



CERTIFICATE

Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

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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: July 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2025	69 806	24 498	1,6%	29 741	2,8	1,2
02.07.2025	70 687	25 071	1,7%	30 588	2,8	1,2
03.07.2025	69 813	23 896	1,6%	28 683	2,9	1,2
04.07.2025	70 996	22 990	1,5%	29 186	3,1	1,3
05.07.2025	51 902	14 890	1,0%	20 903	3,5	1,4
06.07.2025	56 936	15 032	1,0%	21 881	3,8	1,5
07.07.2025	78 956	26 223	1,8%	32 250	3,0	1,2
08.07.2025	74 400	23 941	1,6%	29 500	3,1	1,2
09.07.2025	65 061	20 839	1,4%	25 158	3,1	1,2
10.07.2025	62 124	20 527	1,4%	23 921	3,0	1,2
11.07.2025	63 283	19 181	1,3%	23 795	3,3	1,2
12.07.2025	46 128	12 480	0,8%	17 842	3,7	1,4
13.07.2025	54 281	15 682	1,0%	21 982	3,5	1,4
14.07.2025	71 549	24 495	1,6%	30 152	2,9	1,2
15.07.2025	67 137	21 858	1,5%	27 541	3,1	1,3
16.07.2025	69 472	23 225	1,6%	27 875	3,0	1,2
17.07.2025	62 551	20 091	1,3%	24 520	3,1	1,2
18.07.2025	59 269	18 546	1,2%	22 963	3,2	1,2
19.07.2025	44 696	11 370	0,8%	16 388	3,9	1,4
20.07.2025	48 931	12 210	0,8%	17 247	4,0	1,4
21.07.2025	72 574	22 575	1,5%	29 256	3,2	1,3
22.07.2025	69 019	21 760	1,5%	27 498	3,2	1,3
23.07.2025	66 503	20 487	1,4%	26 190	3,2	1,3
24.07.2025	65 824	20 272	1,4%	26 375	3,2	1,3
25.07.2025	63 353	18 247	1,2%	24 071	3,5	1,3
26.07.2025	56 438	16 265	1,1%	22 262	3,5	1,4
27.07.2025	58 190	16 361	1,1%	22 554	3,6	1,4
28.07.2025	74 419	23 296	1,6%	28 435	3,2	1,2
29.07.2025	72 193	21 731	1,5%	27 106	3,3	1,2
30.07.2025	64 963	20 084	1,3%	23 899	3,2	1,2
31.07.2025	63 237	18 055	1,2%	22 374	3,5	1,2

Weekly reach (Slovenian visitors)

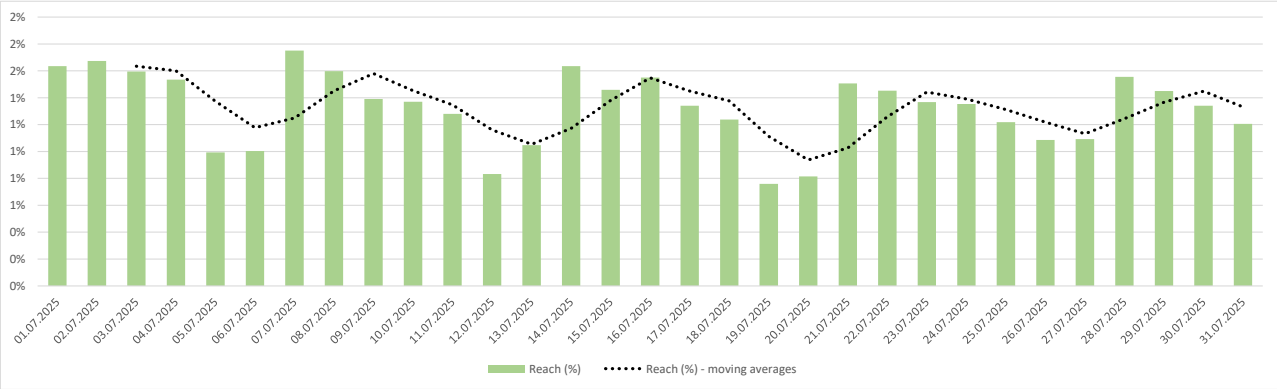
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2025 - 06.07.2025	444 233	71 118	4,7%	174 468	6,2	2,5
07.07.2025 - 13.07.2025	423 605	69 787	4,7%	166 736	6,1	2,4
14.07.2025 - 20.07.2025	451 901	76 243	5,1%	178 183	5,9	2,3
21.07.2025 - 27.07.2025	274 812	52 037	3,5%	101 829	5,3	2,0
28.07.2025 - 31.07.2025	6 621 372	621 918	41,5%	3 664 123	10,6	5,9

Monthly reach (Slovenian visitors)

