



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:

Dne 16.03.2017 je med 14:00 in 14:30 uro prišlo do izpada v merjenju. Promet se v tem času ni meril v celoti.

Period: March 2017

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2017.	695 378	73 390	5,7%	116 879	9,5	1,6
2.3.2017.	659 097	69 396	5,4%	109 585	9,5	1,6
3.3.2017.	619 079	65 197	5,1%	103 757	9,5	1,6
4.3.2017.	464 997	47 442	3,7%	75 981	9,8	1,6
5.3.2017.	525 903	55 216	4,3%	87 873	9,5	1,6
6.3.2017.	707 981	77 963	6,1%	123 626	9,1	1,6
7.3.2017.	689 342	75 522	5,9%	117 958	9,1	1,6
8.3.2017.	603 128	67 342	5,2%	103 645	9,0	1,5
9.3.2017.	655 767	70 040	5,4%	111 136	9,4	1,6
10.3.2017.	616 471	65 883	5,1%	104 842	9,4	1,6
11.3.2017.	415 700	43 774	3,4%	69 073	9,5	1,6
12.3.2017.	470 275	50 886	4,0%	78 800	9,2	1,5
13.3.2017.	648 823	73 811	5,7%	114 887	8,8	1,6
14.3.2017.	629 850	70 989	5,5%	110 697	8,9	1,6
15.3.2017.	574 699	70 526	5,5%	110 369	8,1	1,6
16.3.2017.	566 497	64 950	5,0%	101 226	8,7	1,6
17.3.2017.	545 607	62 754	4,9%	97 191	8,7	1,5
18.3.2017.	412 323	46 417	3,6%	72 281	8,9	1,6
19.3.2017.	443 222	51 652	4,0%	80 478	8,6	1,6
20.3.2017.	632 054	75 754	5,9%	117 641	8,3	1,6
21.3.2017.	636 888	71 731	5,6%	111 954	8,9	1,6
22.3.2017.	665 022	74 037	5,8%	115 654	9,0	1,6
23.3.2017.	624 367	69 502	5,4%	109 354	9,0	1,6
24.3.2017.	578 717	63 122	4,9%	98 228	9,2	1,6
25.3.2017.	387 294	41 878	3,3%	66 492	9,2	1,6
26.3.2017.	459 994	51 063	4,0%	82 724	9,0	1,6
27.3.2017.	592 928	71 900	5,6%	113 208	8,2	1,6
28.3.2017.	608 256	69 050	5,4%	107 504	8,8	1,6
29.3.2017.	624 837	68 530	5,3%	107 834	9,1	1,6
30.3.2017.	596 559	67 227	5,2%	104 710	8,9	1,6
31.3.2017.	571 062	63 424	4,9%	100 161	9,0	1,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2017. - 5.3.2017.	2 964 508	154 575	12,0%	494 074	19,2	3,2
6.3.2017. - 12.3.2017.	4 158 672	179 281	13,9%	709 047	23,2	4,0
13.3.2017. - 19.3.2017.	3 821 036	176 464	13,7%	687 058	21,7	3,9
20.3.2017. - 26.3.2017.	3 984 330	178 853	13,9%	701 940	22,3	3,9
27.3.2017. - 31.3.2017.	2 993 649	164 715	12,8%	533 366	18,2	3,2

Monthly reach (Slovenian visitors)

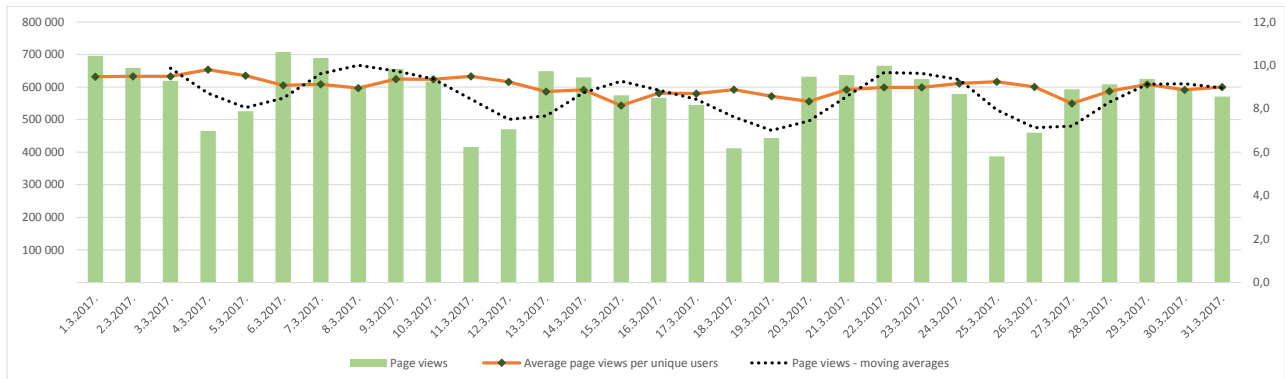
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2017. - 31.3.2017.	17 922 281	385 496	29,9%	3 125 135	46,5	8,1

