



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 proizveduje po najrazličnejših izdelkih in storitvah.

Comment:

Period: May 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2025	56 872	21 825	1,5%	28 888	2,6	1,3
02.05.2025	60 705	23 644	1,6%	30 943	2,6	1,3
03.05.2025	59 153	24 146	1,6%	31 004	2,5	1,3
04.05.2025	71 096	29 928	2,0%	39 086	2,4	1,3
05.05.2025	96 709	35 642	2,4%	47 667	2,7	1,3
06.05.2025	89 844	32 947	2,2%	42 472	2,7	1,3
07.05.2025	92 850	34 379	2,3%	47 730	2,7	1,4
08.05.2025	91 187	31 910	2,1%	43 413	2,9	1,4
09.05.2025	75 058	26 857	1,8%	34 735	2,8	1,3
10.05.2025	68 549	29 174	1,9%	37 563	2,4	1,3
11.05.2025	75 208	30 486	2,0%	40 128	2,5	1,3
12.05.2025	94 868	34 638	2,3%	47 351	2,7	1,4
13.05.2025	79 974	29 006	1,9%	37 376	2,8	1,3
14.05.2025	76 724	27 854	1,9%	35 666	2,8	1,3
15.05.2025	76 549	27 510	1,8%	35 092	2,8	1,3
16.05.2025	73 458	25 340	1,7%	32 406	2,9	1,3
17.05.2025	53 085	15 513	1,0%	22 381	3,4	1,4
18.05.2025	57 183	15 693	1,0%	22 631	3,6	1,4
19.05.2025	76 230	27 964	1,9%	33 552	2,7	1,2
20.05.2025	76 729	27 325	1,8%	33 215	2,8	1,2
21.05.2025	79 516	28 788	1,9%	35 459	2,8	1,2
22.05.2025	75 826	26 401	1,8%	31 677	2,9	1,2
23.05.2025	76 723	26 215	1,7%	31 977	2,9	1,2
24.05.2025	51 112	15 639	1,0%	21 970	3,3	1,4
25.05.2025	56 205	17 054	1,1%	24 305	3,3	1,4
26.05.2025	78 874	28 554	1,9%	34 285	2,8	1,2
27.05.2025	76 470	27 173	1,8%	32 411	2,8	1,2
28.05.2025	71 895	25 831	1,7%	30 713	2,8	1,2
29.05.2025	72 478	26 457	1,8%	32 046	2,7	1,2
30.05.2025	63 943	23 061	1,5%	27 875	2,8	1,2
31.05.2025	47 471	15 127	1,0%	21 258	3,1	1,4

Weekly reach (Slovenian visitors)

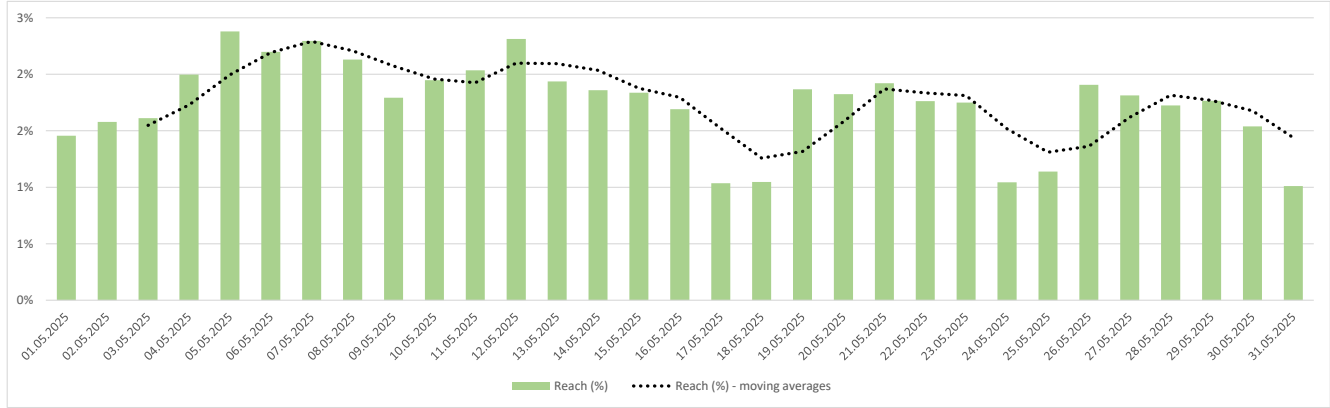
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2025 - 04.05.2025	247 826	73 873	4,9%	129 944	3,4	1,8
05.05.2025 - 11.05.2025	589 405	122 427	8,2%	293 950	4,8	2,4
12.05.2025 - 18.05.2025	511 841	99 664	6,7%	233 153	5,1	2,3
19.05.2025 - 25.05.2025	492 341	87 648	5,9%	212 162	5,6	2,4
26.05.2025 - 31.05.2025	411 131	77 696	5,2%	178 571	5,3	2,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2025 - 31.05.2025	2 252 544	251 801	16,8%	1 049 144	9,0	4,2

