



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: October 2017

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2017.	407 989	51 154	4,0%	73 125	8,0	1,4
2.10.2017.	593 915	77 055	6,0%	107 406	7,7	1,4
3.10.2017.	643 019	81 351	6,3%	114 292	7,9	1,4
4.10.2017.	612 417	73 036	5,7%	105 560	8,4	1,4
5.10.2017.	592 039	72 183	5,6%	104 035	8,2	1,4
6.10.2017.	597 175	70 402	5,5%	102 381	8,5	1,5
7.10.2017.	379 156	44 464	3,5%	64 649	8,5	1,5
8.10.2017.	422 682	51 053	4,0%	75 516	8,3	1,5
9.10.2017.	604 952	76 810	6,0%	108 504	7,9	1,4
10.10.2017.	586 274	74 404	5,8%	106 290	7,9	1,4
11.10.2017.	592 822	72 655	5,7%	102 924	8,2	1,4
12.10.2017.	583 048	69 804	5,4%	100 416	8,4	1,4
13.10.2017.	556 172	67 955	5,3%	97 411	8,2	1,4
14.10.2017.	376 589	45 003	3,5%	64 610	8,4	1,4
15.10.2017.	397 661	49 116	3,8%	71 545	8,1	1,5
16.10.2017.	596 778	76 897	6,0%	107 398	7,8	1,4
17.10.2017.	596 368	72 767	5,7%	102 659	8,2	1,4
18.10.2017.	613 980	73 466	5,7%	104 421	8,4	1,4
19.10.2017.	573 643	70 420	5,5%	100 859	8,1	1,4
20.10.2017.	535 467	65 991	5,1%	94 433	8,1	1,4
21.10.2017.	371 417	43 339	3,4%	63 621	8,6	1,5
22.10.2017.	476 526	56 853	4,4%	86 031	8,4	1,5
23.10.2017.	644 591	78 817	6,1%	114 716	8,2	1,5
24.10.2017.	572 816	74 878	5,8%	105 791	7,6	1,4
25.10.2017.	589 751	71 797	5,6%	101 477	8,2	1,4
26.10.2017.	553 602	68 512	5,3%	97 694	8,1	1,4
27.10.2017.	558 470	66 277	5,2%	95 956	8,4	1,4
28.10.2017.	389 446	45 308	3,5%	67 107	8,6	1,5
29.10.2017.	439 303	51 294	4,0%	78 887	8,6	1,5
30.10.2017.	472 104	57 252	4,5%	84 228	8,2	1,5
31.10.2017.	386 669	47 018	3,7%	68 286	8,2	1,5

## Weekly reach (Slovenian visitors)

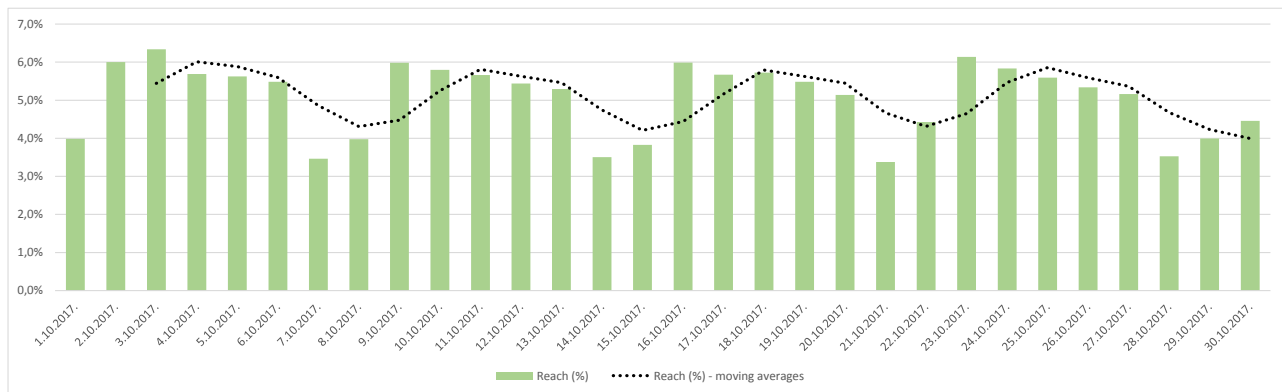
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2017. - 1.10.2017.	407 989	51 154	4,0%	73 125	8,0	1,4
2.10.2017. - 8.10.2017.	3 840 411	188 899	14,7%	673 795	20,3	3,6
9.10.2017. - 15.10.2017.	3 697 535	185 115	14,4%	651 727	20,0	3,5
16.10.2017. - 22.10.2017.	3 764 159	187 322	14,6%	659 385	20,1	3,5
23.10.2017. - 29.10.2017.	3 747 994	183 963	14,3%	661 568	20,4	3,6
30.10.2017. - 31.10.2017.	858 782	82 209	6,4%	152 520	10,4	1,9

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2017. - 31.10.2017.	16 316 859	369 817	28,8%	2 872 117	44,1	7,8

