



Website: Najdi.si

Provider:

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CERTIFICATE

Short description:

Najdi.si že dolgo ni več klasični lokalni spletni iskalnik, temveč prava vstopna točka v slovenski splet. Brskate lahko po spletu, med novicami iz več kot 130 slovenskih virov, recepti, dogodki in preostalimi koristnimi informacijami. S preglednim, interaktivnim zemljevidom preprosto načrtujete svojo pot in pridobite ključne prometne informacije, s slovarji petih svetovnih jezikov pa se nikoli ne znajdete v prevajalski zagati. Hkrati je najdi.si tudi idealno mesto za oglaševalce, saj omogoča popolno oglaševalsko storitev, kar tri četrtine njegovih uporabnikov pa poizveduje po najrazličnejših izdelkih in storitvah.

Period: december 2016

Comment:

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2016.	699 445	72 949	5,7%	112 930	9,6	1,6
2.12.2016.	660 331	67 760	5,3%	106 026	9,8	1,6
3.12.2016.	468 217	47 136	3,7%	72 949	9,9	1,6
4.12.2016.	502 065	51 622	4,0%	80 130	9,7	1,6
5.12.2016.	702 943	75 913	5,9%	116 989	9,3	1,5
6.12.2016.	691 460	73 285	5,7%	112 446	9,4	1,5
7.12.2016.	708 192	73 194	5,7%	115 073	9,7	1,6
8.12.2016.	696 602	71 839	5,6%	112 592	9,7	1,6
9.12.2016.	626 881	66 872	5,2%	105 616	9,4	1,6
10.12.2016.	443 663	46 076	3,6%	71 059	9,6	1,5
11.12.2016.	469 278	51 175	4,0%	79 690	9,2	1,6
12.12.2016.	712 478	77 307	6,0%	120 143	9,2	1,6
13.12.2016.	709 937	74 184	5,8%	114 215	9,6	1,5
14.12.2016.	693 232	71 344	5,5%	111 577	9,7	1,6
15.12.2016.	671 386	70 939	5,5%	110 109	9,5	1,6
16.12.2016.	638 148	63 484	4,9%	102 476	10,1	1,6
17.12.2016.	448 779	43 862	3,4%	70 007	10,2	1,6
18.12.2016.	481 155	47 484	3,7%	77 281	10,1	1,6
19.12.2016.	715 501	73 209	5,7%	119 083	9,8	1,6
20.12.2016.	706 955	72 747	5,7%	116 498	9,7	1,6
21.12.2016.	700 212	71 678	5,6%	114 864	9,8	1,6
22.12.2016.	660 980	66 182	5,1%	105 608	10,0	1,6
23.12.2016.	597 886	59 644	4,6%	96 119	10,0	1,6
24.12.2016.	451 464	42 334	3,3%	68 462	10,7	1,6
25.12.2016.	473 809	46 350	3,6%	76 996	10,2	1,7
26.12.2016.	495 371	49 522	3,8%	81 375	10,0	1,6
27.12.2016.	616 877	66 908	5,2%	106 352	9,2	1,6
28.12.2016.	626 264	64 135	5,0%	104 345	9,8	1,6
29.12.2016.	599 770	60 134	4,7%	97 783	10,0	1,6
30.12.2016.	555 446	54 798	4,3%	90 078	10,1	1,6
31.12.2016.	461 252	42 416	3,3%	72 293	10,9	1,7

Weekly reach (Slovenian visitors)

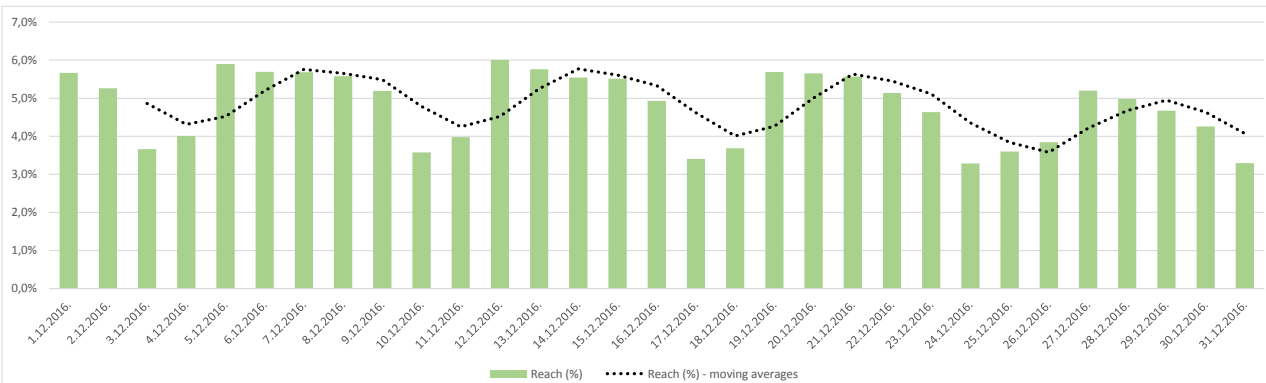
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2016. - 4.12.2016.	2 330 060	136 408	10,6%	372 029	17,1	2,7
5.12.2016. - 11.12.2016.	4 339 039	180 483	14,0%	713 447	24,0	4,0
12.12.2016. - 18.12.2016.	4 355 139	176 291	13,7%	705 680	24,7	4,0
19.12.2016. - 25.12.2016.	4 306 879	169 005	13,1%	697 506	25,5	4,1
26.12.2016. - 31.12.2016.	3 354 988	147 240	11,4%	552 161	22,8	3,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2016. - 31.12.2016.	18 686 003	367 203	28,5%	3 040 743	50,9	8,3

