



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: September 2015

Reach - Slovenia: 442.811

Estimated additional reach - Foreign: 57.710

Monthly traffic (Slovenian visitors)

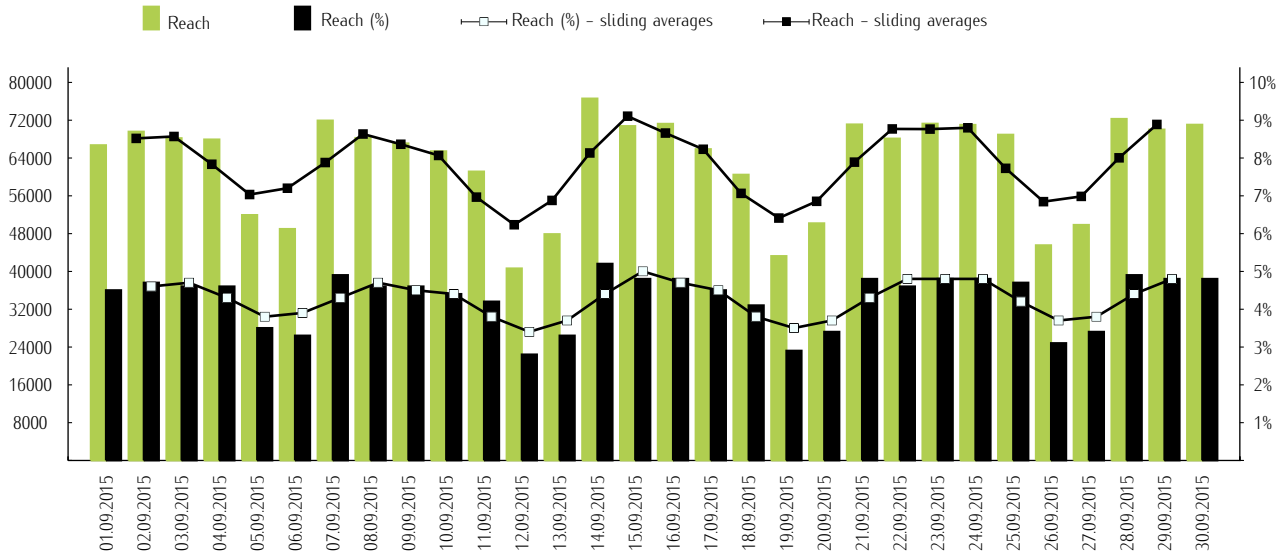
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.09-30.09.2015	442.811	30,1%	26.579.993	60,0	7,1	1:39:33

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]
01.09-06.09.2015	197.528	13,4%	5.116.167	25,9	3,1	0:43:30
07.09-13.09.2015	209.230	14,2%	5.877.757	28,1	3,3	0:46:25
14.09-20.09.2015	216.141	14,7%	6.207.196	28,7	3,4	0:47:50
21.09-27.09.2015	221.005	15,0%	6.375.577	28,8	3,4	0:47:27
28.09-30.09.2015	143.214	9,7%	3.003.296	21,0	2,5	0:34:34

