



Trademark: Najdi.si

Main domain: www.najdi.si

Publisher:

Company: TSmedia, d.o.o.

Address : Cigaletova ulica 15

City: 1000 Ljubljana

Contact person: Uroš Cuder

Contact person e-mail: uros.cuder@tsmedia.si

Contact person telephone number: 01/ 513 84 47

Short description of media:

Najdi.si is not a classical local search engine, but rather the first entry point into Slovenian web. You can browse among the news from more than 130 Slovenian sources, receipts, events and other useful information. With a clear and interactive map you can calculate your route and get crucial traffic information or help yourself with a dictionary in five different languages. At the same time najdi.si is ideal place for advertisers as it offers perfect advertising service, 3/4 of users look for the information about products and services.

Period: December 2015

Reach - Slovenia: 437.841

Estimated additional reach - Foreign: 97.596

Monthly traffic (Slovenian visitors)

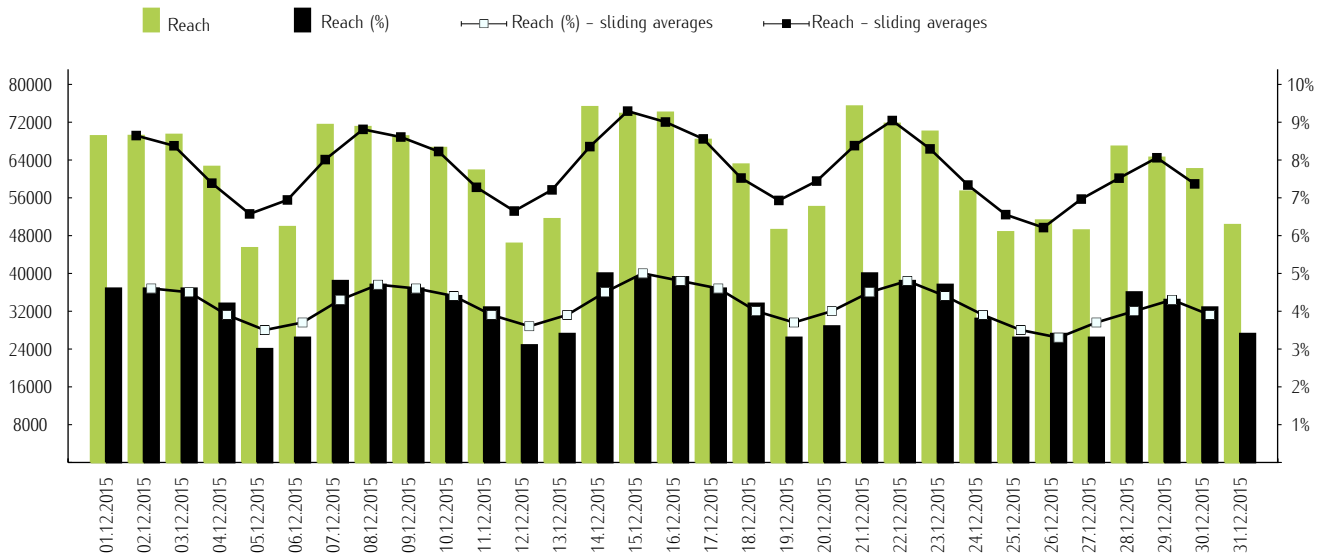
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.12-31.12.2015	437.841	29,2%	28.519.308	65,1	7,1	1:38:23

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]
01.12-06.12.2015	189.938	12,7%	5.551.916	29,2	3,1	0:43:41
07.12-13.12.2015	210.049	14,0%	6.493.462	30,9	3,4	0:47:46
14.12-20.12.2015	222.785	14,9%	6.658.590	29,9	3,3	0:45:46
21.12-27.12.2015	213.003	14,2%	6.366.216	29,9	3,2	0:43:03
28.12-31.12.2015	148.944	9,9%	3.449.124	23,2	2,6	0:36:08

