



Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

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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.

## Comment:

\*31.01.2017 med 9:50 in 12:05 se zaradi izpada električne energije meritve niso izvajale na nobeni spletni strani.

Period: January 2017

## Daily reach (Slovenian visitors)

| Period     | Page views | Reach  | Reach (%) | Visits  | Average page views per unique users | Average visits per unique user |
|------------|------------|--------|-----------|---------|-------------------------------------|--------------------------------|
| 1.1.2017.  | 420 268    | 43 643 | 3,4%      | 80 582  | 9,6                                 | 1,9                            |
| 2.1.2017.  | 444 904    | 54 740 | 4,3%      | 92 040  | 8,1                                 | 1,7                            |
| 3.1.2017.  | 684 724    | 76 232 | 5,9%      | 124 076 | 9,0                                 | 1,6                            |
| 4.1.2017.  | 701 614    | 75 951 | 5,9%      | 120 481 | 9,2                                 | 1,6                            |
| 5.1.2017.  | 705 728    | 72 686 | 5,6%      | 116 788 | 9,7                                 | 1,6                            |
| 6.1.2017.  | 672 722    | 68 065 | 5,3%      | 111 729 | 9,9                                 | 1,6                            |
| 7.1.2017.  | 489 278    | 48 492 | 3,8%      | 79 304  | 10,1                                | 1,6                            |
| 8.1.2017.  | 520 652    | 51 848 | 4,0%      | 84 318  | 10,0                                | 1,6                            |
| 9.1.2017.  | 744 675    | 76 530 | 5,9%      | 123 445 | 9,7                                 | 1,6                            |
| 10.1.2017. | 730 854    | 73 966 | 5,7%      | 119 616 | 9,9                                 | 1,6                            |
| 11.1.2017. | 724 352    | 73 191 | 5,7%      | 119 633 | 9,9                                 | 1,6                            |
| 12.1.2017. | 724 119    | 71 744 | 5,6%      | 118 053 | 10,1                                | 1,7                            |
| 13.1.2017. | 727 834    | 69 993 | 5,4%      | 120 110 | 10,4                                | 1,7                            |
| 14.1.2017. | 501 401    | 48 172 | 3,7%      | 78 617  | 10,4                                | 1,6                            |
| 15.1.2017. | 513 076    | 52 692 | 4,1%      | 85 587  | 9,7                                 | 1,6                            |
| 16.1.2017. | 733 665    | 78 858 | 6,1%      | 128 018 | 9,3                                 | 1,6                            |
| 17.1.2017. | 725 913    | 76 014 | 5,9%      | 122 064 | 9,6                                 | 1,6                            |
| 18.1.2017. | 734 453    | 74 518 | 5,8%      | 120 052 | 9,9                                 | 1,6                            |
| 19.1.2017. | 708 642    | 71 752 | 5,6%      | 117 585 | 9,9                                 | 1,6                            |
| 20.1.2017. | 668 347    | 66 121 | 5,1%      | 108 784 | 10,1                                | 1,7                            |
| 21.1.2017. | 486 155    | 48 574 | 3,8%      | 79 370  | 10,0                                | 1,6                            |
| 22.1.2017. | 502 234    | 53 326 | 4,1%      | 84 729  | 9,4                                 | 1,6                            |
| 23.1.2017. | 727 014    | 78 924 | 6,1%      | 127 230 | 9,2                                 | 1,6                            |
| 24.1.2017. | 724 548    | 76 882 | 6,0%      | 123 853 | 9,4                                 | 1,6                            |
| 25.1.2017. | 689 644    | 75 710 | 5,9%      | 121 886 | 9,1                                 | 1,6                            |
| 26.1.2017. | 729 047    | 73 929 | 5,7%      | 119 898 | 9,9                                 | 1,6                            |
| 27.1.2017. | 676 498    | 68 926 | 5,4%      | 112 634 | 9,8                                 | 1,6                            |
| 28.1.2017. | 489 041    | 48 963 | 3,8%      | 81 437  | 10,0                                | 1,7                            |
| 29.1.2017. | 539 936    | 52 662 | 4,1%      | 88 059  | 10,3                                | 1,7                            |
| 30.1.2017. | 746 954    | 80 401 | 6,2%      | 129 453 | 9,3                                 | 1,6                            |
| 31.1.2017. | 598 458    | 69 244 | 5,4%      | 108 557 | 8,6                                 | 1,6                            |