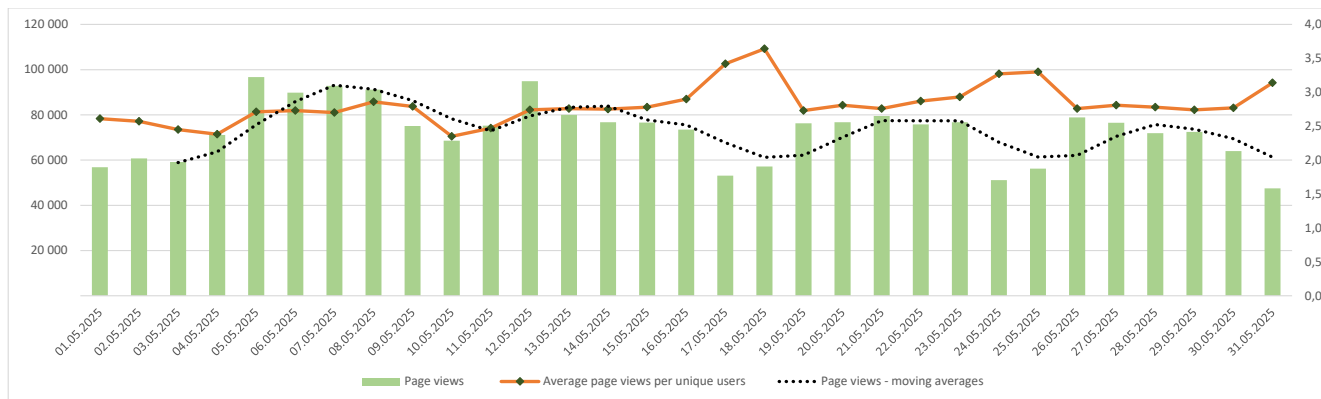
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,7%	88	6,0%
	Three-year high school	14,1%	111	12,4%
	Four-year high school	40,2%	101	53,4%
	Higher school, university, college or more	33,4%	101	27,7%
	I don't want to answer	0,5%	65	0,5%
Personal income	I have no income	7,4%	80	4,2%
	Less than 400 EUR	5,9%	96	2,8%
	400 to 800 EUR	18,0%	118	21,3%
	800 to 1200 EUR	30,7%	103	41,6%
	1200 to 1500 EUR	13,9%	108	13,4%
	1500 to 1800 EUR	7,7%	97	4,9%
	over 1800 EUR	8,7%	84	6,8%
	I don't want to answer	7,6%	92	5,1%
Region	Pomurska	5,8%	110	2,9%
	Podravska	16,2%	99	12,5%
	Koroška	3,6%	99	2,0%
	Savinjska	14,5%	114	12,0%
	Zasavska	2,9%	106	2,3%
	Posavska	4,0%	117	6,4%
	JV Slovenija	6,2%	91	7,4%
	Osrednjeslovenska	27,1%	102	21,3%
	Gorenjska	8,4%	80	22,7%
	Primorsko-notranjska	2,3%	104	1,7%
	Goriška	4,8%	95	6,1%
	Obalno-kraška	4,3%	89	2,8%
Gender	Male	44,1%	87	43,3%
	Female	55,9%	114	56,7%
Age	10 to 17 years	2,4%	56	0,8%
	18 to 24 years	8,9%	89	5,0%
	25 to 29 years	5,0%	73	2,6%
	30 to 39 years	14,3%	73	7,2%
	40 to 49 years	21,7%	99	11,7%
	50 to 59 years	24,1%	123	30,7%
	60 to 75 years	23,3%	133	41,8%
Employment status	Employed in public sector	16,4%	100	11,4%
	Employed in a private company	35,6%	93	41,4%
	Self-employed	8,8%	95	10,2%
	Unemployed	5,9%	98	3,2%
	Retired	22,6%	142	28,2%
	Pupil	4,2%	68	1,5%
	Student	5,6%	82	3,2%
	I don't want to answer	0,8%	84	1,0%



