



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: August 2017

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.8.2017.	531 752	56 988	4,4%	92 509	9,3	1,6
2.8.2017.	527 589	57 110	4,4%	94 983	9,2	1,7
3.8.2017.	524 106	55 506	4,3%	91 689	9,4	1,7
4.8.2017.	496 169	53 558	4,2%	89 422	9,3	1,7
5.8.2017.	363 459	38 652	3,0%	67 492	9,4	1,7
6.8.2017.	389 161	42 407	3,3%	78 074	9,2	1,8
7.8.2017.	529 536	61 572	4,8%	98 312	8,6	1,6
8.8.2017.	503 201	59 886	4,6%	94 422	8,4	1,6
9.8.2017.	529 425	57 899	4,5%	95 922	9,1	1,7
10.8.2017.	535 618	58 736	4,6%	98 761	9,1	1,7
11.8.2017.	464 212	54 416	4,2%	91 451	8,5	1,7
12.8.2017.	373 941	40 484	3,1%	68 231	9,2	1,7
13.8.2017.	359 675	38 316	3,0%	64 580	9,4	1,7
14.8.2017.	445 506	50 890	3,9%	82 114	8,8	1,6
15.8.2017.	391 816	45 222	3,5%	70 525	8,7	1,6
16.8.2017.	547 300	61 176	4,7%	99 264	8,9	1,6
17.8.2017.	535 854	57 641	4,5%	93 210	9,3	1,6
18.8.2017.	517 592	55 503	4,3%	91 075	9,3	1,6
19.8.2017.	403 103	41 545	3,2%	71 170	9,7	1,7
20.8.2017.	408 243	44 028	3,4%	73 437	9,3	1,7
21.8.2017.	552 985	62 253	4,8%	99 336	8,9	1,6
22.8.2017.	543 016	61 076	4,7%	95 670	8,9	1,6
23.8.2017.	533 685	59 416	4,6%	93 559	9,0	1,6
24.8.2017.	505 009	55 998	4,3%	89 584	9,0	1,6
25.8.2017.	496 625	52 892	4,1%	83 697	9,4	1,6
26.8.2017.	354 001	35 640	2,8%	59 107	9,9	1,7
27.8.2017.	384 143	37 918	2,9%	65 177	10,1	1,7
28.8.2017.	574 182	63 421	4,9%	101 840	9,1	1,6
29.8.2017.	585 239	64 865	5,0%	101 237	9,0	1,6
30.8.2017.	556 958	66 081	5,1%	93 169	8,4	1,4
31.8.2017.	553 367	59 118	4,6%	94 736	9,4	1,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.8.2017. - 6.8.2017.	2 832 364	130 638	10,1%	513 820	21,7	3,9
7.8.2017. - 13.8.2017.	3 295 615	144 337	11,2%	611 696	22,8	4,2
14.8.2017. - 20.8.2017.	3 249 739	141 111	10,9%	580 756	23,0	4,1
21.8.2017. - 27.8.2017.	3 366 682	143 735	11,1%	585 398	23,4	4,1
28.8.2017. - 31.8.2017.	2 270 803	139 984	10,9%	391 914	16,2	2,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.8.2017. - 31.8.2017.	15 014 180	302 560	23,5%	2 682 940	49,6	8,9

