



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:

Period: June 2017

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2017.	562 513	65 869	5,1%	102 063	8,5	1,6
2.6.2017.	553 625	62 809	4,9%	97 313	8,8	1,6
3.6.2017.	380 869	41 885	3,2%	65 888	9,1	1,6
4.6.2017.	412 232	45 270	3,5%	72 376	9,1	1,6
5.6.2017.	630 039	73 709	5,7%	112 081	8,6	1,5
6.6.2017.	629 887	72 144	5,6%	110 484	8,7	1,5
7.6.2017.	634 348	74 617	5,8%	112 084	8,5	1,5
8.6.2017.	556 814	64 235	5,0%	96 906	8,7	1,5
9.6.2017.	509 898	58 642	4,5%	88 793	8,7	1,5
10.6.2017.	361 184	39 529	3,1%	61 546	9,1	1,6
11.6.2017.	371 291	42 773	3,3%	66 980	8,7	1,6
12.6.2017.	581 123	67 904	5,3%	102 757	8,6	1,5
13.6.2017.	587 907	66 465	5,2%	101 447	8,9	1,5
14.6.2017.	602 274	67 283	5,2%	105 192	9,0	1,6
15.6.2017.	547 386	64 293	5,0%	100 112	8,5	1,6
16.6.2017.	534 264	60 287	4,7%	96 246	8,9	1,6
17.6.2017.	357 958	38 422	3,0%	61 741	9,3	1,6
18.6.2017.	396 932	44 598	3,5%	72 662	8,9	1,6
19.6.2017.	646 905	74 255	5,8%	119 317	8,7	1,6
20.6.2017.	631 650	70 917	5,5%	112 757	8,9	1,6
21.6.2017.	637 580	69 734	5,4%	112 220	9,1	1,6
22.6.2017.	600 121	64 898	5,0%	103 296	9,3	1,6
23.6.2017.	541 634	60 400	4,7%	98 490	9,0	1,6
24.6.2017.	375 550	40 027	3,1%	67 423	9,4	1,7
25.6.2017.	429 140	46 236	3,6%	80 527	9,3	1,7
26.6.2017.	541 602	64 361	5,0%	100 711	8,4	1,6
27.6.2017.	557 679	62 692	4,9%	99 127	8,9	1,6
28.6.2017.	584 750	64 440	5,0%	105 888	9,1	1,6
29.6.2017.	610 883	65 700	5,1%	111 459	9,3	1,7
30.6.2017.	525 665	58 556	4,5%	95 745	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
1.6.2017. - 4.6.2017.	1 909 244	122 848	9,5%	337 623	15,5	2,8
5.6.2017. - 11.6.2017.	3 693 499	170 840	13,2%	648 860	21,6	3,8
12.6.2017. - 18.6.2017.	3 607 864	162 726	12,6%	640 069	22,2	3,9
19.6.2017. - 25.6.2017.	3 862 675	168 555	13,1%	693 906	22,9	4,1
26.6.2017. - 30.6.2017.	2 820 536	153 071	11,9%	512 916	18,4	3,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2017. - 30.6.2017.	15 894 032	337 120	26,1%	2 833 305	47,2	8,4