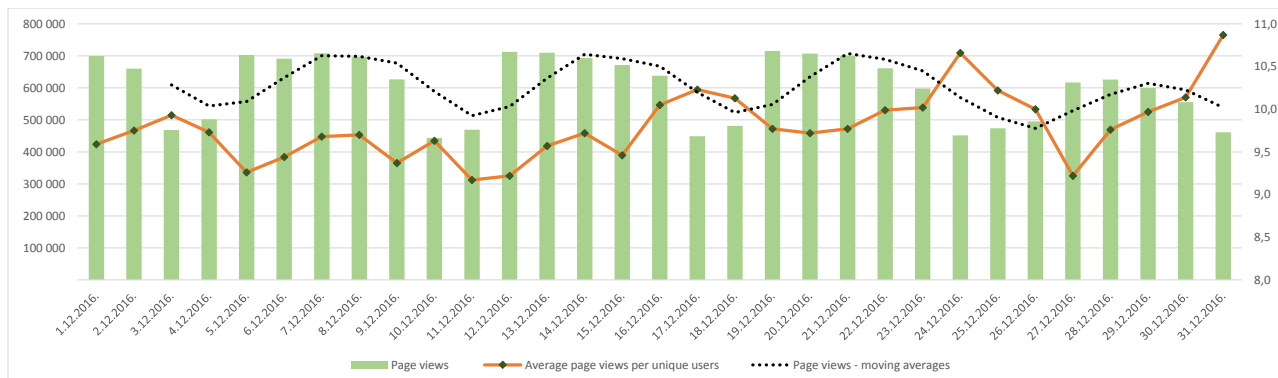
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,2%	85	21,9%
	Three-year high school	16,3%	116	11,1%
	Four-year high school	43,0%	99	50,2%
	Higher school, university, college or more	27,9%	101	16,4%
Personal income	I don't want to answer	0,6%	90	0,3%
	I have no income	8,7%	75	4,2%
	Less than 400 EUR	10,6%	84	13,8%
	400 to 800 EUR	29,7%	112	48,9%
	800 to 1200 EUR	25,2%	106	18,3%
	1200 to 1500 EUR	7,7%	100	3,6%
	1500 to 1800 EUR	3,9%	102	2,2%
	over 1800 EUR	4,7%	95	3,2%
	I don't want to answer	9,4%	104	5,9%
Region	Pomurska	7,0%	108	15,6%
	Podravska	13,9%	91	10,1%
	Koroška	4,3%	116	1,4%
	Savinjska	13,2%	101	11,0%
	Zasavska	2,8%	117	2,8%
	Spodnje-posavska	2,9%	111	3,6%
	JV Slovenija	6,1%	93	13,2%
	Osrednjeslovenska	26,1%	97	14,6%
	Gorenjska	10,2%	103	10,6%
	Notranjsko-kraška	2,8%	115	2,0%
	Goriška	5,8%	107	12,7%
	Obalno-kraška	5,0%	97	2,4%
	I don't want to answer	0,0%	0	0,0%
Gender	Male	52,8%	101	33,2%
	Female	47,2%	99	66,8%
Age	10 to 17 years	2,2%	59	0,8%
	18 to 24 years	9,4%	69	1,2%
	25 to 29 years	8,3%	85	1,5%
	30 to 39 years	21,9%	89	9,2%
	40 to 49 years	22,6%	103	12,9%
	50 to 59 years	19,4%	129	25,1%
	60 to 75 years	16,3%	140	49,4%
Employment status	Employed in public sector	13,7%	106	9,2%
	Employed in a private company	36,8%	99	22,0%
	Self-employed	8,8%	100	5,7%
	Unemployed	7,1%	104	6,8%
	Retired	18,0%	141	53,8%
	Pupil	4,2%	66	1,0%
	Student	9,5%	70	1,1%
	I don't want to answer	1,9%	121	0,4%



Note:

Moving average - Moving 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 on the right side of interval with length three.