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.December	69.036	4,6%	991.425	14,4	1,6	0:22:54
02.December	69.095	4,6%	1.028.519	14,9	1,6	0:22:27
03.December	69.333	4,6%	978.952	14,1	1,6	0:22:27
04.December	62.555	4,2%	946.881	15,1	1,6	0:23:47
05.December	45.351	3,0%	744.588	16,4	1,6	0:22:32
06.December	49.819	3,3%	861.551	17,3	1,6	0:22:03
07.December	71.417	4,8%	1.052.851	14,7	1,6	0:22:28
08.December	70.977	4,7%	1.010.140	14,2	1,6	0:22:50
09.December	69.006	4,6%	1.037.715	15,0	1,6	0:23:13
10.December	66.557	4,4%	981.120	14,7	1,6	0:23:30
11.December	61.764	4,1%	983.666	15,9	1,6	0:24:00
12.December	46.293	3,1%	643.908	13,9	1,6	0:22:24
13.December	51.491	3,4%	784.062	15,2	1,6	0:21:49
14.December	75.198	5,0%	1.092.491	14,5	1,6	0:22:06
15.December	73.766	4,9%	1.101.490	14,9	1,6	0:22:28
16.December	74.019	4,9%	1.048.107	14,2	1,6	0:22:00
17.December	68.271	4,6%	1.027.329	15,0	1,6	0:23:08
18.December	63.050	4,2%	913.416	14,5	1,6	0:22:34
19.December	49.184	3,3%	725.104	14,7	1,6	0:21:55
20.December	54.050	3,6%	750.653	13,9	1,6	0:21:38
21.December	75.335	5,0%	1.008.611	13,4	1,6	0:21:38
22.December	71.676	4,8%	1.083.209	15,1	1,6	0:21:46
23.December	69.993	4,7%	984.603	14,1	1,6	0:21:27
24.December	57.326	3,8%	990.650	17,3	1,6	0:22:22
25.December	48.726	3,3%	937.241	19,2	1,6	0:21:42
26.December	51.212	3,4%	688.630	13,4	1,5	0:20:47
27.December	49.104	3,3%	673.272	13,7	1,6	0:21:50
28.December	66.829	4,5%	892.796	13,4	1,6	0:21:20
29.December	64.489	4,3%	909.851	14,1	1,6	0:21:54
30.December	62.057	4,1%	887.129	14,3	1,6	0:22:05
31.December	50.241	3,4%	759.348	15,1	1,6	0:23:22

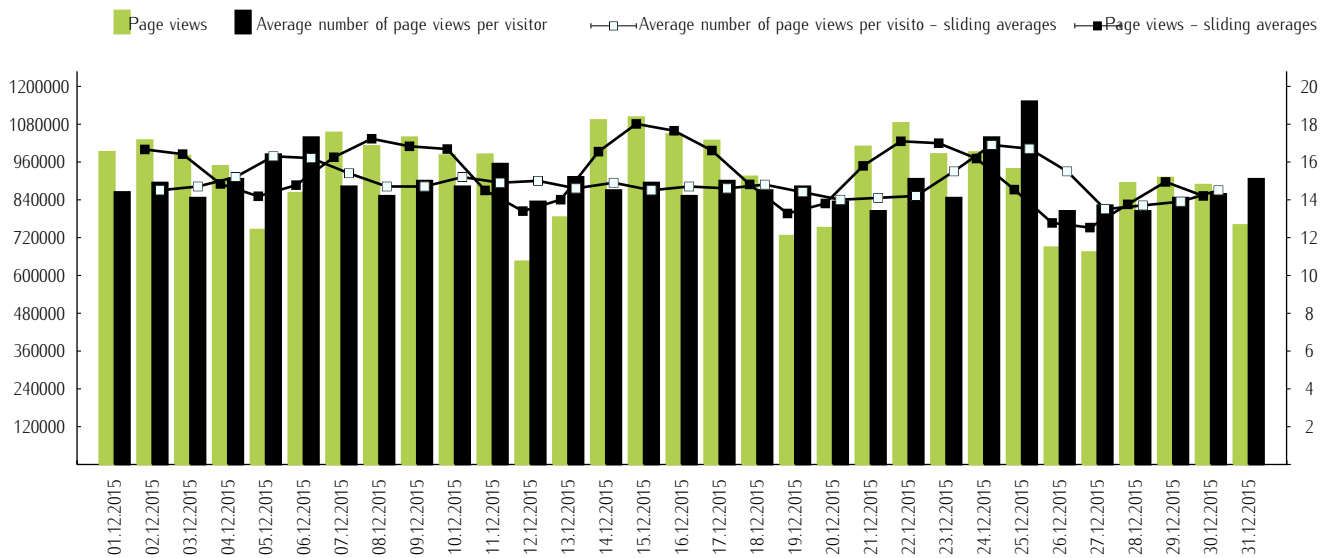


Comment:

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.

