MOŠ CERTIFIKAT

Trademark: Najdi.si

Main domain: www.najdi.si

Publisher:

Company: TSmedia, d.o.o.

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City: 1000 Ljubljana
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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: January 2016

Reach – Slovenia: 424.043
Estimated additional reach – Foreign: 85.655

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]
01.01–31.01.2016	424.043	28,3%	28.807.266	67,9	7,5	1:45:40

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]
01.01–03.01.2016	94.643	6,3%	2.366.781	25,0	2,4	0:35:50
04.01–10.01.2016	217.206	14,5%	6.818.571	31,4	3,4	0:49:46
11.01–17.01.2016	218.600	14,6%	6.567.419	30,0	3,4	0:47:37
18.01–24.01.2016	212.655	14,2%	6.482.877	30,5	3,5	0:48:33
25.01–31.01.2016	209.817	14,0%	6.571.618	31,3	3,4	0:47:03

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.January	41.305	2,8%	841.861	20,4	1,7	0:26:15
02.January	49.430	3,3%	724.283	14,7	1,6	0:22:34
03.January	51.426	3,4%	800.637	15,6	1,6	0:23:09
04.January	76.005	5,1%	1.093.417	14,4	1,6	0:22:18
05.January	73.132	4,9%	1.065.054	14,6	1,6	0:23:38
06.January	70.416	4,7%	1.062.889	15,1	1,6	0:24:38
07.January	69.769	4,7%	1.063.571	15,2	1,6	0:23:55
08.January	67.733	4,5%	1.027.361	15,2	1,6	0:24:00
09.January	51.512	3,4%	740.492	14,4	1,6	0:22:25
10.January	53.474	3,6%	765.787	14,3	1,6	0:22:29
11.January	76.640	5,1%	1.122.554	14,6	1,6	0:22:22
12.January	73.085	4,9%	1.011.629	13,8	1,6	0:22:26
13.January	71.491	4,8%	1.050.219	14,7	1,6	0:22:26
14.January	70.565	4,7%	992.993	14,1	1,6	0:23:02
15.January	67.322	4,5%	983.865	14,6	1,6	0:23:38
16.January	51.143	3,4%	687.822	13,4	1,6	0:21:31
17.January	55.891	3,7%	718.337	12,9	1,6	0:20:17
18.January	73.115	4,9%	1.025.486	14,0	1,6	0:22:37
19.January	72.002	4,8%	1.048.807	14,6	1,6	0:23:15
20.January	71.196	4,8%	1.022.437	14,4	1,6	0:22:47
21.January	68.966	4,6%	983.881	14,3	1,6	0:23:10
22.January	67.161	4,5%	951.487	14,2	1,6	0:22:51
23.January	49.161	3,3%	736.412	15,0	1,6	0:22:53
24.January	51.044	3,4%	714.367	14,0	1,6	0:21:51
25.January	72.705	4,9%	999.343	13,7	1,6	0:20:09
26.January	68.765	4,6%	894.048	13,0	1,6	0:21:18
27.January	68.520	4,6%	1.051.348	15,3	1,6	0:22:52
28.January	65.438	4,4%	978.359	15,0	1,7	0:23:24
29.January	63.777	4,3%	948.530	14,9	1,6	0:23:09
30.January	50.141	3,3%	835.451	16,7	1,6	0:22:56
31.January	55.857	3,7%	864.539	15,5	1,6	0:21:50