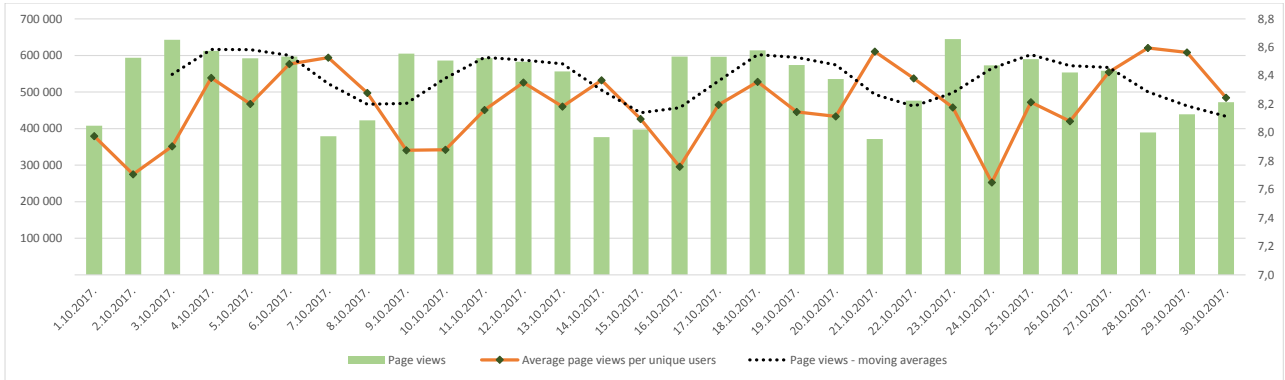
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,0%	99	15,1%
	Three-year high school	14,9%	112	22,2%
	Four-year high school	43,6%	101	40,7%
	Higher school, university, college or more	27,5%	94	21,7%
Personal income	I don't want to answer	1,1%	97	0,3%
	I have no income	8,7%	83	9,2%
	less than 400 EUR	9,8%	93	16,2%
	400 to 800 EUR	29,8%	113	31,8%
	800 to 1200 EUR	26,8%	104	24,1%
	1200 to 1500 EUR	7,9%	94	5,6%
	1500 to 1800 EUR	4,2%	98	2,2%
	over 1800 EUR	3,9%	75	3,1%
Region	I don't want to answer	8,9%	99	7,8%
	Pomurska	7,3%	103	8,4%
	Podravska	15,6%	99	10,0%
	Koroška	3,2%	106	3,3%
	Savinjska	13,2%	105	11,7%
	Zasavska	2,6%	100	3,2%
	Spodnje-posavska	2,8%	110	4,7%
	JV Slovenija	6,8%	100	4,5%
	Osrednjeslovenska	25,9%	96	23,4%
	Gorenjska	8,6%	93	8,2%
	Notranjsko-kraška	2,4%	97	1,4%
	Goriška	7,0%	110	9,6%
	Obalno-kraška	4,5%	99	11,4%
Gender	Male	47,0%	95	38,0%
	Female	53,0%	105	62,0%
Age	10 to 17 years	3,4%	91	0,9%
	18 to 24 years	7,6%	69	4,6%
	25 to 29 years	6,6%	75	1,3%
	30 to 39 years	23,0%	90	7,4%
	40 to 49 years	23,5%	101	19,1%
	50 to 59 years	20,5%	125	35,5%
	60 to 75 years	15,4%	136	31,2%
Employment status	Employed in public sector	16,3%	105	11,5%
	Employed in a private company	37,0%	95	22,9%
	Self-employed	9,6%	100	7,2%
	Unemployed	8,4%	105	18,4%
	Retired	16,4%	142	36,5%
	Pupil	4,2%	84	1,1%
	Student	6,8%	67	2,1%
	I don't want to answer	1,3%	100	0,3%

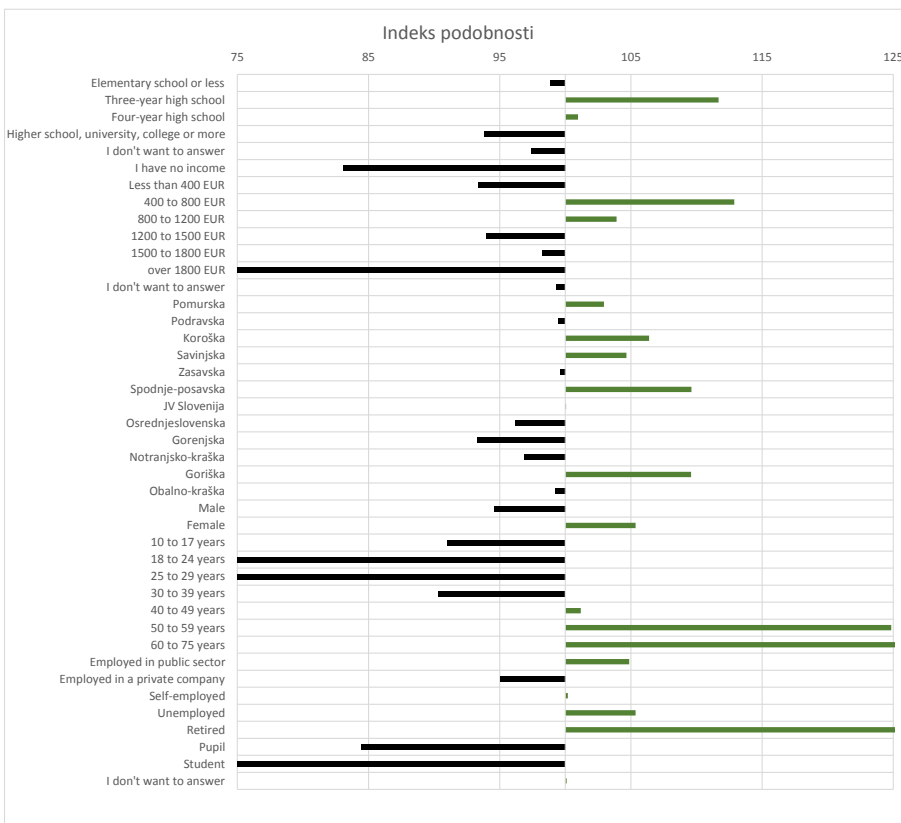


**Note:**

**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 01.10. to 31.10.2017. 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 01.10. to 31.10.2017. 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),