



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: July 2015

Reach - Slovenia: 431.625

Estimated additional reach - Foreign: 62.214

Monthly traffic (Slovenian visitors)

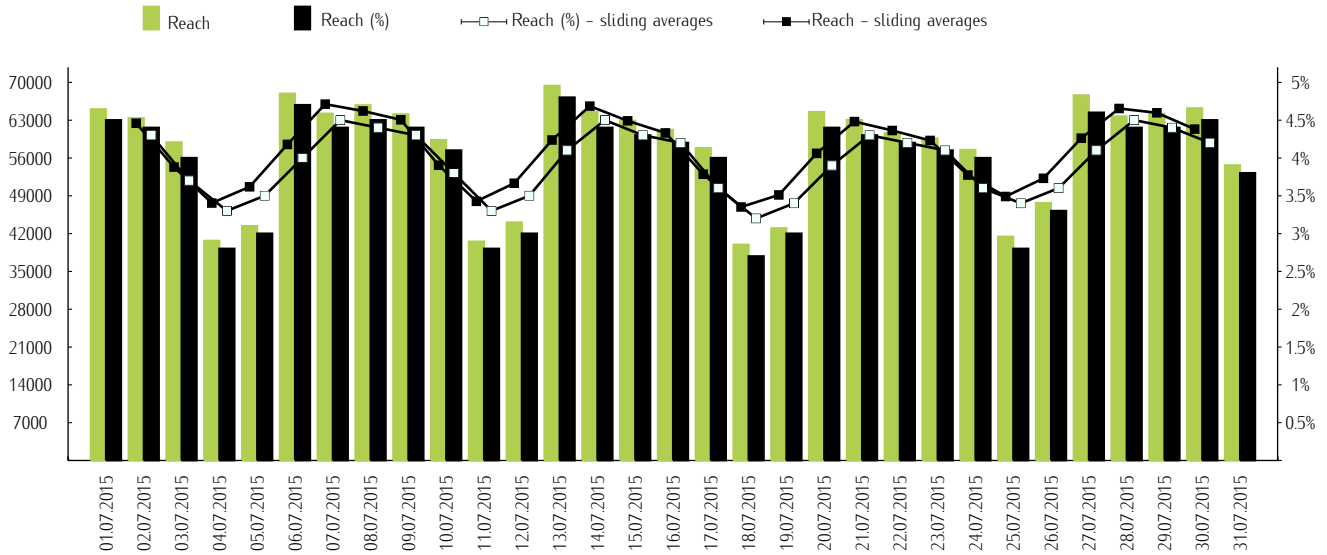
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.07-31.07.2015	431.625	29,7%	25.635.060	59,4	7,1	1:37:59

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]
01.07-05.07.2015	159.460	11,0%	3.787.237	23,8	2,8	0:38:01
06.07-12.07.2015	202.966	14,0%	5.713.790	28,2	3,4	0:46:58
13.07-19.07.2015	197.794	13,6%	5.764.242	29,1	3,5	0:48:49
20.07-26.07.2015	195.832	13,5%	5.719.961	29,2	3,5	0:48:04
27.07-31.07.2015	173.586	11,9%	4.649.830	26,8	3,2	0:43:57