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.September	66.680	4,5%	943.680	14,2	1,7	0:23:52
02.September	69.547	4,7%	963.098	13,8	1,7	0:23:41
03.September	68.168	4,6%	952.860	14,0	1,7	0:23:20
04.September	67.894	4,6%	938.204	13,8	1,7	0:23:08
05.September	51.908	3,5%	691.174	13,3	1,6	0:21:49
06.September	48.959	3,3%	627.151	12,8	1,6	0:21:36
07.September	71.898	4,9%	985.799	13,7	1,7	0:22:35
08.September	68.214	4,6%	974.555	14,3	1,7	0:23:25
09.September	67.064	4,6%	948.408	14,1	1,7	0:23:29
10.September	65.394	4,4%	936.852	14,3	1,7	0:23:14
11.September	61.107	4,2%	860.502	14,1	1,7	0:23:36
12.September	40.608	2,8%	547.497	13,5	1,6	0:22:40
13.September	47.863	3,3%	624.144	13,0	1,6	0:21:34
14.September	76.554	5,2%	1.077.360	14,1	1,7	0:22:48
15.September	70.729	4,8%	982.159	13,9	1,7	0:23:10
16.September	71.210	4,8%	1.007.778	14,2	1,7	0:23:25
17.September	65.843	4,5%	932.351	14,2	1,7	0:24:16
18.September	60.441	4,1%	919.112	15,2	1,7	0:24:49
19.September	43.220	2,9%	611.865	14,2	1,6	0:24:13
20.September	50.157	3,4%	676.571	13,5	1,6	0:22:46
21.September	71.076	4,8%	1.020.813	14,4	1,7	0:23:49
22.September	68.084	4,6%	990.506	14,5	1,7	0:24:03
23.September	71.236	4,8%	1.010.462	14,2	1,7	0:24:00
24.September	70.981	4,8%	1.006.080	14,2	1,7	0:23:45
25.September	68.905	4,7%	975.731	14,2	1,7	0:23:55
26.September	45.508	3,1%	702.688	15,4	1,6	0:22:02
27.September	49.818	3,4%	669.297	13,4	1,6	0:22:18
28.September	72.247	4,9%	996.009	13,8	1,7	0:22:52
29.September	69.991	4,8%	968.877	13,8	1,7	0:23:38
30.September	71.017	4,8%	1.038.410	14,6	1,7	0:23:09

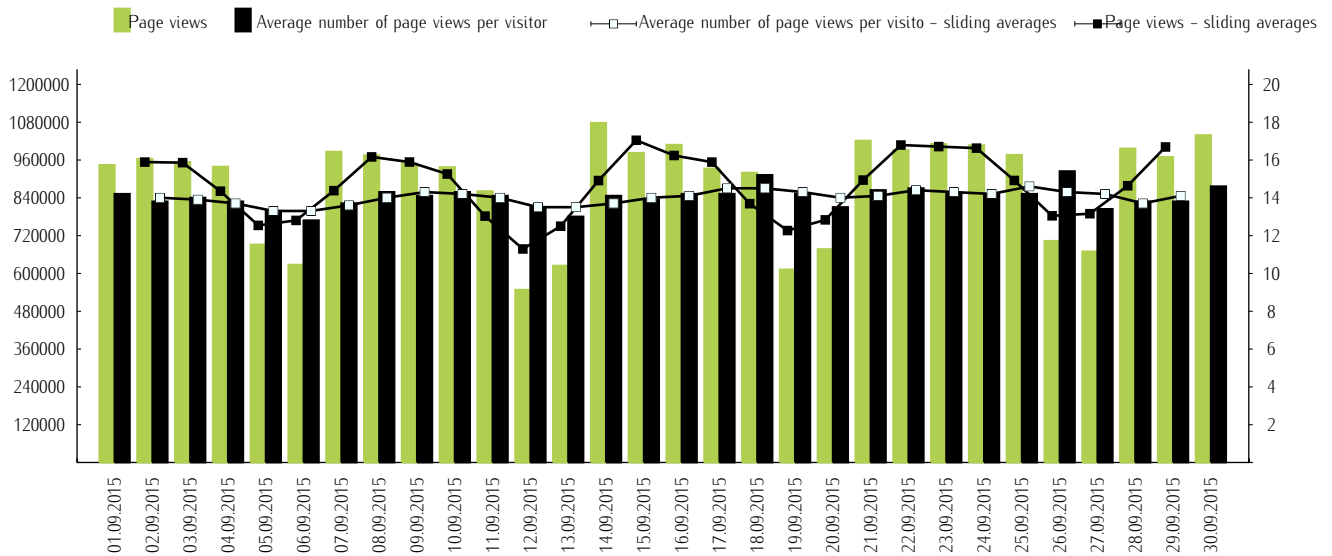


Comment:

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.

