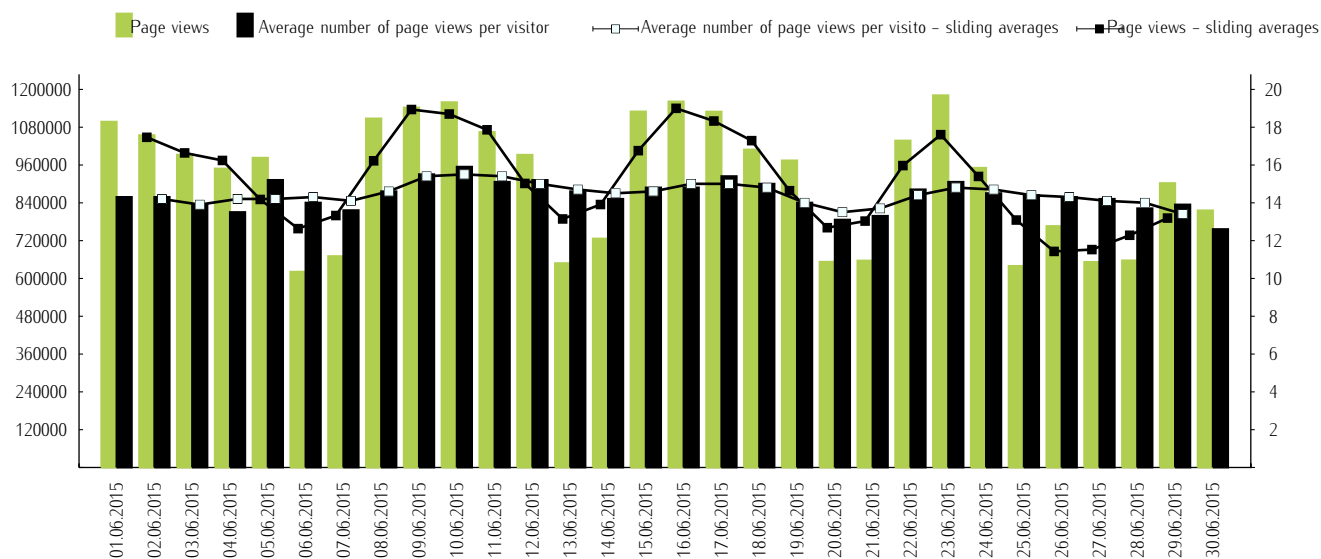


Comment:

**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.

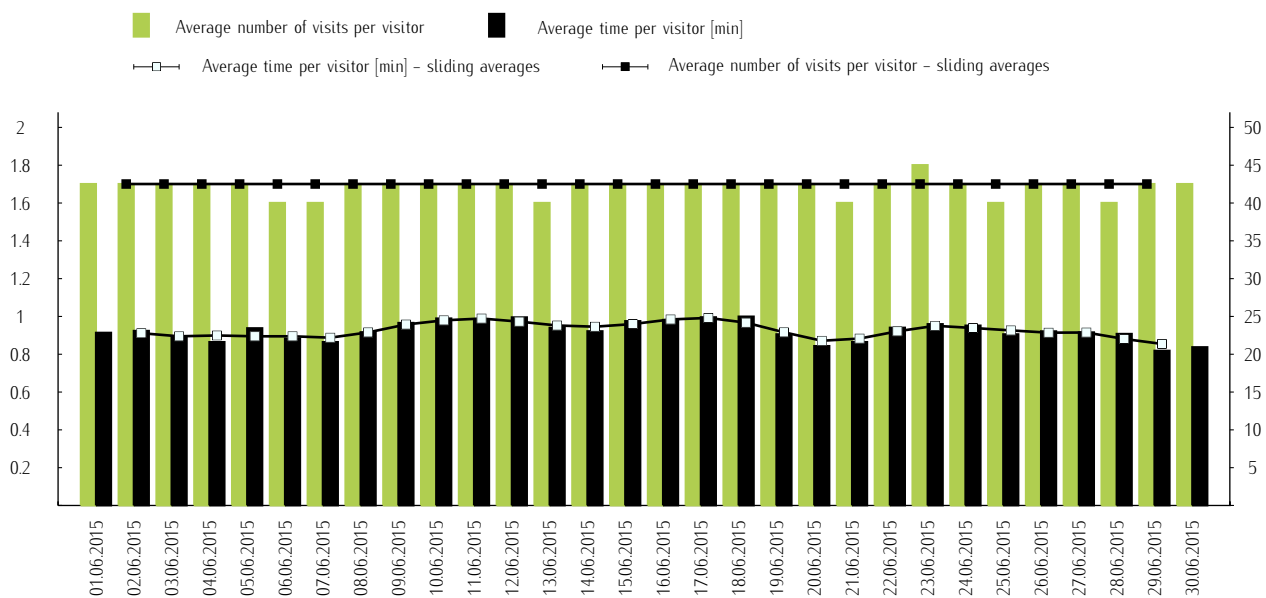


Comment:

**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	53.2%	103	55.4%
	female	46.8%	97	44.6%
Age weighted	10-14	*	*	*
	15-19	6.0%	81	0.8%
	20-24	6.7%	79	1.3%
	25-29	9.4%	92	2.6%
	30-39	19.9%	88	13.1%
	40-49	21.7%	111	24.0%
	50-59	19.0%	124	28.1%
	60-75	14.4%	129	29.8%
Education	elementary school or lower	10.7%	113	7.7%
	three years of high school	23.7%	115	30.2%
	four years of high school	29.1%	106	36.0%
	high, higher school, university or higher still in school	22.0%	102	23.6%
Employment status	elementary school	3.8%	56	0.4%
	secondary school	3.9%	67	0.5%
	student	6.1%	80	1.4%
	employed in public sector	11.6%	105	13.7%
	employed in a company	35.8%	100	34.9%
	self-employed	8.0%	103	7.1%
	unemployed	9.7%	111	6.5%
	pensioner	16.4%	133	30.7%
	housewife	1.3%	161	1.4%
Average net income of a person per month	other	3.4%	110	3.5%
	no income	9.3%	106	4.1%
	less than EUR 365	7.2%	94	3.8%
	EUR 365 – EUR 730	27.3%	110	39.3%
	EUR 730 – EUR 1100	22.6%	105	24.1%
	EUR 1100 – EUR 1460	10.5%	107	11.3%
	more than EUR 1460	6.4%	97	8.2%
	don't want to answer	16.7%	80	9.1%
Region	Pomurska	6.7%	113	3.5%
	Podravska	14.3%	100	15.2%
	Koroška	3.9%	96	6.0%
	Savinjska	11.3%	101	9.1%
	Zasavska	2.8%	91	2.0%
	Spodnjeposavska	2.8%	101	3.2%
	Dolenjska	6.4%	78	4.8%
	Osrednje – slovenska	27.3%	103	30.5%
	Gorenjska	11.1%	99	11.9%
	Goriška	5.7%	122	4.3%
	Obalno – kraška	5.0%	91	5.5%
	Notranje – kraška	2.7%	101	4.0%

## **Legend and comments:**

### **Description of MOSS measurement:**

MOSS certificate is prepared for period from 01.06 to 30.06.2015. 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 01.06 to 30.06.2015. 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.