



Trademark: Najdi.si

Main domain: www.najdi.si

Publisher:

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Short description of media:

Najdi.si is the entry point to the Slovenian Internet. It represents the most credible and useful information service in Slovenia, with practical tools that are able to provide solutions in every situation. Users can benefit from the interactive map of Slovenia, largest database of cooking recipes, schedule of events taking place around the country, and news from various sources. Dictionaries, games, and a free SMS service are also available.

Period: August 2015

Reach - Slovenia: 423.069

Estimated additional reach - Foreign: 65.664

Monthly traffic (Slovenian visitors)

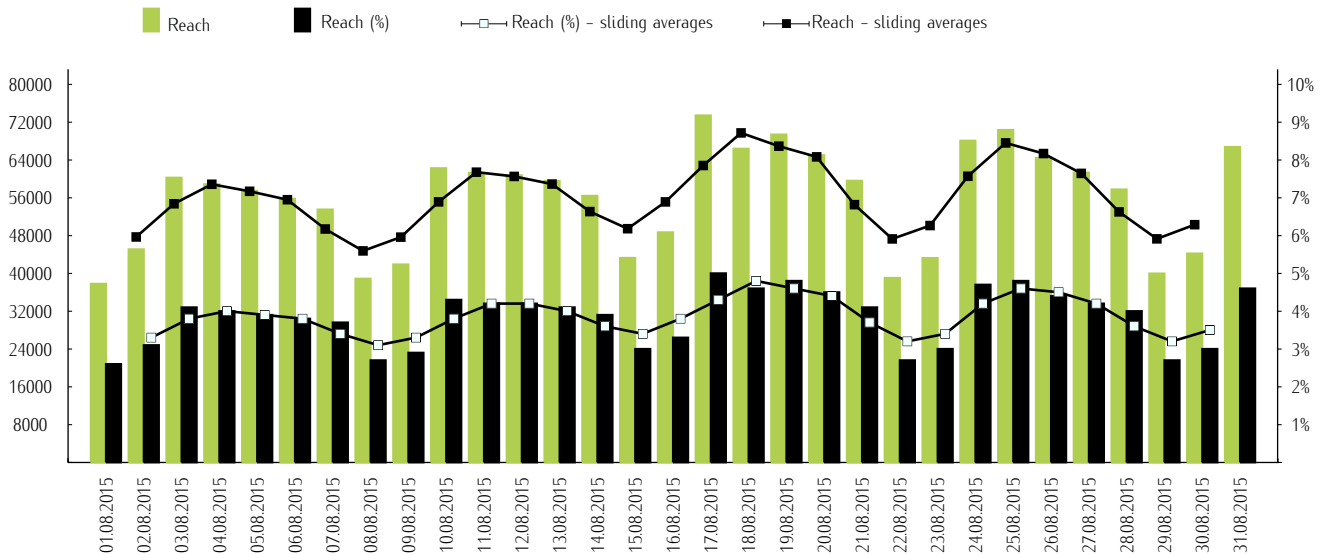
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.08-31.08.2015	423.069	29,1%	25.304.782	59,8	6,9	1:35:58

Weekly traffic (Slovenian visitors)

Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.08-02.08.2015	65.731	4,5%	1.149.073	17,5	2,1	0:28:55
03.08-09.08.2015	182.676	12,5%	5.515.974	30,2	3,4	0:47:18
10.08-16.08.2015	195.601	13,4%	5.886.319	30,1	3,4	0:46:22
17.08-23.08.2015	208.380	14,3%	5.932.782	28,5	3,4	0:46:59
24.08-30.08.2015	205.097	14,1%	5.866.963	28,6	3,4	0:46:56
31.08-31.08.2015	66.742	4,6%	953.671	14,3	1,7	0:23:35

Daily traffic (Slovenian visitors)

Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.August	37.783	2,6%	527.793	14,0	1,6	0:23:12
02.August	45.073	3,1%	621.280	13,8	1,7	0:22:44
03.August	60.236	4,1%	857.465	14,2	1,7	0:23:23
04.August	58.850	4,0%	840.560	14,3	1,7	0:22:53
05.August	57.457	3,9%	845.154	14,7	1,7	0:24:24
06.August	55.780	3,8%	832.283	14,9	1,7	0:24:14
07.August	53.499	3,7%	849.407	15,9	1,7	0:23:42
08.August	38.864	2,7%	616.159	15,9	1,7	0:23:00
09.August	41.879	2,9%	674.946	16,1	1,7	0:23:08
10.August	62.238	4,3%	1.033.004	16,6	1,7	0:23:06
11.August	61.246	4,2%	856.038	14,0	1,7	0:22:15
12.August	60.735	4,2%	947.706	15,6	1,7	0:23:26
13.August	59.543	4,1%	905.048	15,2	1,7	0:23:47
14.August	56.392	3,9%	846.976	15,0	1,7	0:23:40
15.August	43.263	3,0%	628.332	14,5	1,7	0:22:59
16.August	48.673	3,3%	669.215	13,7	1,7	0:22:35
17.August	73.413	5,0%	1.046.565	14,3	1,7	0:22:57
18.August	66.363	4,6%	985.930	14,9	1,7	0:23:46
19.August	69.368	4,8%	987.507	14,2	1,7	0:23:55
20.August	64.987	4,5%	945.109	14,5	1,7	0:23:48
21.August	59.585	4,1%	864.778	14,5	1,7	0:24:13
22.August	39.029	2,7%	532.972	13,7	1,6	0:23:09
23.August	43.238	3,0%	569.921	13,2	1,6	0:22:35
24.August	68.063	4,7%	1.028.816	15,1	1,7	0:23:27
25.August	70.331	4,8%	1.009.136	14,3	1,7	0:23:51
26.August	64.401	4,4%	920.676	14,3	1,7	0:23:42
27.August	61.311	4,2%	894.149	14,6	1,7	0:24:04
28.August	57.742	4,0%	867.581	15,0	1,7	0:24:54
29.August	39.957	2,7%	552.760	13,8	1,6	0:22:55
30.August	44.187	3,0%	593.845	13,4	1,6	0:22:37
31.August	66.742	4,6%	953.671	14,3	1,7	0:23:35

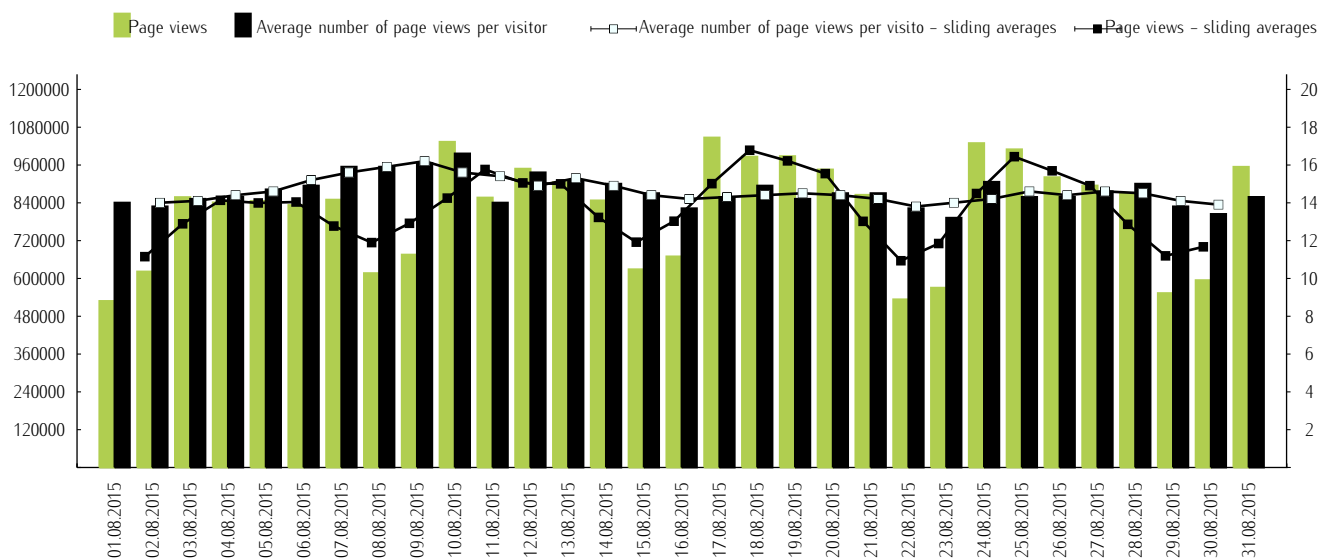


Comment:

Left side of graph: Represents number of Slovenian visitors.