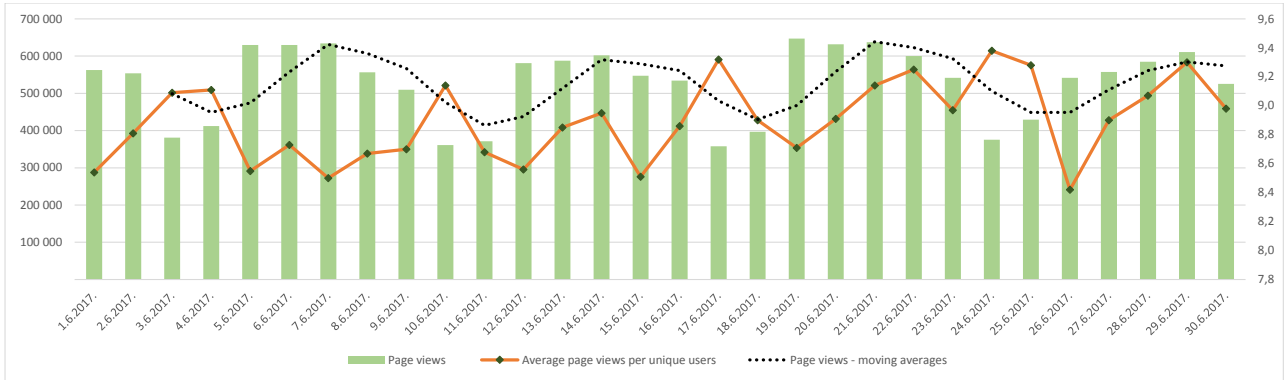
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,9%	98	14,1%
	Three-year high school	14,9%	111	22,3%
	Four-year high school	43,8%	101	43,7%
	Higher school, university, college or more	27,1%	93	19,6%
	I don't want to answer	1,3%	114	0,3%
Personal income	I have no income	10,4%	95	5,7%
	less than 400 EUR	8,7%	82	17,0%
	400 to 800 EUR	29,3%	112	36,0%
	800 to 1200 EUR	26,6%	103	21,5%
	1200 to 1500 EUR	7,9%	97	5,5%
	1500 to 1800 EUR	3,9%	92	2,3%
	over 1800 EUR	4,1%	80	3,0%
	I don't want to answer	9,2%	100	9,0%
Region	Pomurska	7,6%	107	6,5%
	Podravska	15,8%	101	13,1%
	Koroška	3,2%	100	4,0%
	Savinjska	12,2%	98	9,9%
	Zasavska	2,9%	107	4,2%
	Spodnje-posavska	2,8%	104	6,6%
	JV Slovenija	6,7%	101	5,0%
	Osrednjeslovenska	26,0%	96	20,6%
	Gorenjska	9,2%	99	10,2%
	Notranjsko-kraška	2,5%	102	0,9%
	Goriška	6,4%	102	8,1%
	Obalno-kraška	4,8%	105	10,8%
	Gender	Male	49,4%	98
Female		50,6%	102	61,6%
Age	10 to 17 years	2,8%	77	0,5%
	18 to 24 years	8,5%	73	1,6%
	25 to 29 years	7,1%	79	1,4%
	30 to 39 years	21,5%	85	6,9%
	40 to 49 years	23,9%	103	19,9%
	50 to 59 years	20,8%	128	34,7%
	60 to 75 years	15,4%	139	34,9%
Employment status	Employed in public sector	16,0%	106	11,0%
	Employed in a private company	37,4%	96	25,1%
	Self-employed	9,3%	98	5,9%
	Unemployed	8,5%	105	16,3%
	Retired	16,4%	142	37,6%
	Pupil	3,6%	71	0,6%
	Student	7,6%	71	1,5%
	I don't want to answer	1,4%	104	2,0%

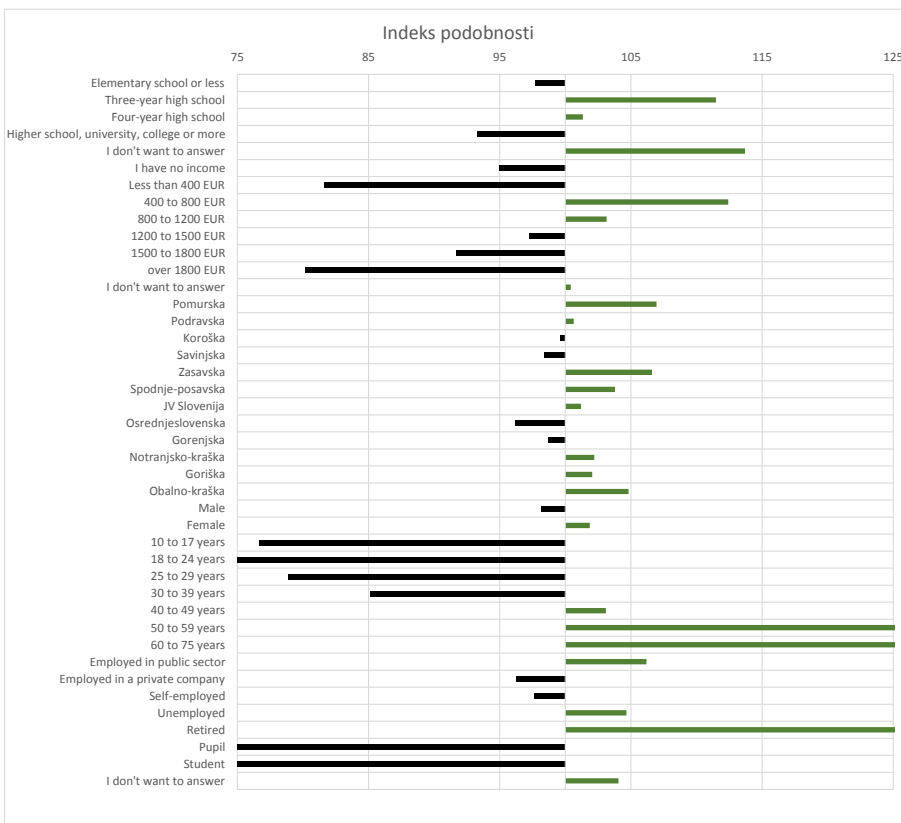


Note:

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 01.06. to 30.06.2017. 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 01.06. to 30.06.2017. 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),