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.July	65.013	4,5%	822.226	12,6	1,7	0:21:41
02.July	63.367	4,4%	826.408	13,0	1,7	0:22:35
03.July	58.883	4,0%	832.036	14,1	1,7	0:23:00
04.July	40.669	2,8%	577.220	14,2	1,6	0:22:13
05.July	43.380	3,0%	729.347	16,8	1,7	0:22:13
06.July	67.904	4,7%	950.759	14,0	1,7	0:22:48
07.July	64.206	4,4%	915.988	14,3	1,7	0:24:08
08.July	65.755	4,5%	963.676	14,7	1,8	0:24:18
09.July	64.093	4,4%	927.386	14,5	1,7	0:23:54
10.July	59.322	4,1%	816.778	13,8	1,7	0:23:17
11.July	40.517	2,8%	537.624	13,3	1,6	0:22:34
12.July	44.059	3,0%	601.579	13,7	1,6	0:22:55
13.July	69.359	4,8%	991.017	14,3	1,7	0:23:46
14.July	64.527	4,4%	940.862	14,6	1,7	0:24:26
15.July	62.888	4,3%	936.541	14,9	1,7	0:24:47
16.July	61.190	4,2%	892.345	14,6	1,7	0:24:19
17.July	57.805	4,0%	840.594	14,5	1,7	0:24:31
18.July	39.938	2,7%	558.798	14,0	1,7	0:23:57
19.July	42.986	3,0%	604.085	14,1	1,7	0:23:31
20.July	64.515	4,4%	946.717	14,7	1,7	0:23:36
21.July	63.030	4,3%	928.835	14,7	1,7	0:23:57
22.July	60.630	4,2%	899.265	14,8	1,7	0:24:42
23.July	59.579	4,1%	905.406	15,2	1,8	0:25:47
24.July	57.486	4,0%	823.939	14,3	1,7	0:23:54
25.July	41.422	2,8%	562.492	13,6	1,7	0:21:56
26.July	47.660	3,3%	653.307	13,7	1,7	0:22:18
27.July	67.590	4,6%	981.611	14,5	1,7	0:23:02
28.July	63.710	4,4%	960.481	15,1	1,7	0:24:26
29.July	64.155	4,4%	924.046	14,4	1,7	0:24:02
30.July	65.196	4,5%	959.823	14,7	1,8	0:24:41
31.July	54.640	3,8%	823.869	15,1	1,7	0:24:58

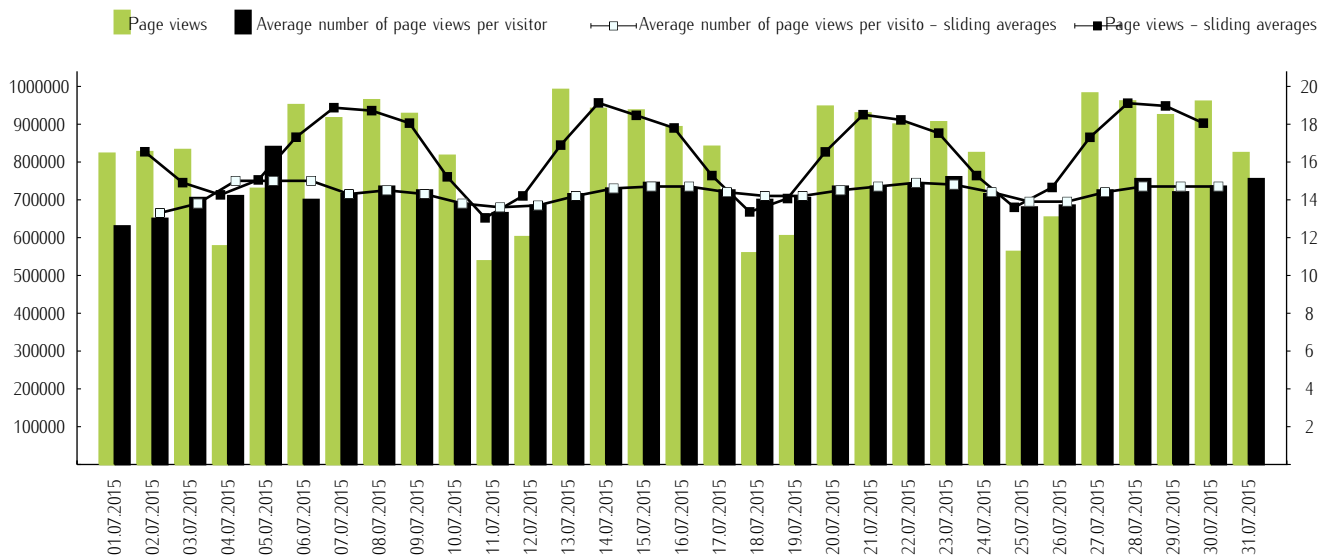


Comment:

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 length three.

