



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: August 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2025	61 315	17 025	1,1%	21 427	3,6	1,3
02.08.2025	52 024	12 212	0,8%	18 044	4,3	1,5
03.08.2025	52 557	12 459	0,8%	17 851	4,2	1,4
04.08.2025	66 412	19 503	1,3%	24 109	3,4	1,2
05.08.2025	63 186	19 666	1,3%	23 317	3,2	1,2
06.08.2025	67 283	19 449	1,3%	23 945	3,5	1,2
07.08.2025	61 974	18 659	1,2%	22 509	3,3	1,2
08.08.2025	60 854	18 328	1,2%	23 299	3,3	1,3
09.08.2025	46 659	12 516	0,8%	17 209	3,7	1,4
10.08.2025	50 968	12 495	0,8%	17 675	4,1	1,4
11.08.2025	66 615	21 005	1,4%	25 315	3,2	1,2
12.08.2025	64 722	20 488	1,4%	24 495	3,2	1,2
13.08.2025	63 752	19 486	1,3%	24 155	3,3	1,2
14.08.2025	60 764	18 781	1,3%	23 826	3,2	1,3
15.08.2025	52 654	15 108	1,0%	20 400	3,5	1,4
16.08.2025	48 902	11 982	0,8%	17 444	4,1	1,5
17.08.2025	53 922	13 445	0,9%	19 444	4,0	1,4
18.08.2025	69 146	22 544	1,5%	27 328	3,1	1,2
19.08.2025	63 948	20 877	1,4%	24 739	3,1	1,2
20.08.2025	66 164	20 498	1,4%	24 892	3,2	1,2
21.08.2025	71 585	21 644	1,4%	26 780	3,3	1,2
22.08.2025	66 916	20 942	1,4%	26 156	3,2	1,2
23.08.2025	53 966	16 527	1,1%	21 519	3,3	1,3
24.08.2025	52 678	14 739	1,0%	19 842	3,6	1,3
25.08.2025	70 741	24 211	1,6%	28 532	2,9	1,2
26.08.2025	65 968	22 061	1,5%	26 926	3,0	1,2
27.08.2025	65 736	21 211	1,4%	25 817	3,1	1,2
28.08.2025	64 393	20 188	1,3%	24 840	3,2	1,2
29.08.2025	68 899	20 510	1,4%	25 648	3,4	1,3
30.08.2025	51 664	13 228	0,9%	18 688	3,9	1,4
31.08.2025	48 130	12 484	0,8%	17 579	3,9	1,4

Weekly reach (Slovenian visitors)

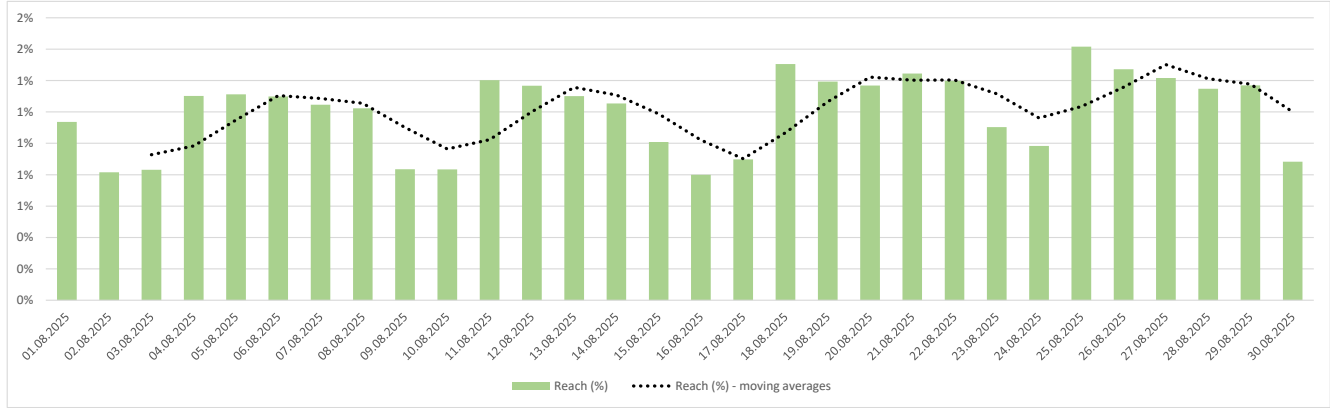
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2025 - 03.08.2025	165 896	30 775	2,1%	57 319	5,4	1,9
04.08.2025 - 10.08.2025	417 336	63 413	4,2%	152 054	6,6	2,4
11.08.2025 - 17.08.2025	411 331	65 744	4,4%	155 083	6,3	2,4
18.08.2025 - 24.08.2025	444 403	74 378	5,0%	171 262	6,0	2,3
25.08.2025 - 31.08.2025	435 531	72 927	4,9%	168 059	6,0	2,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2025 - 31.08.2025	1 874 497	196 705	13,1%	703 731	9,5	3,6