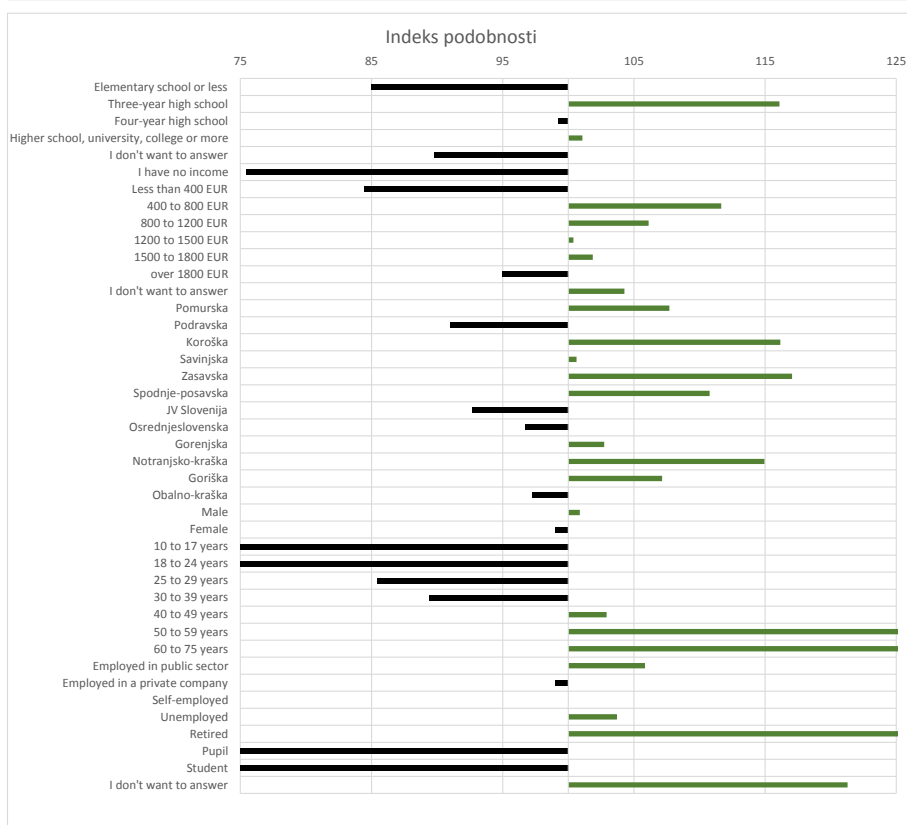


Note:

Left side of graph Shows page views.

Right side of graph Shows average page views per unique user.

Moving average - Moving 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 on the right side of interval with length three.



Note:

Affinity index

The ratio of the value of the audience composition for a given target group for the selected websites/site sections in a specified time period to the value of the audience composition for a given target group for the whole internet (all websites covered by the research) in the specified time period.

Legend and notes:**Description of MOSS measurement:**

MOSS certificate relating to the period from 01.12. to 31.12.2016. MOSS measurement took place during that period, which is consisted of technical measurement, telephone survey and web pop up survey

Media description:

Website, information about the provider and short description are the informations provided by MOSS participants.

Reach:

Currency is measured Slovenian reach of the web site in period from 01.12. to 31.12.2016. Reach shows number of actual people/users (in a given target group) who visited selected website/site section in a specified time period. This indicator is calculated by Ipsos Puls using offline survey data and the number of devices who visited the selected website/site section.

Reach(%):

Per cent of actual people/users (in a given target group) who visited selected website/site section in a specified time period. This indicator is calculated by Ipsos Puls using offline survey data and the number of devices who visited the selected website/site section.

Page views:

The amount of times unique users (in a given target group) in a specified time period viewed individual pages of a website.

Visits:

A series of page views generated by the uniquely identified user (in a given target group) on a given website/site section in a specified time period. In one visits, time between two consecutive page views in no longer than 30 minutes. There are two types of measurement: on the whole website and on the site section. Visits on site sections are measured separately from website visits so the number of visits for the website is not a sum of visits on the site sections.

Average page views per unique users:

The average number of page views generated by unique users (in a given target group) in a specified time period per unique user.

Average visits per unique users:

The average number of visits generated by unique users (in a given target group) in a specified time period per unique user.

Audience composition (%) :

The ratio of the number of unique users in a given target group who visited the selected website/site section in a specified time period to the total number of unique users who visited the selected website/site section in the specified time period.

Affinity index:

The ratio of the value of the audience composition for a given target group for the selected websites/site sections in a specified time period to the value of the audience composition for a given target group for the whole internet (all websites covered by the research) in the specified time period.

Page views (%)

The ratio of the number of page views (in a given target group) on each website/site section to the total number of page views (in a given target group) on all selected websites/site sections in the specified time period.

In case there is no data available:

- Data is not available, because the site was not measured in given time period.

N/A - 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=80),