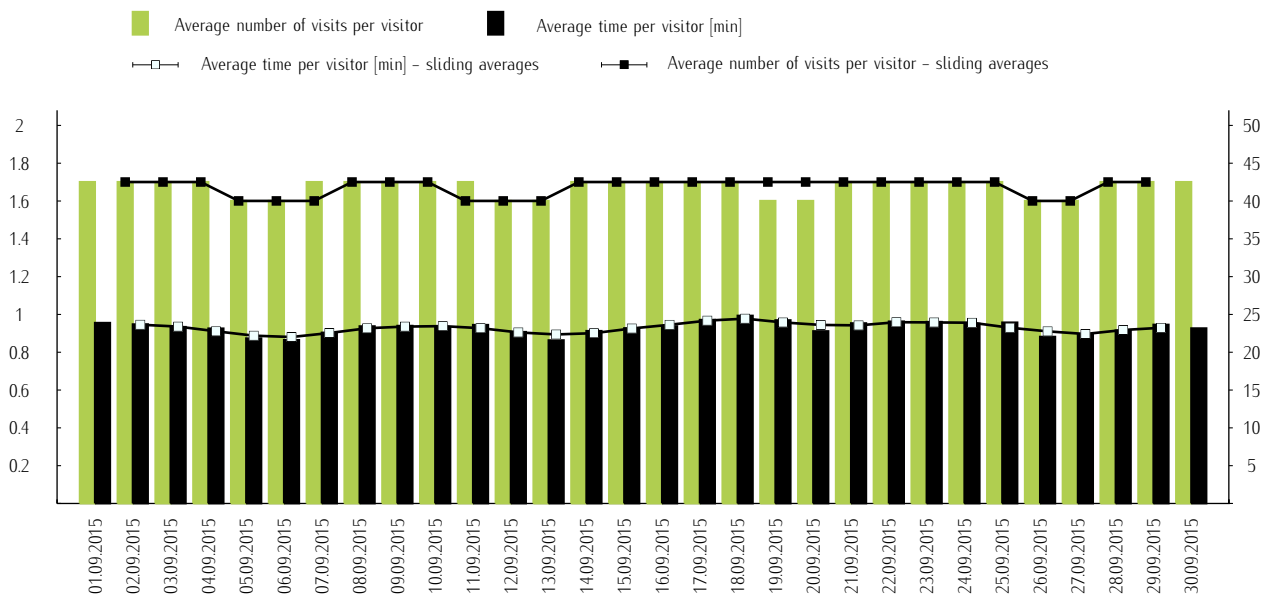


Comment:

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	51.7%	100	58.5%
	female	48.3%	100	41.5%
Age weighted	10-14	*	*	*
	15-19	4.8%	67	1.1%
	20-24	7.2%	83	1.1%
	25-29	7.9%	78	1.8%
	30-39	20.9%	94	17.4%
	40-49	22.0%	110	20.9%
	50-59	20.0%	127	28.1%
	60-75	14.2%	140	29.4%
Education	elementary school or lower	9.5%	103	7.4%
	three years of high school	24.3%	118	39.2%
	four years of high school	28.7%	107	29.5%
	high, higher school, university or higher still in school	22.3%	102	21.2%
		15.2%	71	2.7%
Employment status	elementary school	4.0%	56	0.6%
	secondary school	4.1%	70	0.7%
	student	6.3%	82	1.2%
	employed in public sector	11.5%	106	8.5%
	employed in a company	35.3%	99	39.3%
	self-employed	8.1%	99	7.6%
	unemployed	9.6%	108	5.9%
	pensioner	16.2%	145	33.4%
	housewife	1.4%	121	1.3%
	other	3.6%	106	1.5%
Average net income of a person per month	no income	9.1%	102	3.9%
	less than EUR 365	7.4%	105	3.2%
	EUR 365 – EUR 730	26.4%	110	38.7%
	EUR 730 – EUR 1100	23.0%	106	24.7%
	EUR 1100 – EUR 1460	9.7%	96	8.6%
	more than EUR 1460	6.7%	98	8.8%
	don't want to answer	17.7%	82	12.2%
Region	Pomurska	5.3%	86	5.5%
	Podravska	14.5%	100	10.6%
	Koroška	3.7%	97	3.3%
	Savinjska	10.5%	97	7.7%
	Zasavska	3.7%	121	3.1%
	Spodnjeposavska	2.9%	105	2.9%
	Dolenjska	7.1%	92	3.7%
	Osrednje – slovenska	28.3%	104	34.3%
	Gorenjska	11.6%	96	13.6%
	Goriška	5.0%	116	6.7%
	Obalno – kraška	4.0%	85	5.7%
	Notranje – kraška	3.4%	122	3.0%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.09 to 30.09.2015. 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 01.09 to 30.09.2015. 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.