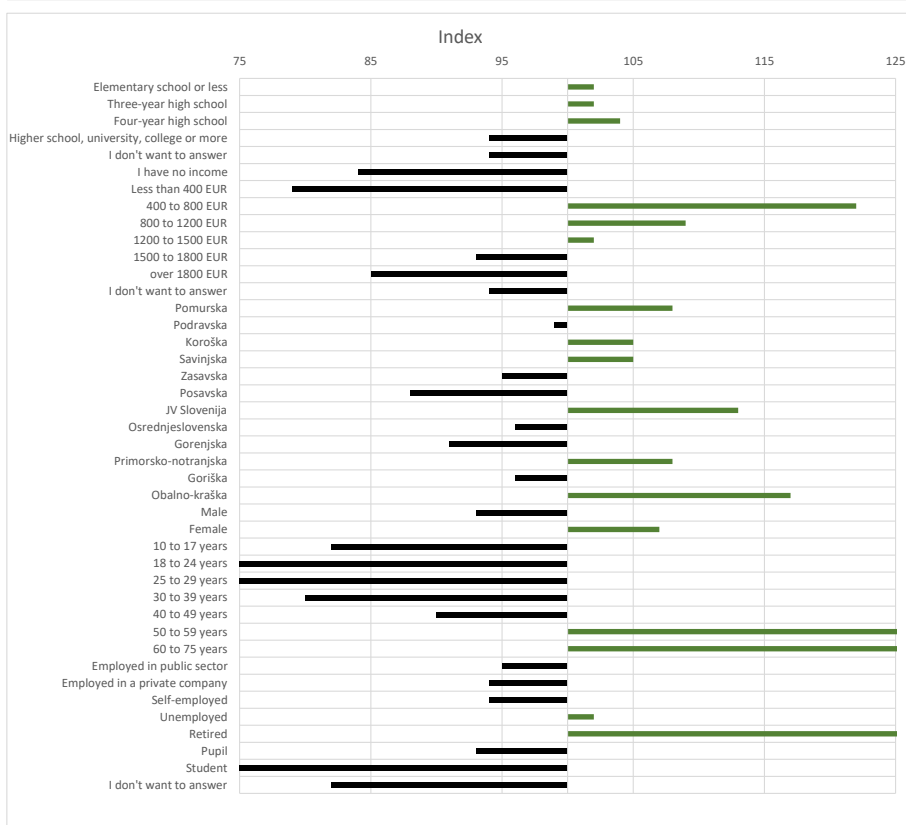
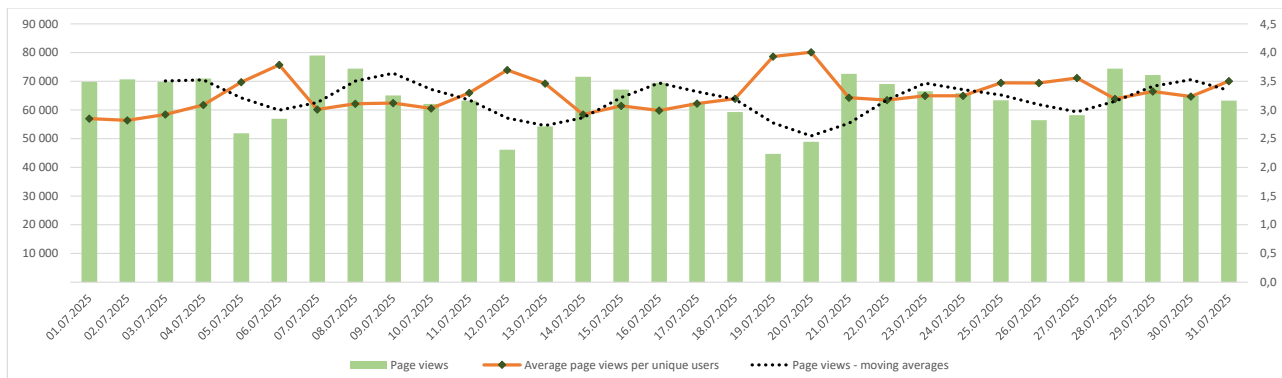
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2025 - 31.07.2025	1 984 691	209 215	14,0%	781 880	9,5	3,7

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,9%	102	8,7%
	Three-year high school	12,9%	102	16,8%
	Four-year high school	40,5%	104	45,2%
	Higher school, university, college or more	32,2%	94	29,0%
	I don't want to answer	0,5%	94	0,4%
Personal income	I have no income	7,1%	84	3,1%
	Less than 400 EUR	5,0%	79	2,6%
	400 to 800 EUR	16,7%	122	22,1%
	800 to 1200 EUR	29,9%	109	38,0%
	1200 to 1500 EUR	14,6%	102	11,5%
	1500 to 1800 EUR	8,1%	93	6,5%
	over 1800 EUR	10,9%	85	10,7%
	I don't want to answer	7,8%	94	5,5%
Region	Pomurska	5,7%	108	3,5%
	Podravska	16,1%	99	15,9%
	Koroška	3,6%	105	1,7%
	Savinjska	12,9%	105	10,1%
	Zasavska	2,5%	95	1,5%
	Posavska	3,1%	88	4,8%
	JV Slovenija	7,3%	113	6,7%
	Osrednjeslovenska	26,2%	96	22,3%
	Gorenjska	9,2%	91	16,5%
	Primorsko-notranjska	2,6%	108	6,0%
	Goriška	5,0%	96	6,8%
	Obalno-kraška	5,9%	117	4,3%
Gender	Male	49,1%	93	47,3%
	Female	50,9%	107	52,7%
Age	10 to 17 years	3,6%	82	1,6%
	18 to 24 years	6,8%	73	3,1%
	25 to 29 years	3,5%	54	1,1%
	30 to 39 years	15,2%	80	8,7%
	40 to 49 years	20,7%	90	13,2%
	50 to 59 years	25,9%	127	31,3%
	60 to 75 years	24,2%	141	41,1%
Employment status	Employed in public sector	16,5%	95	13,0%
	Employed in a private company	37,7%	94	38,3%
	Self-employed	8,9%	94	11,5%
	Unemployed	5,5%	102	2,5%
	Retired	20,7%	146	30,0%
	Pupil	5,4%	93	2,0%
	Student	4,7%	67	2,2%
	I don't want to answer	0,6%	82	0,6%



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.



Legend and notes:**Description of MOSS measurement:**

MOSS certificate relating to the period from 1.7. to 31.7.2025. 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 1.7. to 31.7. 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 web site that is participating in MOSS.