## Weekly reach (Slovenian visitors)

| Period                  | Page views | Reach   | Reach (%) | Visits  | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|---------|-------------------------------------|--------------------------------|
| 1.1.2017. - 1.1.2017.   | 420 268    | 43 643  | 3,4%      | 80 582  | 9,6                                 | 1,9                            |
| 2.1.2017. - 8.1.2017.   | 4 219 700  | 175 910 | 13,7%     | 728 162 | 24,0                                | 4,1                            |
| 9.1.2017. - 15.1.2017.  | 4 666 315  | 180 574 | 14,0%     | 765 057 | 25,8                                | 4,2                            |
| 16.1.2017. - 22.1.2017. | 4 559 389  | 182 108 | 14,1%     | 760 612 | 25,0                                | 4,2                            |
| 23.1.2017. - 29.1.2017. | 4 575 748  | 185 860 | 14,4%     | 774 960 | 24,6                                | 4,2                            |
| 30.1.2017. - 31.1.2017. | 1 345 417  | 113 766 | 8,8%      | 238 032 | 11,8                                | 2,1                            |

## Monthly reach (Slovenian visitors)

| Period                 | Page views | Reach   | Reach (%) | Visits    | Average page views per unique users | Average visits per unique user |
|------------------------|------------|---------|-----------|-----------|-------------------------------------|--------------------------------|
| 1.1.2017. - 31.1.2017. | 19 786 835 | 383 476 | 29,8%     | 3 347 203 | 51,6                                | 8,7                            |

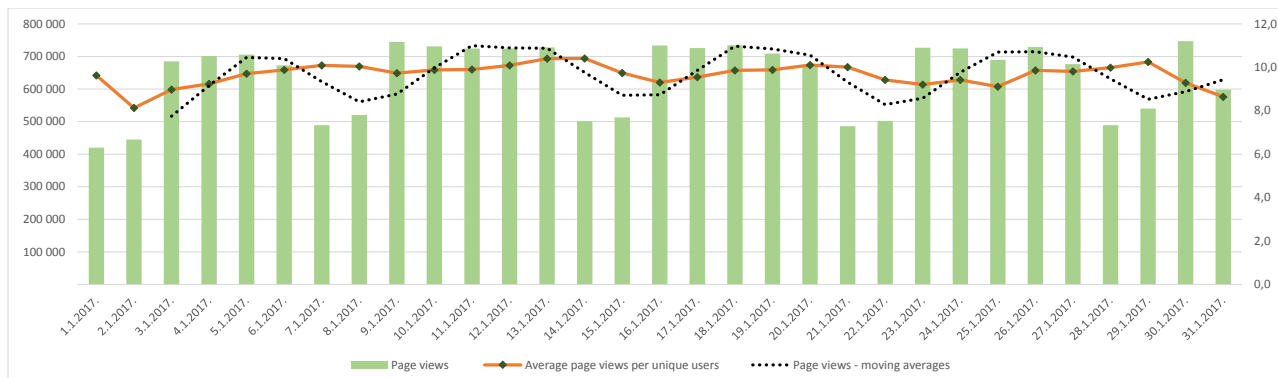
### Demographic profile of Slovenian visitors

