



Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

Address: Cigaletova ulica 15

City: 1000 Ljubljana

Contact person: Alen Savič

E-mail: alen.savic@tsmedia.si

Telephone number: 01/ 473 00 10

# 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:

Period: February 2017

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2017.	696 851	77 229	6,0%	128 622	9,0	1,7
2.2.2017.	705 872	75 157	5,8%	121 035	9,4	1,6
3.2.2017.	668 213	70 650	5,5%	113 788	9,5	1,6
4.2.2017.	479 951	48 249	3,7%	78 314	9,9	1,6
5.2.2017.	528 699	55 109	4,3%	90 115	9,6	1,6
6.2.2017.	745 574	82 484	6,4%	131 969	9,0	1,6
7.2.2017.	688 344	72 854	5,7%	116 943	9,4	1,6
8.2.2017.	539 898	57 552	4,5%	91 768	9,4	1,6
9.2.2017.	705 989	77 651	6,0%	124 867	9,1	1,6
10.2.2017.	668 248	71 210	5,5%	117 430	9,4	1,6
11.2.2017.	508 792	53 943	4,2%	86 875	9,4	1,6
12.2.2017.	521 862	56 074	4,4%	91 451	9,3	1,6
13.2.2017.	747 086	82 843	6,4%	132 668	9,0	1,6
14.2.2017.	699 326	73 821	5,7%	119 722	9,5	1,6
15.2.2017.	659 211	73 392	5,7%	118 140	9,0	1,6
16.2.2017.	636 842	70 052	5,4%	112 700	9,1	1,6
17.2.2017.	640 185	68 406	5,3%	109 509	9,4	1,6
18.2.2017.	427 823	46 961	3,6%	73 400	9,1	1,6
19.2.2017.	484 050	52 631	4,1%	83 001	9,2	1,6
20.2.2017.	691 323	75 097	5,8%	119 123	9,2	1,6
21.2.2017.	694 354	74 049	5,8%	119 638	9,4	1,6
22.2.2017.	679 612	73 781	5,7%	118 190	9,2	1,6
23.2.2017.	679 049	69 886	5,4%	113 667	9,7	1,6
24.2.2017.	669 782	69 277	5,4%	111 364	9,7	1,6
25.2.2017.	446 324	44 148	3,4%	72 457	10,1	1,6
26.2.2017.	465 205	47 811	3,7%	77 096	9,7	1,6
27.2.2017.	676 308	72 882	5,7%	117 417	9,3	1,6
28.2.2017.	681 632	72 118	5,6%	118 411	9,5	1,6

## Weekly reach (Slovenian visitors)

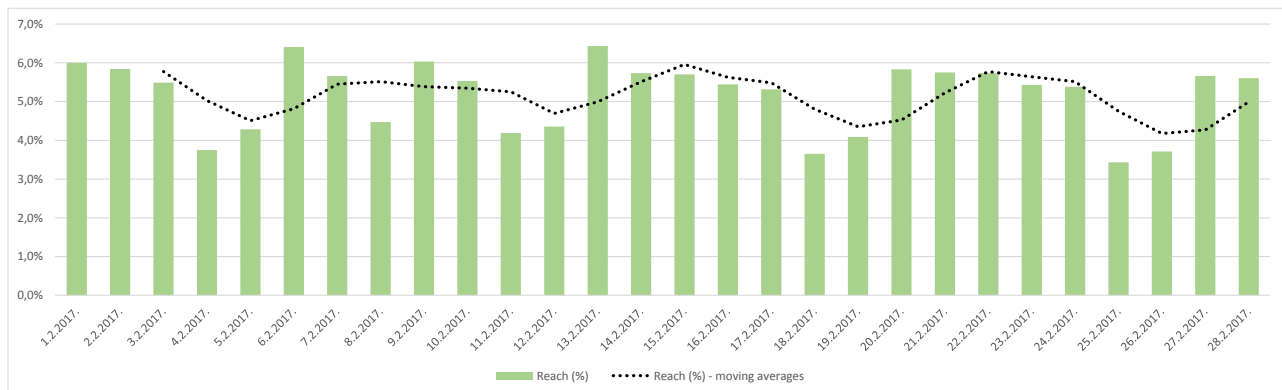
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2017. - 5.2.2017.	3 079 604	160 435	12,5%	531 841	19,2	3,3
6.2.2017. - 12.2.2017.	4 378 727	188 031	14,6%	761 267	23,3	4,0
13.2.2017. - 19.2.2017.	4 294 506	184 153	14,3%	749 137	23,3	4,1
20.2.2017. - 26.2.2017.	4 325 642	178 321	13,9%	731 438	24,3	4,1
27.2.2017. - 28.2.2017.	1 357 942	110 419	8,6%	235 829	12,3	2,1

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2017. - 28.2.2017.	17 436 335	377 707	29,3%	3 009 427	46,2	8,0