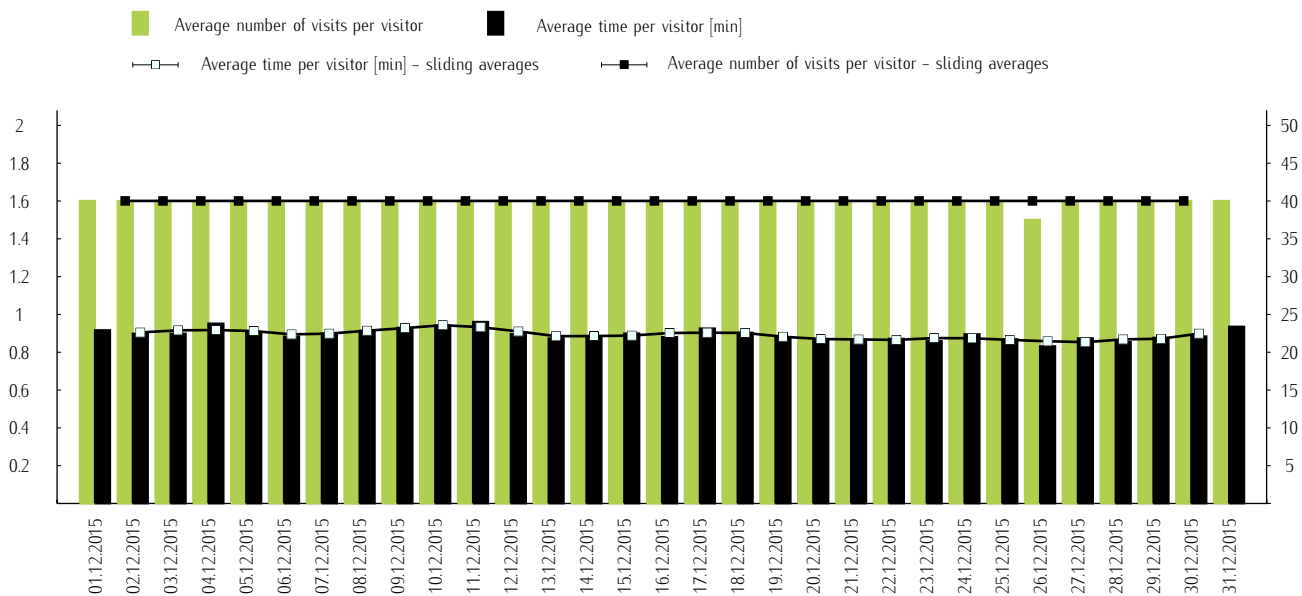


Comment:

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 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	51.6%	100	49.6%
	female	48.4%	100	50.4%
Age weighted	10-14	*	*	*
	15-19	5.0%	71	2.1%
	20-24	6.3%	76	1.2%
	25-29	7.6%	78	2.1%
	30-39	20.5%	94	13.3%
	40-49	20.4%	105	15.6%
	50-59	20.6%	132	34.5%
	60-75	16.6%	143	30.5%
Education	elementary school or lower	10.7%	113	16.1%
	three years of high school	24.3%	119	36.9%
	four years of high school	30.2%	108	27.2%
	high, higher school, university or higher	22.3%	103	16.6%
	still in school	12.6%	61	3.3%
Employment status	elementary school	3.7%	49	0.7%
	secondary school	3.8%	68	1.7%
	student	4.5%	66	0.7%
	employed in public sector	11.8%	108	6.0%
	employed in a company	34.6%	97	25.9%
	self-employed	8.2%	104	4.7%
	unemployed	9.2%	108	15.7%
	pensioner	19.0%	149	40.4%
	housewife	1.3%	128	1.1%
other	3.8%	118	3.1%	
Average net income of a person per month	no income	7.5%	86	5.7%
	less than EUR 365	7.4%	110	7.9%
	EUR 365 – EUR 730	27.2%	115	41.1%
	EUR 730 – EUR 1100	23.4%	108	21.9%
	EUR 1100 – EUR 1460	10.6%	112	7.0%
	more than EUR 1460	6.4%	88	6.2%
	don't want to answer	17.5%	78	10.2%
Region	Pomurska	6.1%	90	5.3%
	Podravska	15.3%	105	17.8%
	Koroška	4.0%	103	5.7%
	Savinjska	11.5%	105	7.8%
	Zasavska	3.2%	102	2.9%
	Spodnjeposavska	2.8%	89	3.7%
	Dolenjska	7.0%	97	5.3%
	Osrednje – slovenska	27.4%	101	27.7%
	Gorenjska	11.0%	97	11.1%
	Goriška	4.4%	96	5.6%
	Obalno – kraška	4.6%	98	5.1%
	Notranje – kraška	2.7%	105	2.0%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.12 to 31.12.2015. 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 01.12 to 31.12.2015. 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.