



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: June 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2025	52 613	15 874	1,1%	22 440	3,3	1,4
02.06.2025	74 360	27 594	1,8%	32 224	2,7	1,2
03.06.2025	70 267	25 934	1,7%	30 339	2,7	1,2
04.06.2025	72 363	25 867	1,7%	31 052	2,8	1,2
05.06.2025	68 875	25 364	1,7%	31 436	2,7	1,2
06.06.2025	66 113	23 272	1,6%	29 354	2,8	1,3
07.06.2025	49 316	16 108	1,1%	21 900	3,1	1,4
08.06.2025	62 163	23 210	1,5%	30 745	2,7	1,3
09.06.2025	78 479	27 872	1,9%	34 189	2,8	1,2
10.06.2025	81 968	32 971	2,2%	43 335	2,5	1,3
11.06.2025	82 256	33 193	2,2%	43 595	2,5	1,3
12.06.2025	68 526	23 929	1,6%	29 869	2,9	1,2
13.06.2025	65 900	22 922	1,5%	29 869	2,9	1,3
14.06.2025	54 766	19 078	1,3%	26 063	2,9	1,4
15.06.2025	60 331	21 877	1,5%	29 401	2,8	1,3
16.06.2025	82 721	29 106	1,9%	37 382	2,8	1,3
17.06.2025	76 437	26 622	1,8%	33 850	2,9	1,3
18.06.2025	72 243	24 988	1,7%	31 003	2,9	1,2
19.06.2025	69 938	23 890	1,6%	30 147	2,9	1,3
20.06.2025	65 303	21 509	1,4%	27 730	3,0	1,3
21.06.2025	50 049	15 707	1,0%	21 942	3,2	1,4
22.06.2025	53 999	15 773	1,1%	22 696	3,4	1,4
23.06.2025	74 789	26 246	1,8%	34 521	2,8	1,3
24.06.2025	67 707	22 739	1,5%	29 777	3,0	1,3
25.06.2025	56 394	16 781	1,1%	23 995	3,4	1,4
26.06.2025	72 025	23 772	1,6%	32 289	3,0	1,4
27.06.2025	67 660	22 415	1,5%	30 944	3,0	1,4
28.06.2025	53 747	18 442	1,2%	25 097	2,9	1,4
29.06.2025	56 759	17 534	1,2%	24 654	3,2	1,4
30.06.2025	74 158	25 938	1,7%	32 647	2,9	1,3

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2025 - 01.06.2025	52 613	15 874	1,1%	22 440	3,3	1,4
02.06.2025 - 08.06.2025	463 457	90 332	6,0%	207 147	5,1	2,3
09.06.2025 - 15.06.2025	492 226	107 212	7,2%	236 638	4,6	2,2
16.06.2025 - 22.06.2025	470 690	85 449	5,7%	204 784	5,5	2,4
23.06.2025 - 29.06.2025	449 081	88 130	5,9%	201 280	5,1	2,3
30.06.2025 - 30.06.2025	74 158	25 938	1,7%	32 647	2,9	1,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2025 - 30.06.2025	2 002 225	240 470	16,1%	905 135	8,3	3,8