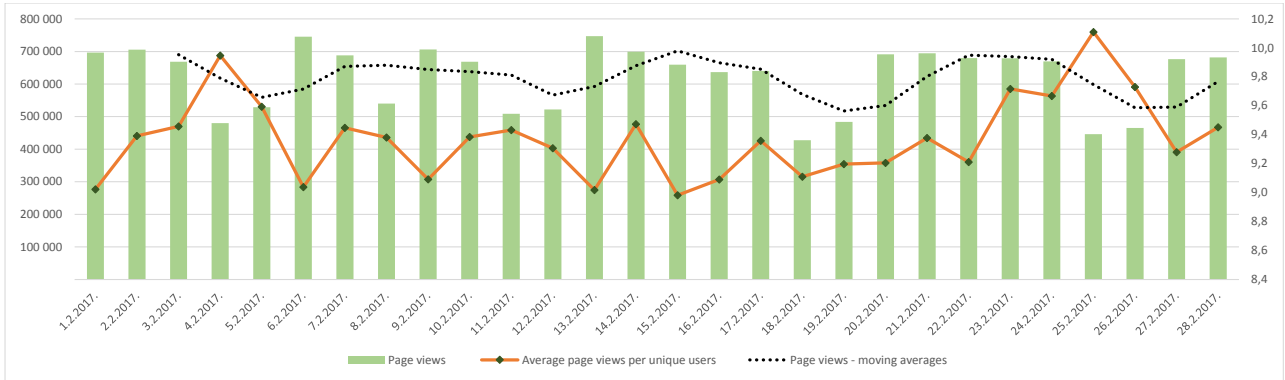
## Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,7%	93	25,6%
	Three-year high school	15,3%	108	13,2%
	Four-year high school	45,2%	104	42,7%
	Higher school, university, college or more	26,0%	93	18,1%
	I don't want to answer	0,8%	104	0,4%
Personal income	I have no income	8,5%	74	4,2%
	less than 400 EUR	11,2%	92	17,1%
	400 to 800 EUR	31,1%	116	41,0%
	800 to 1200 EUR	24,6%	103	23,1%
	1200 to 1500 EUR	7,4%	95	4,7%
	1500 to 1800 EUR	4,0%	98	1,7%
	over 1800 EUR	4,6%	95	2,9%
	I don't want to answer	8,6%	96	5,3%
Region	Pomurska	7,3%	112	15,9%
	Podravska	14,9%	100	15,0%
	Koroška	3,8%	100	1,8%
	Savinjska	13,6%	101	11,8%
	Zasavska	2,4%	102	1,7%
	Spodnje-posavska	2,9%	114	4,9%
	JV Slovenija	7,1%	107	5,4%
	Osrednjeslovenska	25,1%	91	12,2%
	Gorenjska	9,6%	97	11,2%
	Notranjsko-kraška	2,4%	103	2,7%
	Goriška	6,0%	115	14,2%
	Obalno-kraška	5,0%	103	3,2%
	Gender	Male	51,5%	99
Female		48,5%	102	65,4%
Age	10 to 17 years	3,0%	79	1,7%
	18 to 24 years	9,7%	75	1,0%
	25 to 29 years	7,8%	81	1,8%
	30 to 39 years	21,7%	89	9,7%
	40 to 49 years	22,3%	102	16,4%
	50 to 59 years	18,9%	124	27,6%
	60 to 75 years	16,5%	138	41,8%
Employment status	Employed in public sector	14,1%	105	11,4%
	Employed in a private company	37,3%	100	26,2%
	Self-employed	8,2%	92	6,5%
	Unemployed	6,9%	105	4,5%
	Retired	17,8%	139	48,2%
	Pupil	4,3%	71	1,7%
	Student	10,1%	77	1,2%
	I don't want to answer	1,2%	82	0,2%

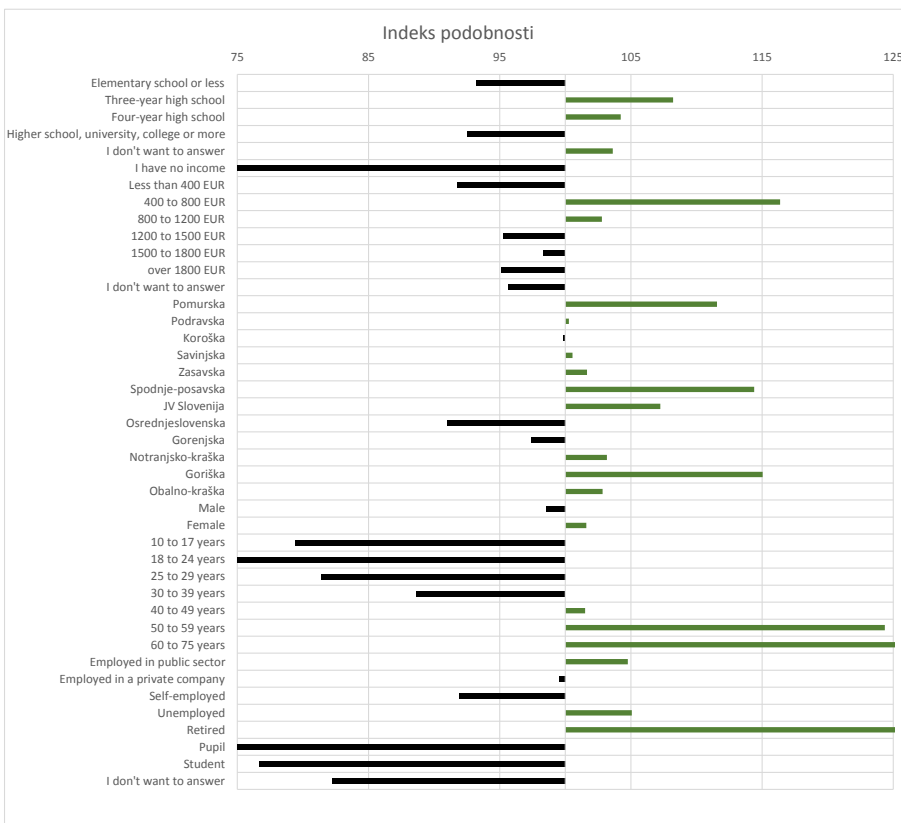


### Note:

**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 site 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 01.02. to 28.02.2017. 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 01.02. to 28.02.2017. Reach shows n umber 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 de vices 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 perio d. 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. Vi sits 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 us er.

**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 spec ified 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 view s (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 condtion must be fulfilled(n=80),