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,0%	98	23,9%
	Three-year high school	14,6%	102	13,7%
	Four-year high school	45,3%	103	44,6%
	Higher school, university, college or more	26,3%	94	17,5%
Personal income	I don't want to answer	0,7%	109	0,3%
	I have no income	9,7%	88	6,5%
	Less than 400 EUR	11,0%	92	15,7%
	400 to 800 EUR	29,6%	110	35,5%
	800 to 1200 EUR	25,4%	105	25,7%
	1200 to 1500 EUR	7,5%	94	5,0%
	1500 to 1800 EUR	3,6%	88	2,1%
	over 1800 EUR	4,4%	93	3,8%
	I don't want to answer	8,9%	98	5,8%
Region	Pomurska	7,2%	108	14,1%
	Podravska	14,1%	94	16,2%
	Koroška	4,0%	106	3,1%
	Savinjska	14,5%	105	11,7%
	Zasavska	2,7%	109	2,7%
	Spodnje-posavska	2,8%	116	4,7%
	JV Slovenija	6,7%	106	3,5%
	Osrednjeslovenska	25,6%	94	13,7%
	Gorenjska	9,7%	97	9,7%
	Notranjsko-kraška	2,5%	104	2,5%
	Goriška	5,8%	109	13,4%
	Obalno-kraška	4,5%	91	4,6%
	I don't want to answer	51,3%	98	37,9%
Gender	Female	48,7%	103	62,1%
	I don't want to answer	2,6%	77	4,0%
Age	10 to 17 years	2,6%	77	4,0%
	18 to 24 years	10,2%	79	1,3%
	25 to 29 years	8,0%	85	1,9%
	30 to 39 years	20,9%	85	15,0%
	40 to 49 years	23,4%	105	16,7%
	50 to 59 years	19,2%	125	25,3%
	60 to 75 years	15,7%	129	35,8%
Employment status	Employed in public sector	14,8%	107	10,7%
	Employed in a private company	38,1%	101	31,5%
	Self-employed	8,4%	93	5,2%
	Unemployed	6,6%	102	3,7%
	Retired	16,7%	129	43,1%
	Pupil	4,5%	78	4,2%
	Student	9,8%	76	1,3%
	I don't want to answer	1,1%	87	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.

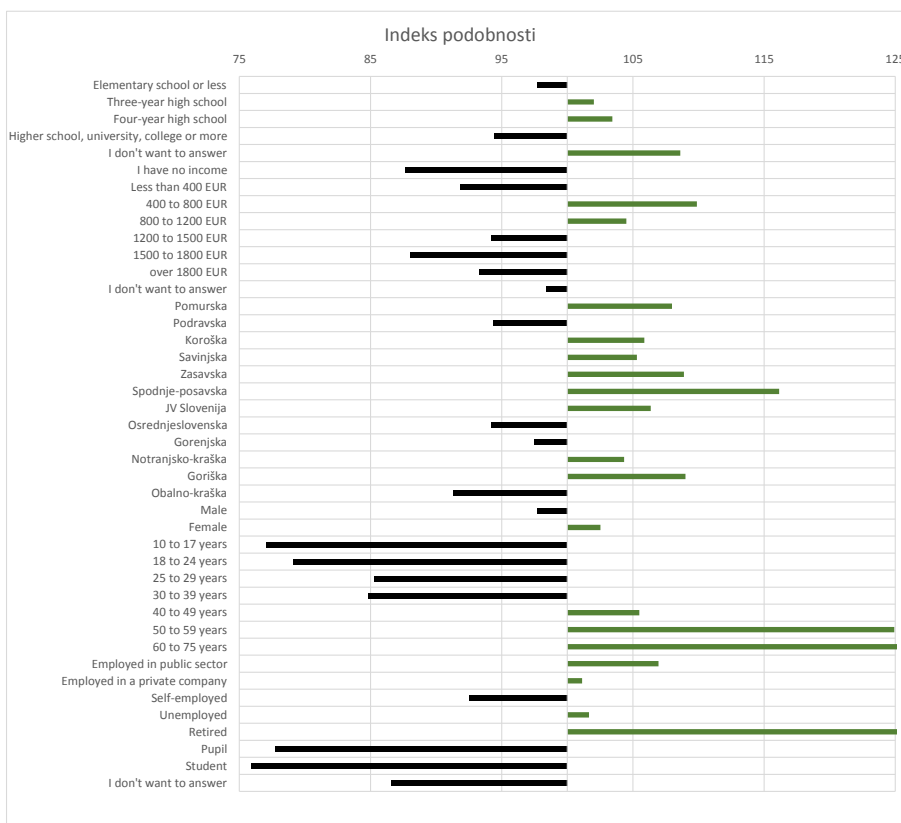


Note:

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 01.03. to 31.03.2017. 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 01.03. to 31.03.2017. 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),