Right side of graph: Represents website reach (in %) from Slovenian IP numbers.

Sliding averages: Sliding averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we summ three days in a row value and we divide it with three, every sliding average is in the middle of interval with length three.

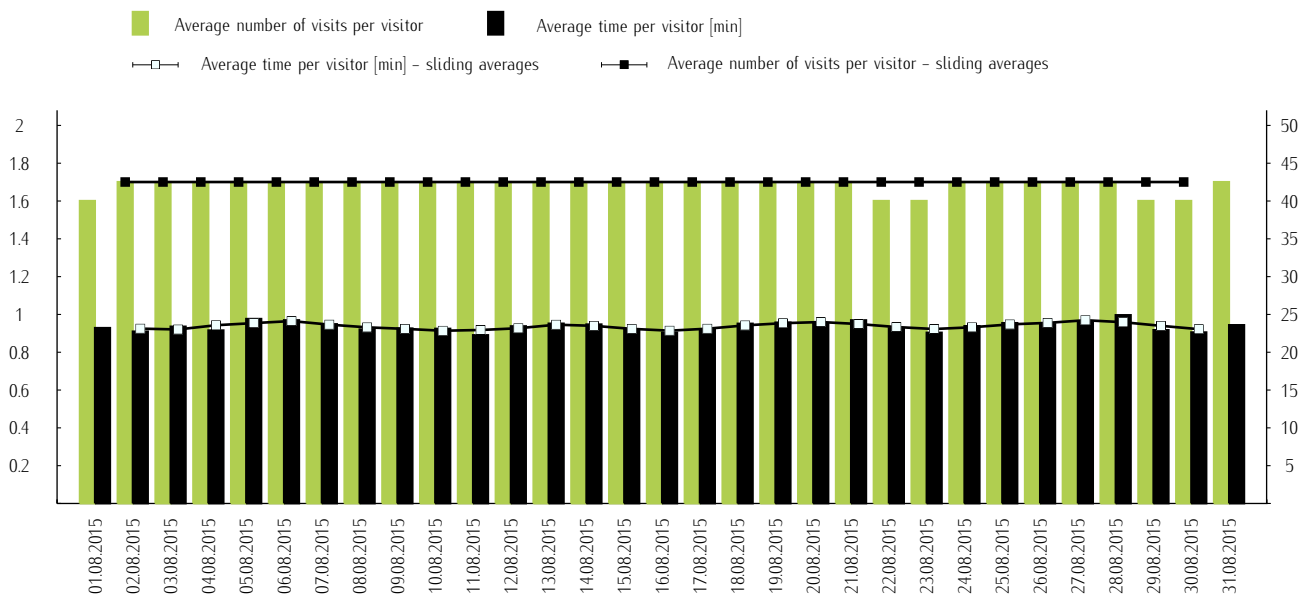


Comment:

Left side of graph: Represents page views that were made by Slovenian visitors.

Right side of graph: Represents average number of page views per Slovenian visitor.

Sliding averages: Sliding averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we summ three days in a row value and we divide it with three, every sliding average is in the middle of interval with length three.



Comment:

Left side of graph: Represents average number of visits per Slovenian visitor.

Right side of graph: Represents average time per Slovenian visitor [min].

Sliding averages: Sliding 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 in the middle of interval with length three.

Demographic profile of Slovenian visitors.