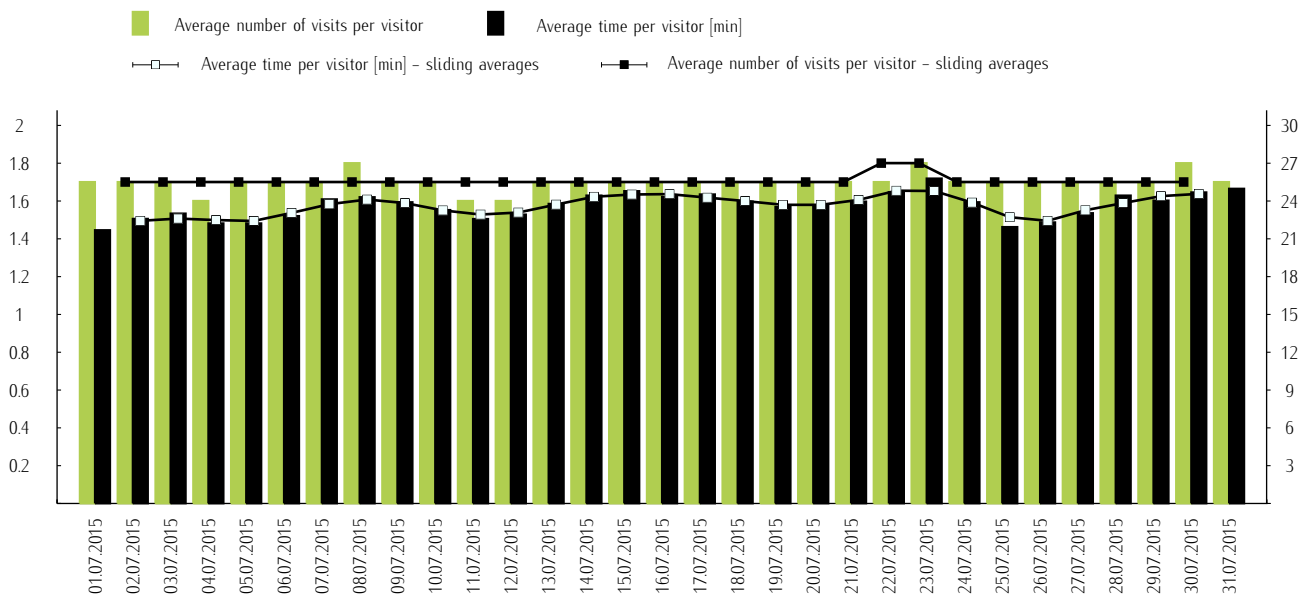


Comment:

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 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.



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	53.5%	103	56.1%
	female	46.5%	97	43.9%
Age weighted	10-14	*	*	*
	15-19	4.2%	59	0.5%
	20-24	7.5%	88	1.6%
	25-29	7.7%	77	2.1%
	30-39	20.9%	93	16.6%
	40-49	20.8%	105	24.5%
	50-59	19.0%	129	25.5%
	60-75	15.0%	140	28.8%
Education	elementary school or lower	12.5%	127	10.6%
	three years of high school	22.9%	115	34.7%
	four years of high school	28.5%	102	31.9%
	high, higher school, university or higher still in school	21.2%	99	19.8%
Employment status	elementary school	5.6%	71	1.2%
	secondary school	3.4%	61	0.6%
	student	5.2%	77	1.1%
	employed in public sector	10.9%	101	8.2%
	employed in a company	35.9%	100	41.4%
	self-employed	8.1%	99	8.2%
	unemployed	9.7%	111	5.4%
	pensioner	16.6%	142	28.7%
	housewife	1.0%	112	1.4%
other	3.6%	106	3.9%	
Average net income of a person per month	no income	9.1%	104	4.3%
	less than EUR 365	6.4%	90	4.0%
	EUR 365 - EUR 730	27.7%	115	36.3%
	EUR 730 - EUR 1100	23.5%	107	29.8%
	EUR 1100 - EUR 1460	9.0%	91	10.5%
	more than EUR 1460	6.4%	95	6.0%
	don't want to answer	17.9%	83	9.2%
Region	Pomurska	5.7%	95	3.9%
	Podravska	13.8%	99	12.1%
	Koroška	3.9%	100	7.0%
	Savinjska	10.6%	98	11.5%
	Zasavska	3.9%	123	3.0%
	Spodnjeposavska	2.5%	89	3.5%
	Dolenjska	7.2%	86	6.5%
	Osrednje - slovenska	28.3%	106	28.8%
	Gorenjska	11.6%	101	11.4%
	Goriška	4.8%	104	5.1%
	Obalno - kraška	4.7%	83	3.6%
	Notranje - kraška	3.0%	111	3.5%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.07 to 31.07.2015. 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 01.07 to 31.07.2015. 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.