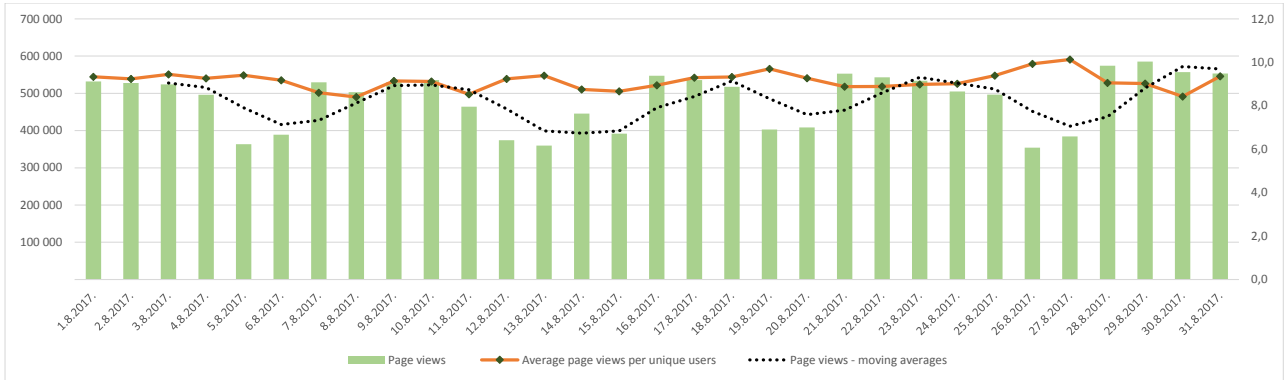
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,2%	100	16,3%
	Three-year high school	15,0%	111	23,9%
	Four-year high school	44,6%	104	39,6%
	Higher school, university, college or more	26,1%	89	19,7%
	I don't want to answer	1,1%	100	0,4%
Personal income	I have no income	9,6%	89	5,3%
	less than 400 EUR	9,6%	91	19,5%
	400 to 800 EUR	29,2%	111	36,3%
	800 to 1200 EUR	26,7%	104	20,9%
	1200 to 1500 EUR	7,7%	91	4,8%
	1500 to 1800 EUR	4,0%	98	2,4%
	over 1800 EUR	4,2%	81	3,3%
	I don't want to answer	8,9%	99	7,5%
Region	Pomurska	6,3%	91	7,6%
	Podravska	16,3%	104	13,1%
	Koroška	3,4%	110	4,0%
	Savinjska	13,2%	103	10,6%
	Zasavska	2,8%	106	3,5%
	Spodnje-posavska	3,0%	115	5,3%
	JV Slovenija	7,3%	109	5,2%
	Osrednjeslovenska	24,5%	91	20,0%
	Gorenjska	9,5%	100	11,3%
	Notranjsko-kraška	2,8%	113	1,5%
	Goriška	6,5%	106	8,5%
	Obalno-kraška	4,4%	94	9,3%
	Gender	Male	48,7%	97
Female		51,3%	103	60,6%
Age	10 to 17 years	3,1%	80	0,5%
	18 to 24 years	8,4%	75	1,4%
	25 to 29 years	7,2%	82	1,4%
	30 to 39 years	21,7%	86	6,1%
	40 to 49 years	23,1%	100	18,7%
	50 to 59 years	20,0%	122	33,5%
	60 to 75 years	16,5%	146	38,2%
Employment status	Employed in public sector	14,7%	97	9,3%
	Employed in a private company	38,0%	97	23,1%
	Self-employed	9,5%	101	6,8%
	Unemployed	8,6%	109	16,0%
	Retired	16,6%	140	41,7%
	Pupil	3,9%	77	0,6%
	Student	7,3%	71	1,2%
	I don't want to answer	1,3%	107	1,2%

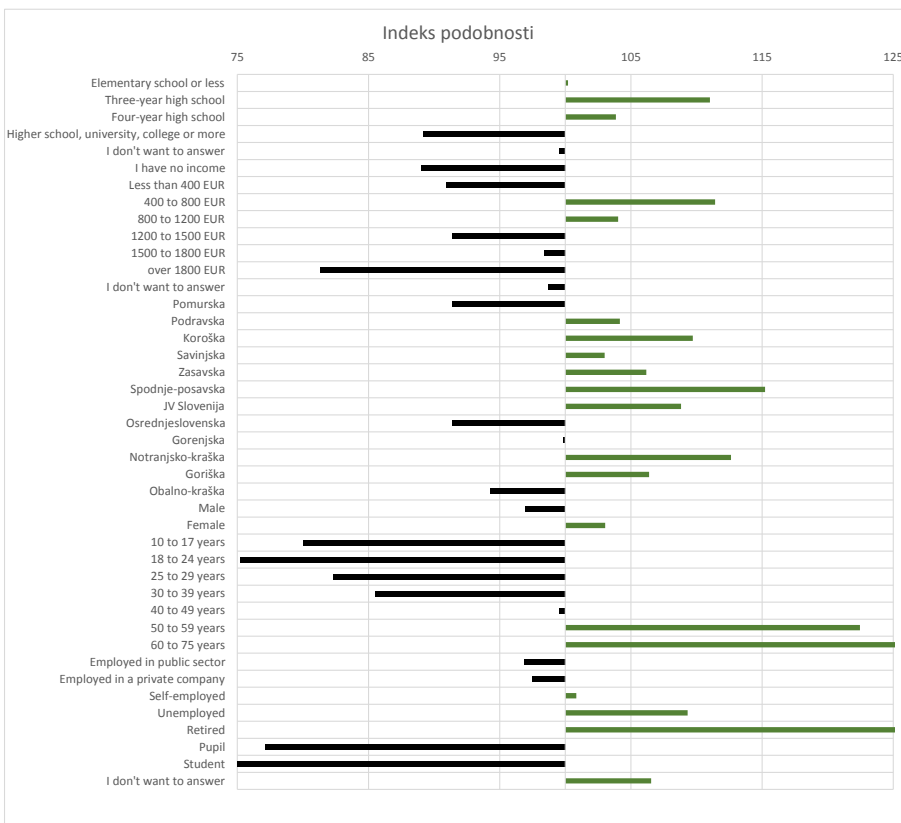


Note:

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 01.08. to 31.08.2017. 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 01.08. to 31.08.2017. 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),