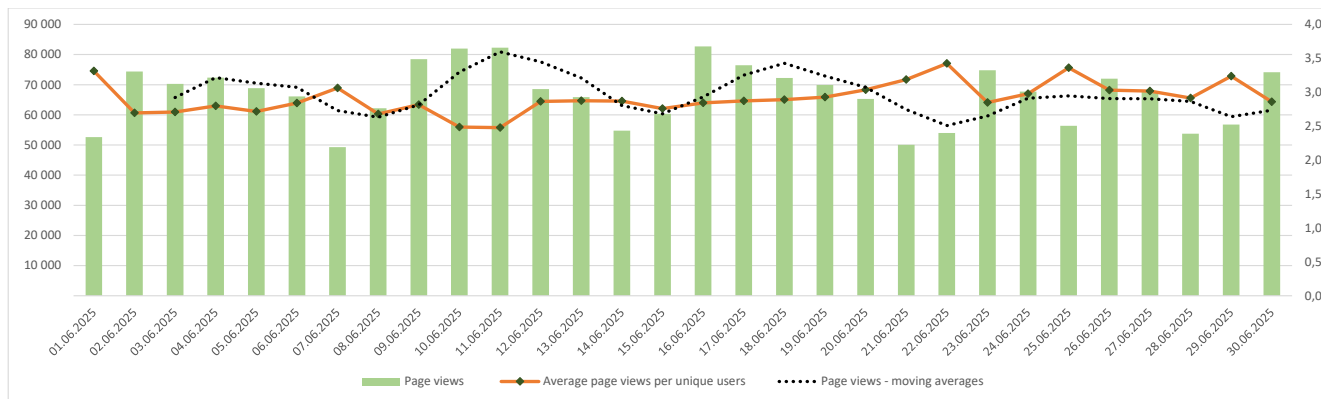
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	16,7%	129	6,8%
	Three-year high school	12,1%	96	12,8%
	Four-year high school	38,1%	94	51,9%
	Higher school, university, college or more	32,1%	97	27,7%
	I don't want to answer	1,0%	117	0,7%
Personal income	I have no income	12,5%	132	5,5%
	Less than 400 EUR	3,4%	57	1,8%
	400 to 800 EUR	18,4%	117	22,3%
	800 to 1200 EUR	28,3%	96	41,7%
	1200 to 1500 EUR	12,4%	94	12,1%
	1500 to 1800 EUR	7,2%	92	5,0%
	over 1800 EUR	10,0%	101	6,9%
	I don't want to answer	7,7%	93	4,9%
Region	Pomurska	4,5%	89	2,7%
	Podravska	14,7%	88	14,2%
	Koroška	3,3%	99	1,2%
	Savinjska	12,5%	95	13,3%
	Zasavska	4,3%	151	2,0%
	Posavska	3,4%	101	5,6%
	JV Slovenija	7,0%	103	6,4%
	Osrednjeslovenska	28,1%	106	20,5%
	Gorenjska	10,0%	96	23,0%
	Primorsko-notranjska	2,9%	128	1,7%
	Goriška	4,6%	91	7,6%
	Obalno-kraška	4,9%	101	2,1%
Gender	Male	50,0%	99	47,0%
	Female	50,0%	101	53,0%
Age	10 to 17 years	4,1%	94	1,8%
	18 to 24 years	9,5%	94	4,6%
	25 to 29 years	3,4%	50	1,7%
	30 to 39 years	13,2%	67	6,3%
	40 to 49 years	20,4%	94	13,1%
	50 to 59 years	24,0%	123	30,2%
	60 to 75 years	25,3%	144	42,4%
Employment status	Employed in public sector	14,8%	89	8,9%
	Employed in a private company	34,5%	90	42,7%
	Self-employed	8,9%	94	11,0%
	Unemployed	5,8%	101	3,1%
	Retired	22,1%	141	27,8%
	Pupil	8,2%	127	3,4%
	Student	4,4%	66	2,1%
	I don't want to answer	1,3%	126	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.

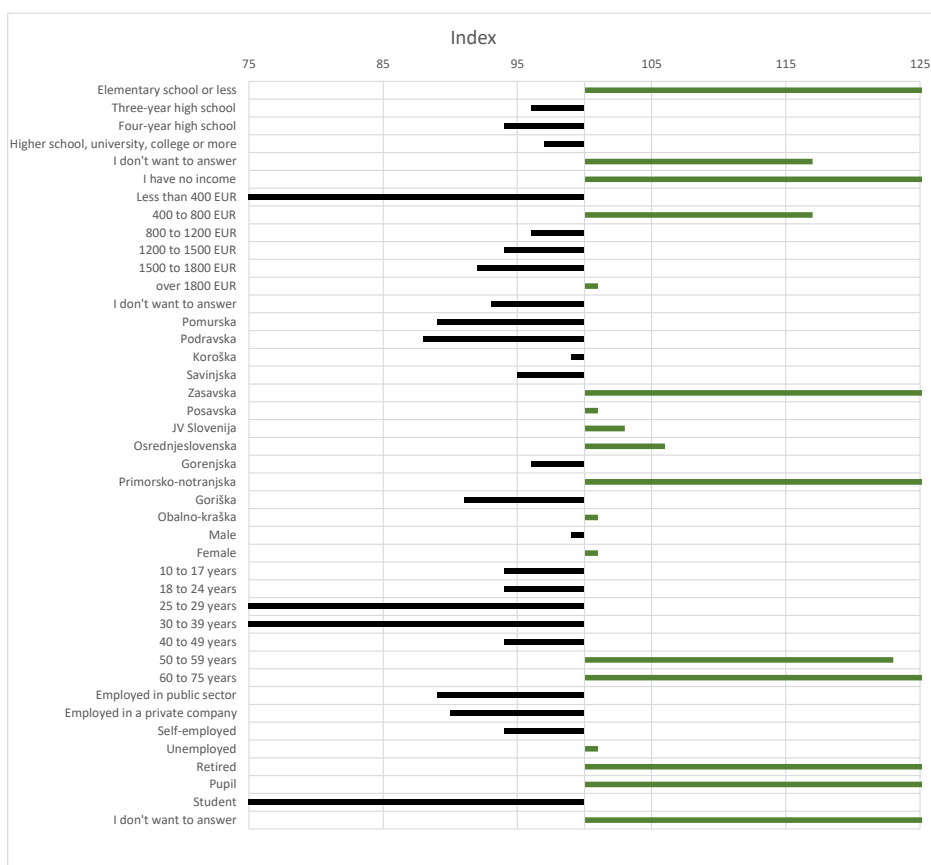


Note:

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 1.6. to 30.6.2025. 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 1.6. to 30.6.2025. 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.