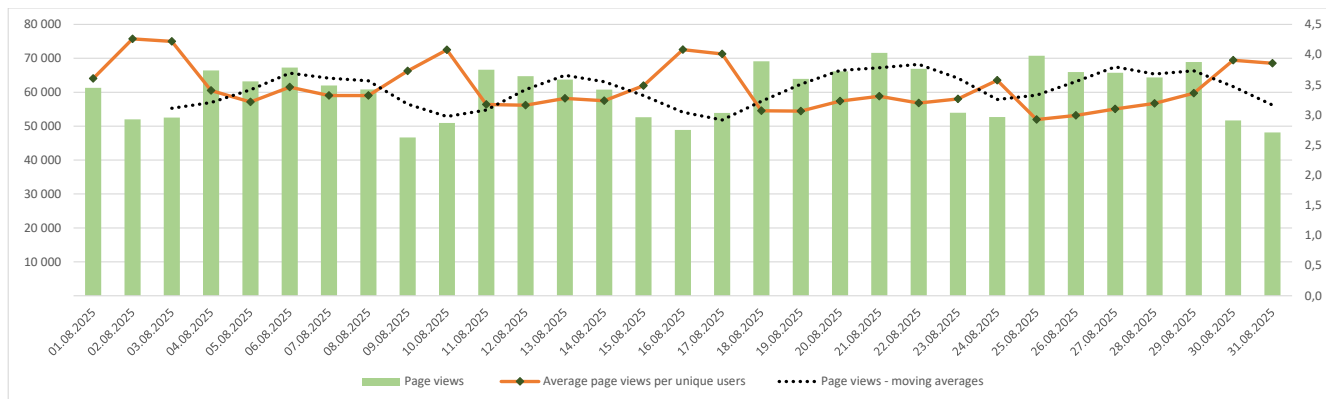
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,7%	94	8,5%
	Three-year high school	15,2%	122	20,6%
	Four-year high school	38,4%	98	42,5%
	Higher school, university, college or more	33,3%	97	28,2%
	I don't want to answer	0,5%	84	0,3%
Personal income	I have no income	6,5%	75	3,5%
	Less than 400 EUR	4,7%	76	1,6%
	400 to 800 EUR	16,1%	117	27,2%
	800 to 1200 EUR	29,0%	106	36,6%
	1200 to 1500 EUR	16,5%	116	12,1%
	1500 to 1800 EUR	8,0%	92	5,4%
	over 1800 EUR	11,9%	92	7,7%
	I don't want to answer	7,3%	89	6,0%
Region	Pomurska	6,3%	118	4,6%
	Podravska	14,3%	90	15,9%
	Koroška	3,3%	95	2,4%
	Savinjska	12,3%	101	10,5%
	Zasavska	2,2%	84	0,9%
	Posavska	2,8%	78	4,9%
	JV Slovenija	7,1%	104	5,8%
	Osrednjeslovenska	28,0%	102	20,9%
	Gorenjska	9,5%	95	14,0%
	Primorsko-notranjska	3,3%	136	6,7%
	Goriška	5,5%	107	10,0%
	Obalno-kraška	5,3%	108	3,4%
Gender	Male	49,7%	94	48,4%
	Female	50,3%	106	51,6%
Age	10 to 17 years	2,7%	61	0,8%
	18 to 24 years	5,4%	57	3,1%
	25 to 29 years	4,1%	64	1,7%
	30 to 39 years	15,4%	82	8,2%
	40 to 49 years	22,0%	97	14,2%
	50 to 59 years	27,0%	132	34,9%
	60 to 75 years	23,1%	132	37,1%
Employment status	Employed in public sector	16,2%	93	13,8%
	Employed in a private company	40,4%	103	33,7%
	Self-employed	8,6%	89	10,8%
	Unemployed	5,2%	93	3,5%
	Retired	20,5%	141	33,9%
	Pupil	3,6%	60	2,0%
	Student	4,5%	65	1,7%
	I don't want to answer	1,0%	145	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.

