



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: March 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2025	55 373	16 025	1,1%	23 088	3,5	1,4
02.03.2025	56 307	15 928	1,1%	23 130	3,5	1,5
03.03.2025	80 714	29 317	2,0%	37 376	2,8	1,3
04.03.2025	76 587	27 429	1,8%	35 008	2,8	1,3
05.03.2025	76 700	29 171	1,9%	37 201	2,6	1,3
06.03.2025	76 065	27 255	1,8%	35 096	2,8	1,3
07.03.2025	77 445	27 685	1,8%	36 989	2,8	1,3
08.03.2025	55 451	20 255	1,4%	26 850	2,7	1,3
09.03.2025	62 002	20 039	1,3%	27 446	3,1	1,4
10.03.2025	95 639	33 416	2,2%	43 207	2,9	1,3
11.03.2025	88 186	32 015	2,1%	40 401	2,8	1,3
12.03.2025	94 813	33 587	2,2%	44 220	2,8	1,3
13.03.2025	85 409	30 298	2,0%	39 129	2,8	1,3
14.03.2025	85 917	29 808	2,0%	37 717	2,9	1,3
15.03.2025	63 482	18 789	1,3%	26 839	3,4	1,4
16.03.2025	65 392	19 155	1,3%	27 697	3,4	1,5
17.03.2025	85 368	29 967	2,0%	35 822	2,9	1,2
18.03.2025	83 558	29 629	2,0%	37 447	2,8	1,3
19.03.2025	79 805	28 693	1,9%	36 266	2,8	1,3
20.03.2025	79 442	29 143	1,9%	38 488	2,7	1,3
21.03.2025	72 091	24 446	1,6%	31 841	3,0	1,3
22.03.2025	57 729	17 966	1,2%	25 353	3,2	1,4
23.03.2025	63 318	19 858	1,3%	28 289	3,2	1,4
24.03.2025	79 665	28 172	1,9%	34 305	2,8	1,2
25.03.2025	79 783	28 985	1,9%	36 379	2,8	1,3
26.03.2025	86 395	31 329	2,1%	40 612	2,8	1,3
27.03.2025	76 103	26 688	1,8%	32 935	2,9	1,2
28.03.2025	76 075	26 418	1,8%	33 619	2,9	1,3
29.03.2025	57 145	16 867	1,1%	23 613	3,4	1,4
30.03.2025	54 472	15 225	1,0%	21 804	3,6	1,4
31.03.2025	70 970	22 697	1,5%	29 489	3,1	1,3

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2025 - 02.03.2025	111 680	27 977	1,9%	46 218	4,0	1,7
03.03.2025 - 09.03.2025	504 964	97 864	6,5%	235 961	5,2	2,4
10.03.2025 - 16.03.2025	578 838	109 167	7,3%	259 295	5,3	2,4
17.03.2025 - 23.03.2025	521 311	99 715	6,7%	233 596	5,2	2,3
24.03.2025 - 30.03.2025	509 638	91 711	6,1%	223 393	5,6	2,4
31.03.2025 - 31.03.2025	70 970	22 697	1,5%	29 489	3,1	1,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2025 - 31.03.2025	2 297 401	244 848	16,3%	1 028 050	9,4	4,2

