



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: April 2025

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2025	81 569	29 667	2,0%	37 841	2,8	1,3
02.04.2025	75 434	27 087	1,8%	33 752	2,8	1,3
03.04.2025	73 552	26 462	1,8%	33 230	2,8	1,3
04.04.2025	67 261	24 502	1,6%	31 119	2,8	1,3
05.04.2025	49 807	15 797	1,1%	22 107	3,2	1,4
06.04.2025	59 707	17 921	1,2%	25 914	3,3	1,5
07.04.2025	81 530	29 637	2,0%	36 450	2,8	1,2
08.04.2025	76 386	27 523	1,8%	33 243	2,8	1,2
09.04.2025	73 653	26 873	1,8%	32 715	2,7	1,2
10.04.2025	78 676	29 281	2,0%	38 392	2,7	1,3
11.04.2025	66 091	23 362	1,6%	29 254	2,8	1,3
12.04.2025	48 416	14 702	1,0%	20 782	3,3	1,4
13.04.2025	60 387	18 689	1,2%	26 777	3,2	1,4
14.04.2025	83 470	30 195	2,0%	37 702	2,8	1,3
15.04.2025	85 830	30 855	2,1%	39 502	2,8	1,3
16.04.2025	87 471	32 455	2,2%	44 576	2,7	1,4
17.04.2025	85 905	30 587	2,0%	41 229	2,8	1,4
18.04.2025	84 548	32 193	2,1%	44 269	2,6	1,4
19.04.2025	60 843	23 058	1,5%	30 901	2,6	1,3
20.04.2025	62 870	23 778	1,6%	31 763	2,6	1,3
21.04.2025	93 803	41 244	2,8%	52 953	2,3	1,3
22.04.2025	91 202	35 247	2,4%	48 096	2,6	1,4
23.04.2025	88 194	32 776	2,2%	44 352	2,7	1,4
24.04.2025	85 754	30 950	2,1%	42 064	2,8	1,4
25.04.2025	99 244	35 514	2,4%	49 660	2,8	1,4
26.04.2025	81 534	32 814	2,2%	43 050	2,5	1,3
27.04.2025	77 168	33 092	2,2%	43 044	2,3	1,3
28.04.2025	80 826	33 108	2,2%	43 773	2,4	1,3
29.04.2025	72 764	28 236	1,9%	37 629	2,6	1,3
30.04.2025	65 992	24 929	1,7%	33 305	2,7	1,3

## Weekly reach (Slovenian visitors)

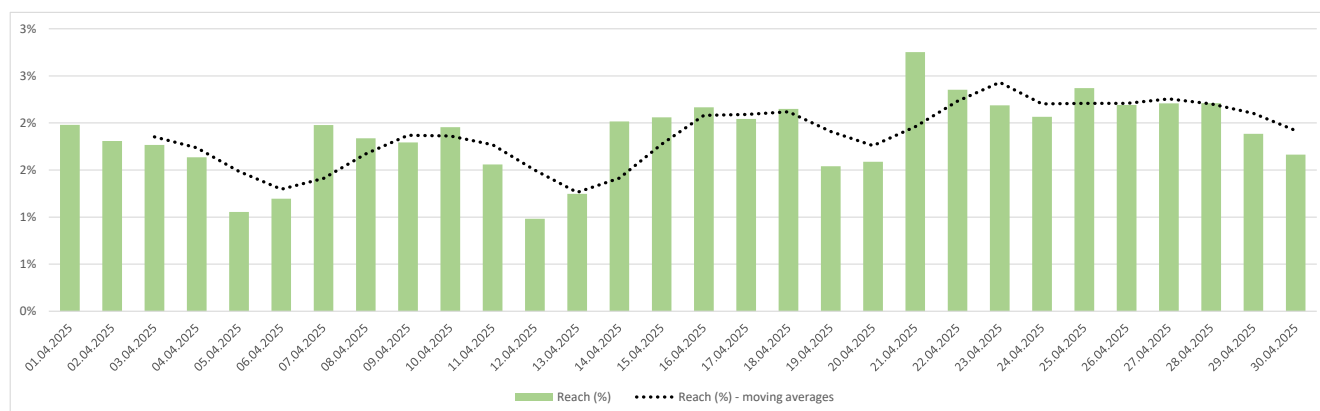
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2025 - 06.04.2025	407 330	82 835	5,5%	183 992	4,9	2,2
07.04.2025 - 13.04.2025	485 139	92 102	6,1%	217 708	5,3	2,4
14.04.2025 - 20.04.2025	550 937	110 954	7,4%	270 106	5,0	2,4
21.04.2025 - 27.04.2025	616 899	135 717	9,1%	323 502	4,6	2,4
28.04.2025 - 30.04.2025	219 582	71 481	4,8%	114 728	3,1	1,6