		Internet users (%)	Indeks defined by internet users	Page views (%)
Gender	male	53.2%	102	61.1%
	female	46.8%	98	38.9%
Age weighted	10-14	*	*	*
	15-19	5.3%	74	1.4%
	20-24	6.9%	80	1.0%
	25-29	7.6%	76	1.8%
	30-39	20.6%	91	17.5%
	40-49	23.0%	116	21.6%
	50-59	18.6%	126	24.4%
	60-75	14.6%	137	32.1%
Education	elementary school or lower	13.4%	136	12.9%
	three years of high school	21.6%	109	32.2%
	four years of high school	28.5%	102	32.8%
	high, higher school, university or higher still in school	21.9%	102	19.1%
Employment status	elementary school	4.5%	58	0.6%
	secondary school	3.7%	64	0.4%
	student	5.8%	85	1.0%
	employed in public sector	10.9%	100	8.7%
	employed in a company	35.8%	100	36.4%
	self-employed	7.6%	95	7.9%
	unemployed	10.4%	112	5.8%
	pensioner	16.1%	142	33.9%
	housewife	1.2%	131	2.0%
other	4.0%	122	3.3%	
Average net income of a person per month	no income	8.5%	94	3.8%
	less than EUR 365	7.1%	102	5.0%
	EUR 365 – EUR 730	26.5%	108	36.0%
	EUR 730 – EUR 1100	23.5%	108	27.6%
	EUR 1100 – EUR 1460	9.9%	102	8.5%
	more than EUR 1460	6.3%	96	6.0%
	don't want to answer	18.2%	85	13.1%
Region	Pomurska	5.3%	88	4.3%
	Podravska	14.1%	97	13.8%
	Koroška	4.1%	99	6.1%
	Savinjska	10.5%	100	6.6%
	Zasavska	3.4%	108	3.2%
	Spodnjeposavska	2.9%	108	2.9%
	Dolenjska	6.8%	85	3.1%
	Osrednje – slovenska	27.1%	102	33.9%
	Gorenjska	12.2%	103	11.5%
	Goriška	5.7%	129	7.4%
	Obalno – kraška	4.7%	91	4.4%
	Notranje – kraška	3.1%	106	2.8%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.08 to 31.08.2015. MOSS measurement took place during that period, which is consisted of technical measurement, telephone survey and web pop up survey.

Presentation media:

Trademark, main domain, publisher data and short description of media are informations provided by MOSS participants.

Reach of website:

Currency is measured Slovenian reach of the web site in period from 01.08 to 31.08.2015. Reach tells us, how many different visitors from Slovenian IP numbers has in given period of measurement visited chosen web site. Reach is calculated with technical measurement and corrected with data about size of web population obtained with telephone survey.

Estimated additional reach – foreign:

Estimated additional reach – foreign represents number of users which has accessed the web sites from IP numbers that are not Slovene. Data about estimated additional reach is not corrected with telephone survey data. In measured reach, which is MOSS currency foreign traffic is not included.

Reach (%):

In percentage expressed ratio between number of visitors (different persons from Slovenian IP numbers), which has in given period at least once visited chosen web site and total number of Slovenian web users in given time period.

Page view:

Page view is event during which visitor is looking at web site.

Average number of page views per visitor:

Average number of page views on chosen web site, which are created by visitor of that web site in given time period.

Average number of visits per visitor:

Average number of visits per visitor on chosen web site, which are created by visitor in given time period. As visit we define a series of successive page views on given web site.

Average time spent per visitor:

Average time, that is spent on web site by the visitor in given time period. We suppose that visit with one page view (displayed page is the first and the last page of visit) has duration 0.

Internet users (%) – Ratio in percentage between visitors of chosen target group, which have visited chosen web site and total number of visitors of chosen web site in given time period.

Index of similarity – Ratio between visitor structure in given target group on chosen web site and visitor structure on Slovenian web market.

Page views (%) – Ratio in percentage between page views, which were generated by target group on chosen web site and page views which were generated by all visitors of chosen web site in given time period.

In case there is no data available:

– Data is not available, because the site was not measured in given time period .

* 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($n=45$), meaning that at least 45 visitors visited chosen web site and that they have fulfilled MOSS questionnaire on at least one web site that is participating in MOSS.