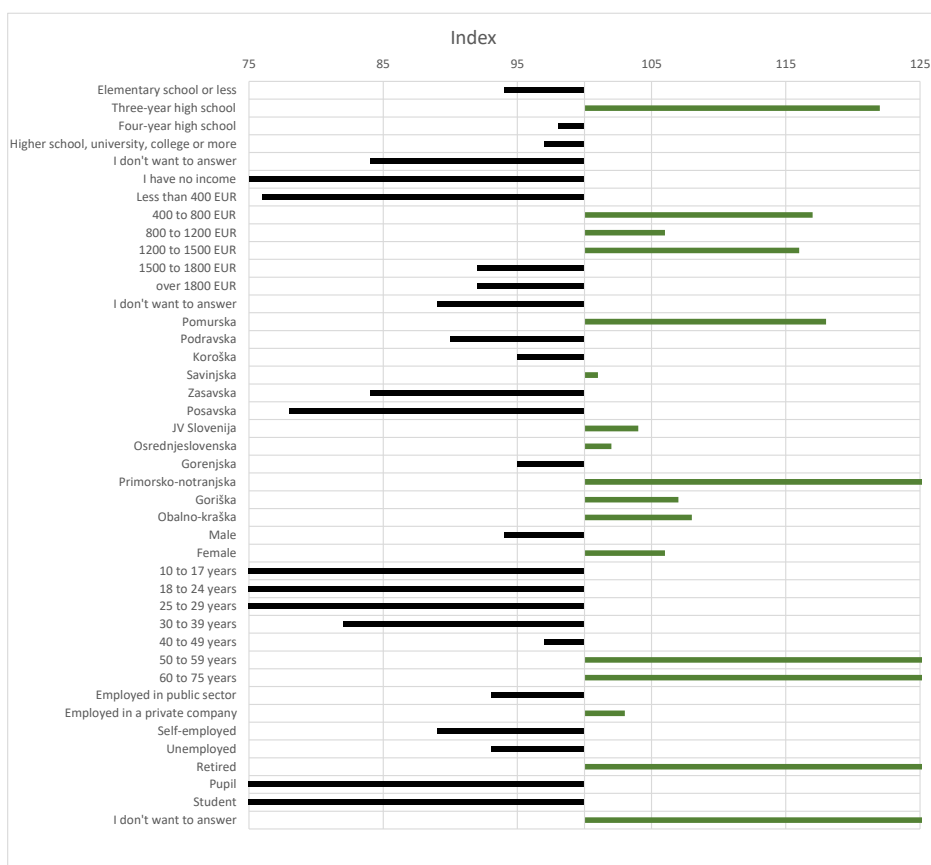


Note:

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 1.8. to 31.8.2025. 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 1.8. to 31.8.2025. 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.