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2025 - 30.04.2025	2 279 887	259 009	17,3%	1 111 557	8,8	4,3

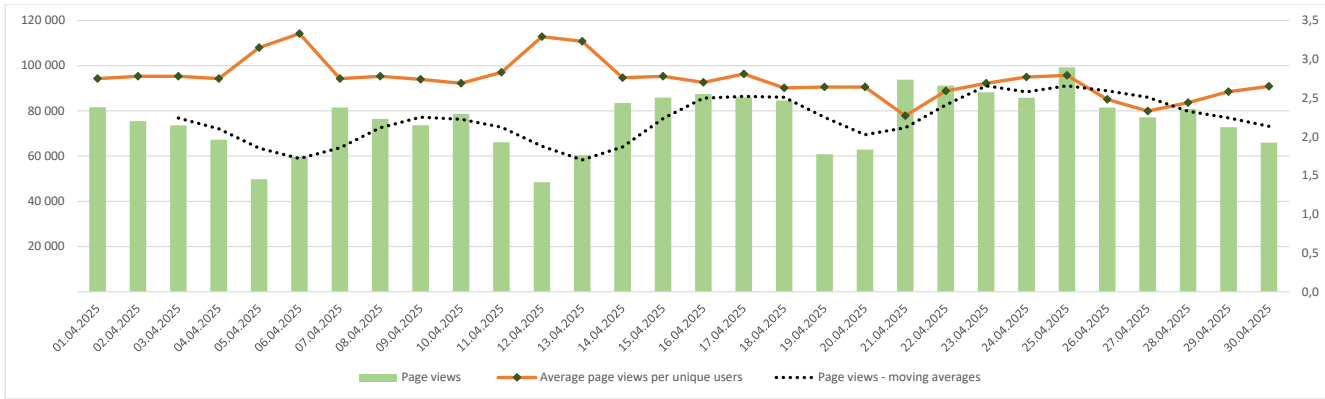
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,0%	87	6,3%	
	Three-year high school	14,6%	112	14,6%	
	Four-year high school	41,9%	104	51,1%	
	Higher school, university, college or more	31,7%	96	27,3%	
	I don't want to answer	0,8%	101	0,7%	
Personal income	I have no income	7,3%	77	4,3%	
	Less than 400 EUR	5,3%	90	2,3%	
	400 to 800 EUR	18,4%	116	19,8%	
	800 to 1200 EUR	31,8%	107	41,7%	
	1200 to 1500 EUR	13,7%	106	16,1%	
	1500 to 1800 EUR	7,0%	89	4,0%	
	over 1800 EUR	8,4%	82	6,2%	
	I don't want to answer	8,2%	101	5,6%	
	Region	Pomurska	5,2%	95	2,6%
		Podravska	17,6%	107	12,3%
Koroška		3,4%	96	1,6%	
Savinjska		12,8%	100	12,9%	
Zasavska		2,7%	96	1,5%	
Posavska		3,6%	93	4,7%	
JV Slovenija		6,8%	102	8,0%	
Osrednjeslovenska		24,9%	93	21,7%	
Gorenjska		10,0%	98	22,6%	
Primorsko-notranjska		2,5%	114	2,3%	
Goriška		5,3%	111	6,9%	
Obalno-kraška		5,3%	114	3,0%	
Gender		Male	46,4%	92	45,4%
	Female	53,6%	108	54,6%	
Age	10 to 17 years	2,3%	56	0,9%	
	18 to 24 years	8,8%	87	5,6%	
	25 to 29 years	3,0%	44	1,8%	
	30 to 39 years	14,4%	73	6,8%	
	40 to 49 years	21,7%	100	11,6%	
	50 to 59 years	25,3%	129	34,7%	
	60 to 75 years	24,1%	137	38,5%	
Employment status	Employed in public sector	16,2%	98	10,9%	
	Employed in a private company	35,8%	93	42,1%	
	Self-employed	8,8%	93	11,0%	
	Unemployed	4,6%	80	3,0%	
	Retired	22,8%	144	26,6%	
	Pupil	6,0%	100	3,7%	
	Student	4,9%	71	2,0%	
	I don't want to answer	0,9%	85	0,8%	