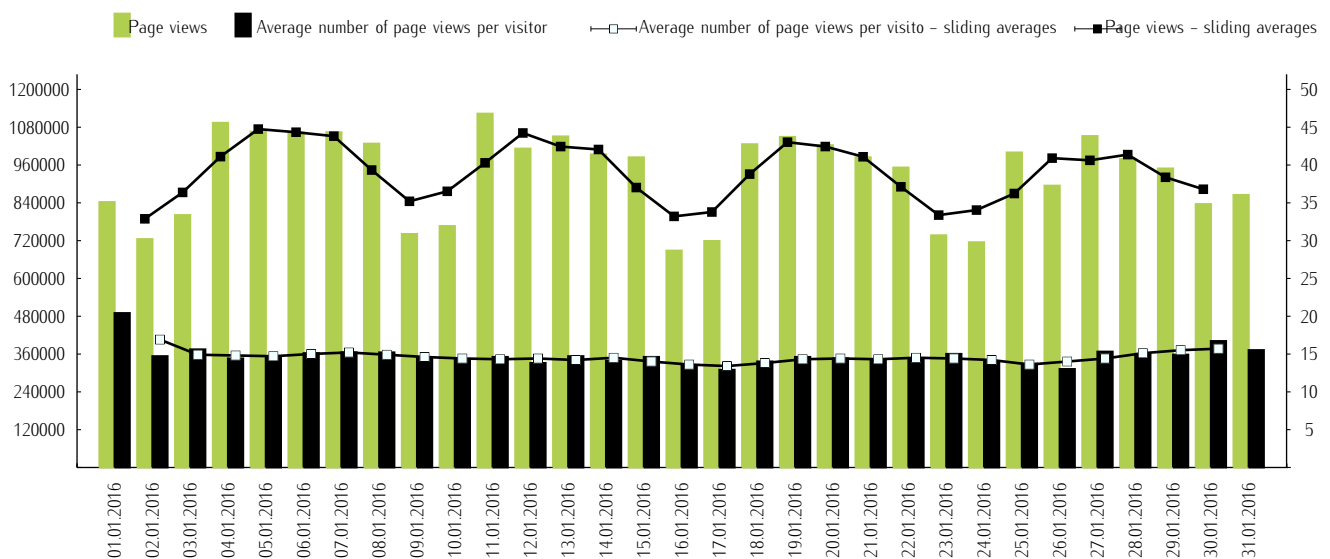Legend: Reach | Reach (%) | Reach (%) – sliding averages | Reach – sliding averages
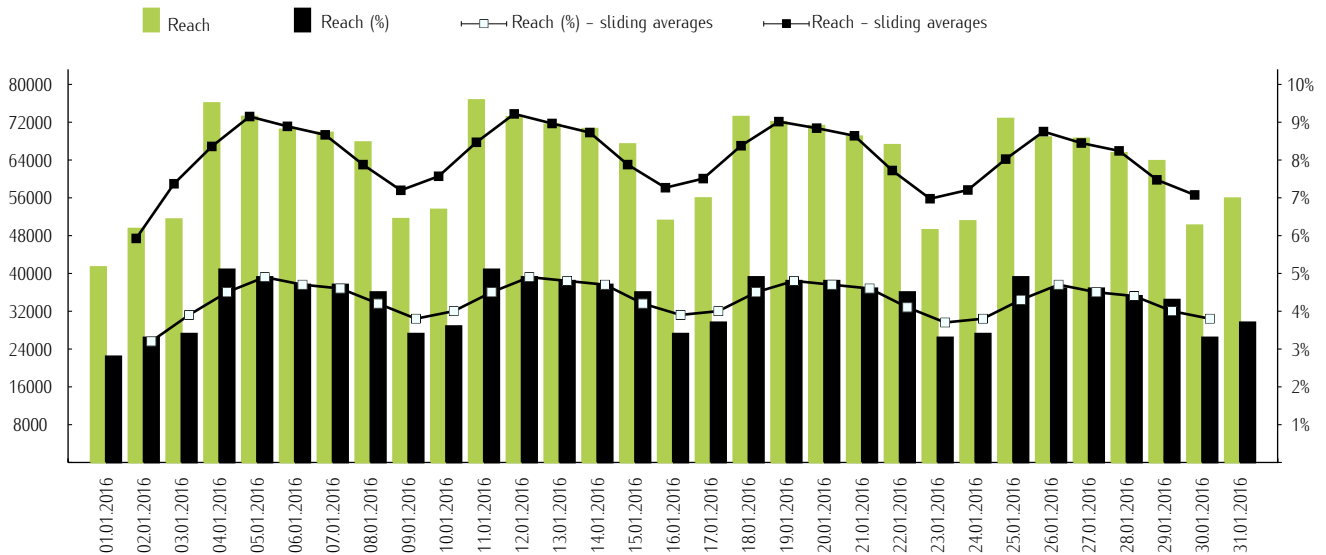
Comment:

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.
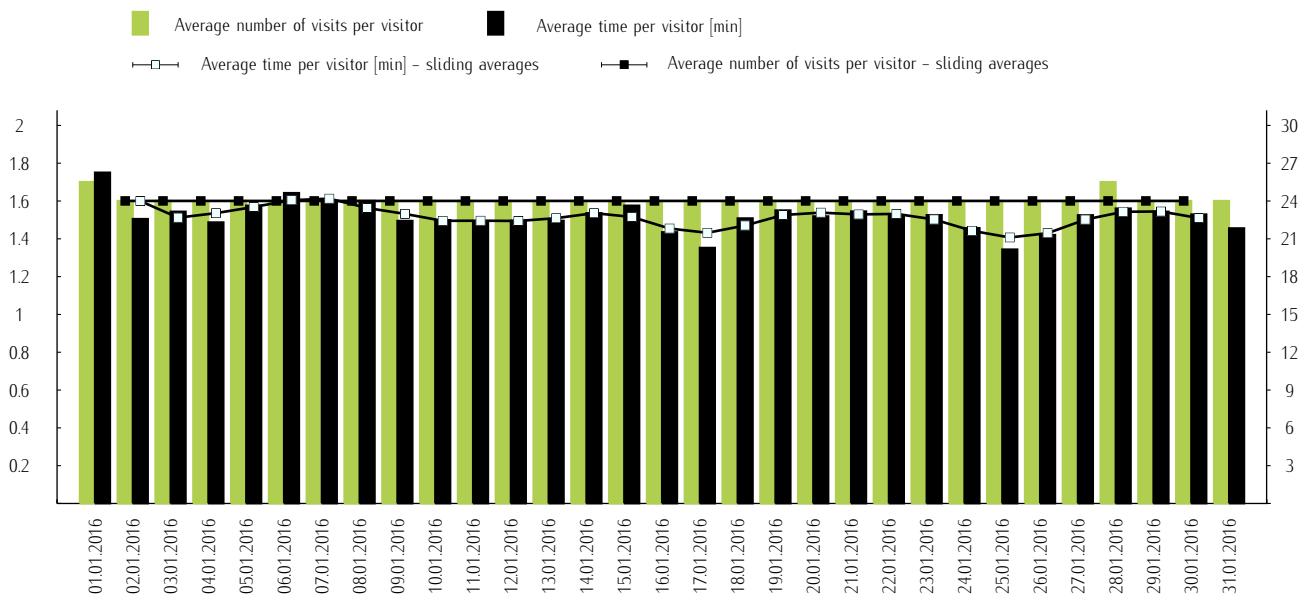

Legend: Page views | Average number of page views per visitor | Average number of page views per visito – sliding averages | Page views – sliding averages

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.

Legend:
- Average number of visits per visitor
- Average time per visitor [min]
- Average time per visitor [min] – sliding averages
- Average number of visits per visitor – sliding averages

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	51.5%	100	55.1%
	female	48.5%	100	44.9%
Age weighted	10–14	*	*	*
	15–19	4.8%	68	2.2%
	20–24	6.1%	74	0.9%
	25–29	7.4%	77	1.0%
	30–39	19.9%	91	11.7%
	40–49	21.8%	112	17.3%
	50–59	19.4%	124	41.3%
	60–75	16.4%	141	25.2%
Education	elementary school or lower	11.9%	127	24.4%
	three years of high school	22.5%	110	29.5%
	four years of high school	29.3%	105	28.0%
	high, higher school, university or higher	21.7%	100	15.7%
	still in school	14.5%	70	2.5%
Employment status	elementary school	4.9%	63	0.5%
	secondary school	3.7%	70	1.4%
	student	5.3%	78	0.5%
	employed in public sector	12.2%	109	7.9%
	employed in a company	34.9%	99	27.8%
	self-employed	7.9%	99	12.3%
	unemployed	8.2%	93	16.1%
	pensioner	18.1%	145	30.7%
	housewife	1.6%	176	1.1%
	other	3.1%	86	1.7%
Average net income of a person per month	no income	7.7%	90	4.9%
	less than EUR 365	7.6%	115	7.3%
	EUR 365 – EUR 730	26.0%	111	31.7%
	EUR 730 – EUR 1100	23.5%	107	20.3%
	EUR 1100 – EUR 1460	10.3%	107	11.3%
	more than EUR 1460	6.4%	90	5.9%
	don't want to answer	18.5%	81	18.6%
Region	Pomurska	5.9%	99	4.7%
	Podravska	14.5%	96	16.1%
	Koroška	3.6%	89	2.8%
	Savinjska	11.2%	98	7.1%
	Zasavska	3.4%	108	2.4%
	Spodnjeposavska	2.5%	83	2.9%
	Dolenjska	8.5%	107	7.4%
	Osrednje – slovenska	27.5%	106	28.9%
	Gorenjska	12.0%	103	8.7%
	Goriška	4.5%	98	6.3%
	Obalno – kraška	4.0%	88	4.5%
	Notranje – kraška	2.4%	88	8.3%

Legend and comments:

Description of MOSS measurement:
MOSS certificate is prepared for period from 01.01 to 31.01.2016. 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 01.01 to 31.01.2016. 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.