| Variable           |                                            | Audience composition (%) | Affinity index | Page views composition (%) |
|--------------------|--------------------------------------------|--------------------------|----------------|----------------------------|
| Level of Education | Elementary school or less                  | 13,9%                    | 101            | 24,0%                      |
|                    | Three-year high school                     | 15,2%                    | 107            | 12,7%                      |
|                    | Four-year high school                      | 43,7%                    | 101            | 45,4%                      |
|                    | Higher school, university, college or more | 26,5%                    | 95             | 17,5%                      |
| Personal income    | I don't want to answer                     | 0,7%                     | 104            | 0,3%                       |
|                    | I have no income                           | 10,4%                    | 89             | 4,6%                       |
|                    | Less than 400 EUR                          | 11,0%                    | 89             | 14,7%                      |
|                    | 400 to 800 EUR                             | 30,4%                    | 115            | 43,5%                      |
|                    | 800 to 1200 EUR                            | 23,4%                    | 98             | 22,3%                      |
|                    | 1200 to 1500 EUR                           | 8,2%                     | 103            | 4,2%                       |
|                    | 1500 to 1800 EUR                           | 4,2%                     | 107            | 1,8%                       |
|                    | over 1800 EUR                              | 4,2%                     | 86             | 2,6%                       |
|                    | I don't want to answer                     | 8,4%                     | 93             | 6,2%                       |
| Region             | Pomurska                                   | 7,1%                     | 106            | 15,5%                      |
|                    | Podravska                                  | 14,1%                    | 93             | 10,7%                      |
|                    | Koroška                                    | 4,3%                     | 112            | 2,6%                       |
|                    | Savinjska                                  | 14,5%                    | 109            | 15,1%                      |
|                    | Zasavska                                   | 2,1%                     | 87             | 2,5%                       |
|                    | Spodnje-posavska                           | 2,7%                     | 106            | 4,9%                       |
|                    | JV Slovenija                               | 6,3%                     | 97             | 4,9%                       |
|                    | Osrednjeslovenska                          | 26,3%                    | 96             | 13,1%                      |
|                    | Gorenjska                                  | 10,1%                    | 103            | 11,1%                      |
|                    | Notranjsko-kraška                          | 2,4%                     | 101            | 3,1%                       |
|                    | Goriška                                    | 5,3%                     | 101            | 13,2%                      |
|                    | Obalno-kraška                              | 4,8%                     | 100            | 3,3%                       |
| Gender             | Male                                       | 52,7%                    | 101            | 34,1%                      |
|                    | Female                                     | 47,3%                    | 99             | 65,9%                      |
| Age                | 10 to 17 years                             | 3,5%                     | 98             | 2,0%                       |
|                    | 18 to 24 years                             | 10,6%                    | 79             | 1,3%                       |
|                    | 25 to 29 years                             | 8,7%                     | 90             | 1,5%                       |
|                    | 30 to 39 years                             | 22,6%                    | 92             | 8,1%                       |
|                    | 40 to 49 years                             | 21,3%                    | 98             | 15,9%                      |
|                    | 50 to 59 years                             | 18,0%                    | 118            | 31,6%                      |
|                    | 60 to 75 years                             | 15,3%                    | 131            | 39,6%                      |
| Employment status  | Employed in public sector                  | 13,7%                    | 104            | 12,6%                      |
|                    | Employed in a private company              | 37,4%                    | 99             | 25,0%                      |
|                    | Self-employed                              | 8,5%                     | 96             | 7,1%                       |
|                    | Unemployed                                 | 7,0%                     | 104            | 5,1%                       |
|                    | Retired                                    | 16,5%                    | 130            | 46,7%                      |
|                    | Pupil                                      | 5,4%                     | 89             | 2,1%                       |
|                    | Student                                    | 10,3%                    | 77             | 1,2%                       |
|                    | I don't want to answer                     | 1,2%                     | 81             | 0,2%                       |



**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.

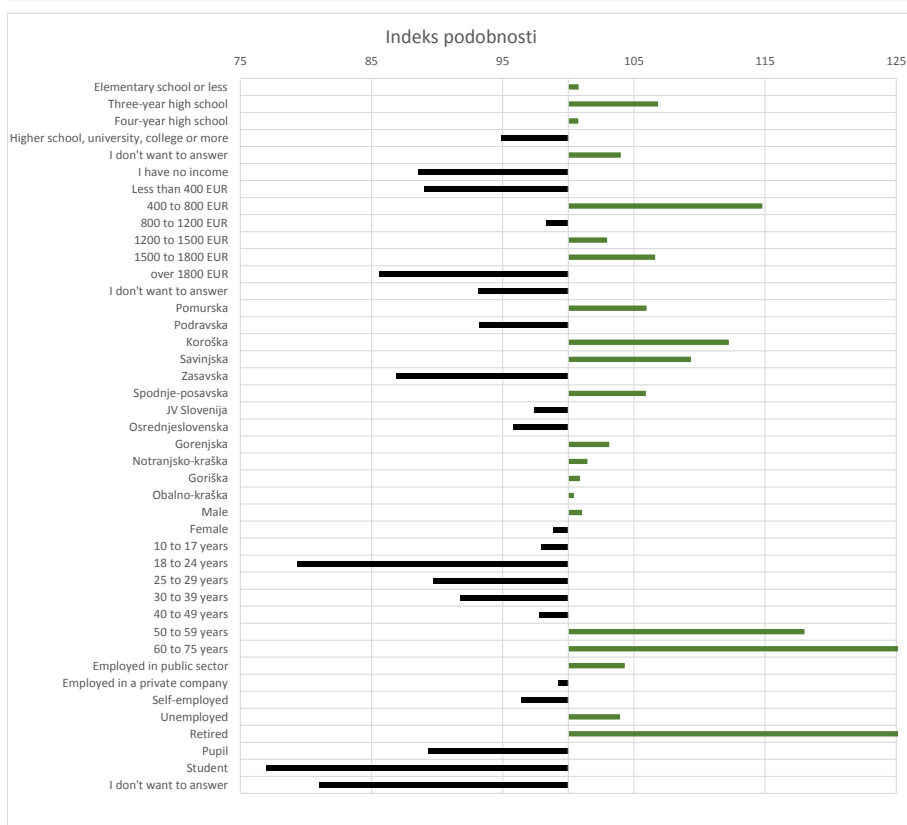


**Note:**

**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 01.01. to 31.01.2017. 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 01.01. to 31.01.2017. 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),