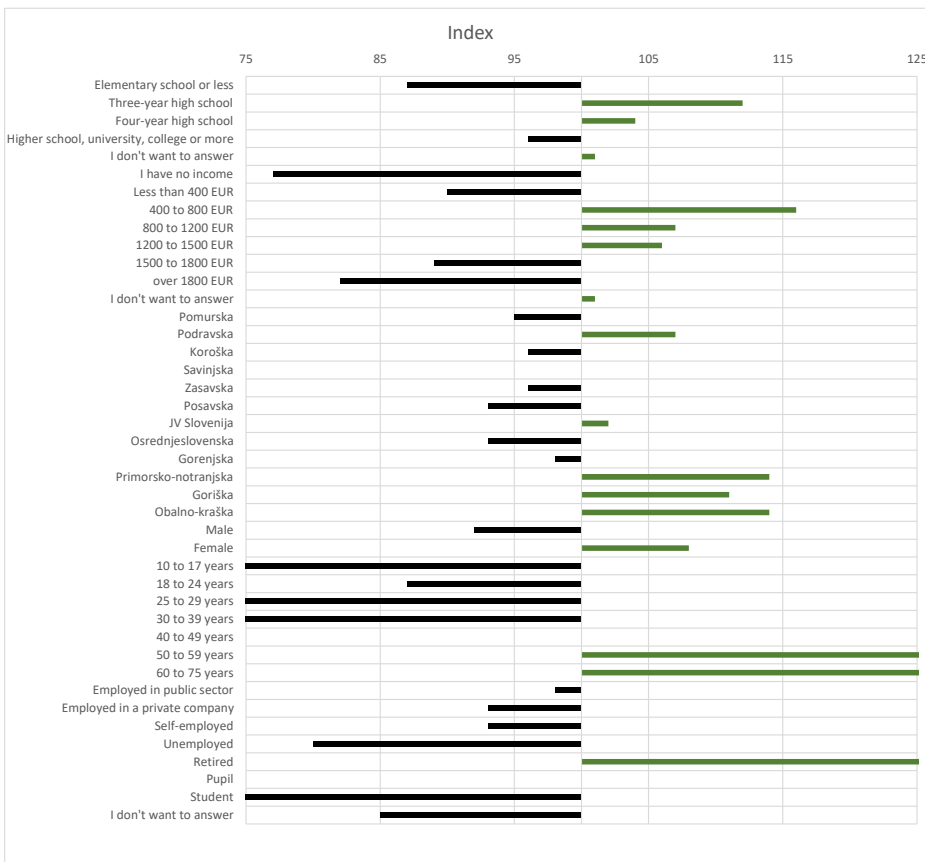


**Note:**

**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 1.4. to 30.4.2025. 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 1.4. to 30.4.2025. 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.