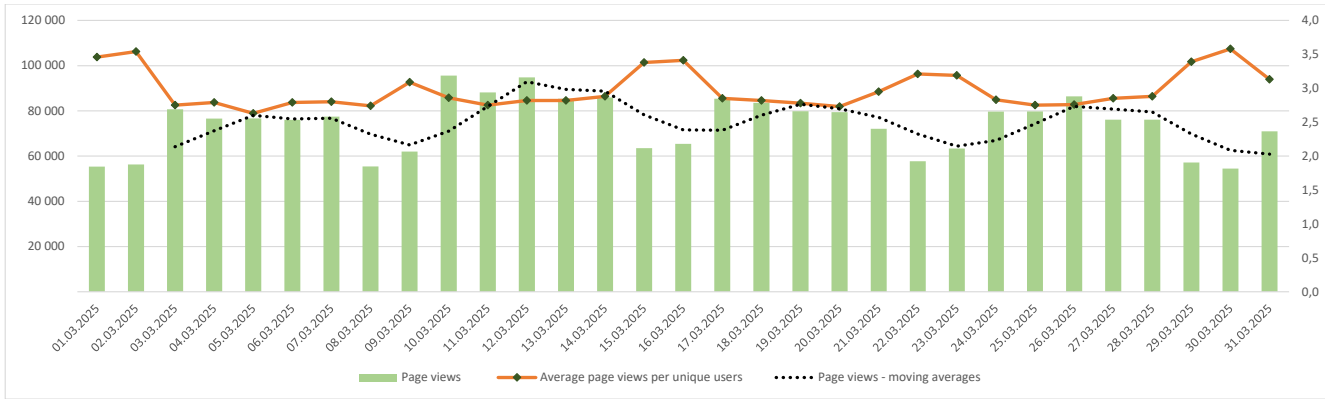
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	10,4%	82	9,3%
	Three-year high school	13,9%	104	11,5%
	Four-year high school	44,0%	110	51,6%
	Higher school, university, college or more	31,2%	94	27,3%
	I don't want to answer	0,5%	65	0,3%
Personal income	I have no income	5,9%	67	2,5%
	Less than 400 EUR	4,9%	79	2,2%
	400 to 800 EUR	18,8%	117	24,9%
	800 to 1200 EUR	29,4%	100	36,1%
	1200 to 1500 EUR	15,2%	117	15,1%
	1500 to 1800 EUR	7,2%	91	5,8%
	over 1800 EUR	9,9%	95	7,7%
	I don't want to answer	8,8%	107	5,8%
Region	Pomurska	4,5%	86	2,6%
	Podravska	16,5%	99	13,8%
	Koroška	3,2%	88	1,8%
	Savinjska	13,3%	102	9,8%
	Zasavska	2,8%	100	2,0%
	Posavska	3,9%	107	6,4%
	JV Slovenija	6,1%	91	5,1%
	Osrednjeslovenska	25,8%	99	28,3%
	Gorenjska	10,4%	101	17,9%
	Primorsko-notranjska	2,6%	117	1,6%
	Goriška	5,9%	114	7,4%
	Obalno-kraška	5,1%	111	3,5%
	Gender	Male	48,4%	95
Female		51,6%	106	53,3%
Age	10 to 17 years	1,7%	41	0,4%
	18 to 24 years	6,3%	66	4,2%
	25 to 29 years	6,9%	95	5,1%
	30 to 39 years	14,3%	73	7,1%
	40 to 49 years	22,5%	104	13,4%
	50 to 59 years	23,1%	116	25,6%
	60 to 75 years	24,9%	140	44,0%
Employment status	Employed in public sector	16,0%	96	12,0%
	Employed in a private company	37,9%	98	38,4%
	Self-employed	9,2%	99	9,6%
	Unemployed	4,9%	81	3,4%
	Retired	23,0%	143	32,0%
	Pupil	3,9%	67	2,1%
	Student	3,8%	58	1,7%
	I don't want to answer	1,2%	126	0,7%

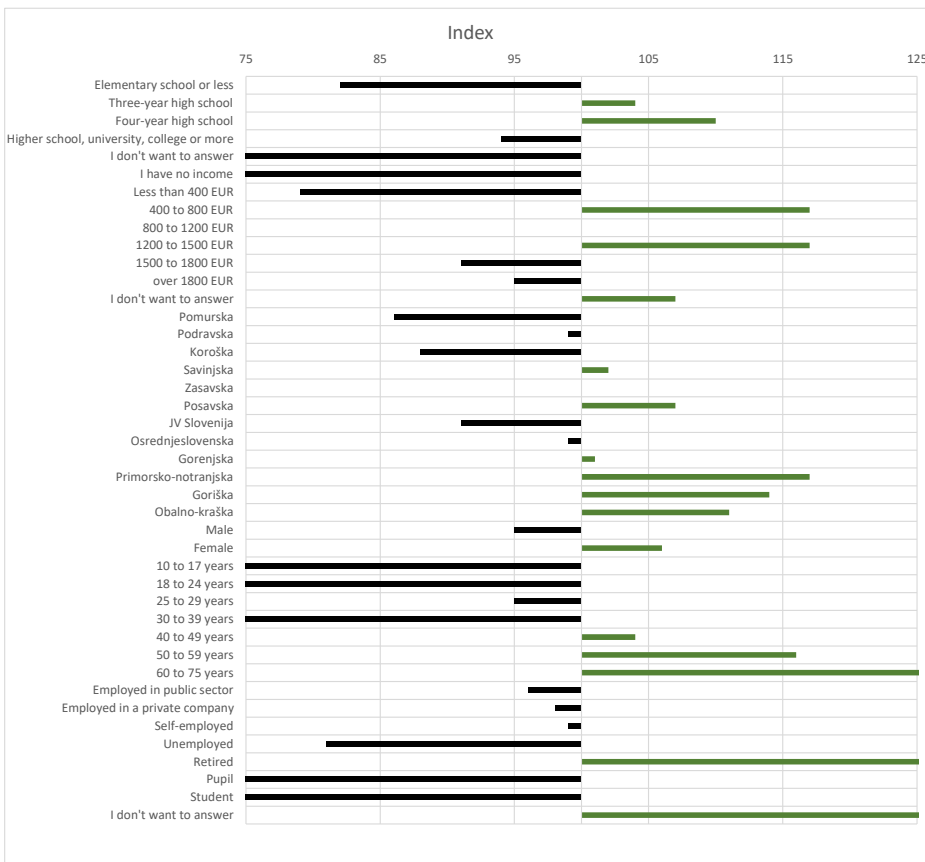


Note:

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 1.3. to 31.3.2025. 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 1.3. to 31.3.2025. 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), meaning that at least 80 visitors visited chosen web site and that they have fulfilled MOSS questionnaire on at least one website that is participating in MOSS.