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.

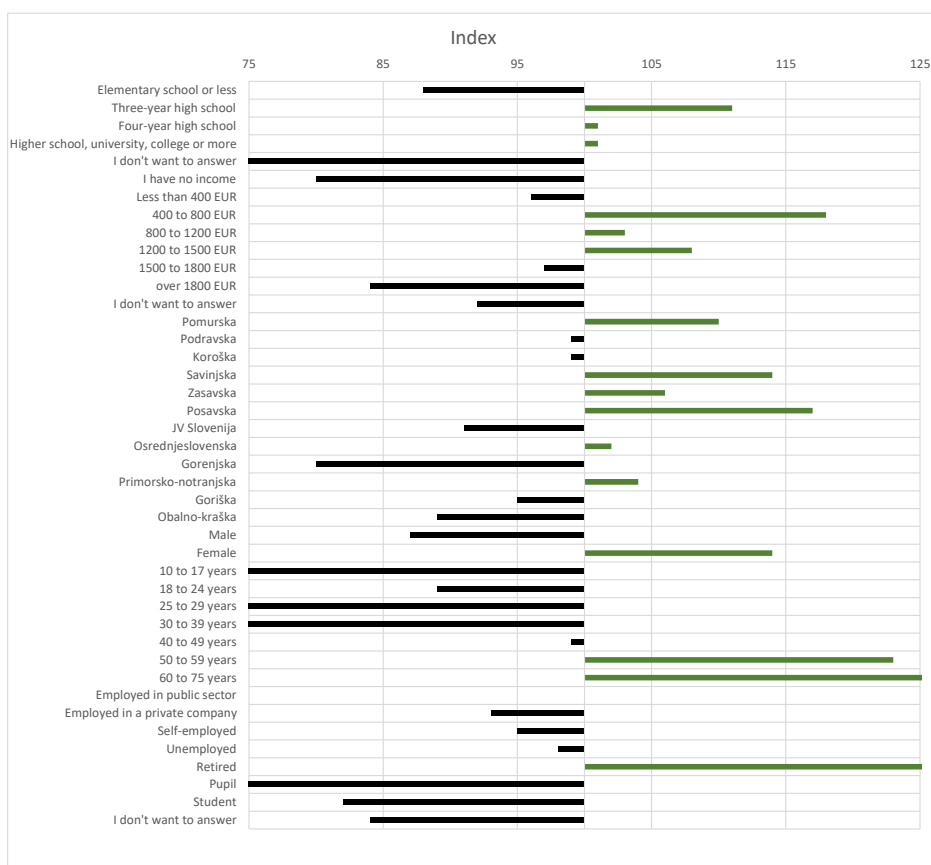


Note:

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 side 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 1.5. to 31.5.2025. 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 1.5. to 31.5.2025. 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.