



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 proizvedu je po najrazličnejših izdelkih in storitvah.

Comment:

Period: September 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2025	68 013	22 335	1,5%	26 334	3,0	1,2
02.09.2025	70 839	22 975	1,5%	26 973	3,1	1,2
03.09.2025	65 604	21 421	1,4%	25 766	3,1	1,2
04.09.2025	61 178	20 100	1,3%	23 803	3,0	1,2
05.09.2025	62 114	19 852	1,3%	24 141	3,1	1,2
06.09.2025	46 430	14 826	1,0%	19 347	3,1	1,3
07.09.2025	48 952	13 951	0,9%	19 379	3,5	1,4
08.09.2025	68 248	23 903	1,6%	28 552	2,9	1,2
09.09.2025	69 317	23 391	1,6%	30 509	3,0	1,3
10.09.2025	77 010	24 083	1,6%	31 136	3,2	1,3
11.09.2025	68 226	21 834	1,5%	27 604	3,1	1,3
12.09.2025	61 071	19 830	1,3%	25 178	3,1	1,3
13.09.2025	45 090	13 378	0,9%	18 665	3,4	1,4
14.09.2025	51 915	15 401	1,0%	21 346	3,4	1,4
15.09.2025	71 097	24 591	1,6%	32 316	2,9	1,3
16.09.2025	74 519	22 966	1,5%	29 181	3,2	1,3
17.09.2025	65 013	21 544	1,4%	26 695	3,0	1,2
18.09.2025	59 721	20 087	1,3%	24 471	3,0	1,2
19.09.2025	57 757	18 358	1,2%	23 267	3,1	1,3
20.09.2025	42 929	12 819	0,9%	17 724	3,3	1,4
21.09.2025	45 471	13 323	0,9%	18 579	3,4	1,4
22.09.2025	66 866	22 014	1,5%	27 272	3,0	1,2
23.09.2025	70 788	22 499	1,5%	28 194	3,1	1,3
24.09.2025	73 091	23 014	1,5%	28 669	3,2	1,2
25.09.2025	65 802	21 410	1,4%	26 700	3,1	1,2
26.09.2025	69 057	22 599	1,5%	29 686	3,1	1,3
27.09.2025	47 923	14 495	1,0%	19 699	3,3	1,4
28.09.2025	49 225	13 451	0,9%	19 384	3,7	1,4
29.09.2025	69 825	22 733	1,5%	28 407	3,1	1,2
30.09.2025	68 594	22 954	1,5%	28 705	3,0	1,3

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2025 - 07.09.2025	423 133	69 667	4,7%	165 738	6,1	2,4
08.09.2025 - 14.09.2025	440 877	76 877	5,1%	183 027	5,7	2,4
15.09.2025 - 21.09.2025	416 507	72 732	4,9%	172 269	5,7	2,4
22.09.2025 - 28.09.2025	442 753	74 465	5,0%	179 625	5,9	2,4
29.09.2025 - 30.09.2025	138 419	38 138	2,5%	57 113	3,6	1,5

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2025 - 30.09.2025	1 861 689	205 531	13,7%	756 919	9,1	3,7

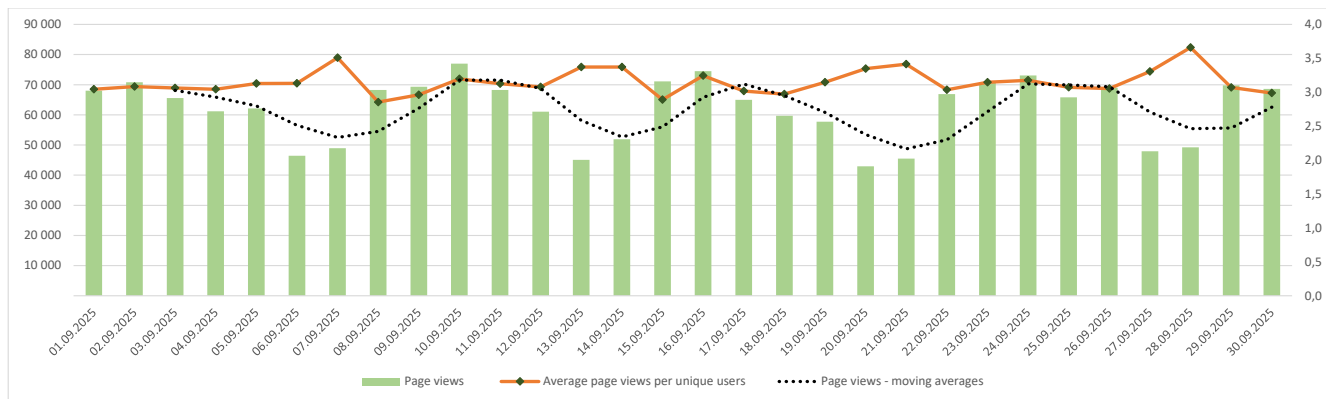
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,8%	102	6,5%
	Three-year high school	13,9%	112	16,1%
	Four-year high school	39,0%	100	50,2%
	Higher school, university, college or more	32,7%	95	26,9%
	I don't want to answer	0,6%	97	0,4%
Personal income	I have no income	5,7%	64	2,1%
	Less than 400 EUR	5,0%	81	1,3%
	400 to 800 EUR	15,2%	112	24,1%
	800 to 1200 EUR	31,2%	114	41,0%
	1200 to 1500 EUR	16,3%	114	9,7%
	1500 to 1800 EUR	8,2%	95	5,6%
	over 1800 EUR	10,5%	82	8,8%
	I don't want to answer	8,0%	95	7,4%
Region	Pomurska	4,8%	87	3,2%
	Podravska	18,1%	113	13,6%
	Koroška	3,0%	86	1,9%
	Savinjska	12,6%	104	9,2%
	Zasavska	2,2%	86	1,1%
	Posavska	3,6%	101	5,2%
	JV Slovenija	6,9%	105	4,1%
	Osrednjeslovenska	24,9%	90	20,1%
	Gorenjska	12,0%	119	20,4%
	Primorsko-notranjska	2,2%	99	11,0%
	Goriška	5,6%	108	6,5%
	Obalno-kraška	4,1%	85	3,5%
Gender	Male	46,3%	89	43,2%
	Female	53,8%	112	56,8%
Age	10 to 17 years	4,2%	93	1,2%
	18 to 24 years	6,4%	65	2,9%
	25 to 29 years	5,2%	82	2,2%
	30 to 39 years	13,4%	69	6,0%
	40 to 49 years	22,8%	101	12,1%
	50 to 59 years	25,2%	125	34,0%
	60 to 75 years	22,8%	133	41,5%
Employment status	Employed in public sector	17,2%	97	18,5%
	Employed in a private company	37,6%	96	34,4%
	Self-employed	10,1%	103	9,2%
	Unemployed	5,4%	102	2,8%
	Retired	19,6%	140	30,1%
	Pupil	5,4%	88	2,2%
	Student	4,3%	60	2,3%
	I don't want to answer	0,5%	70	0,5%



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.

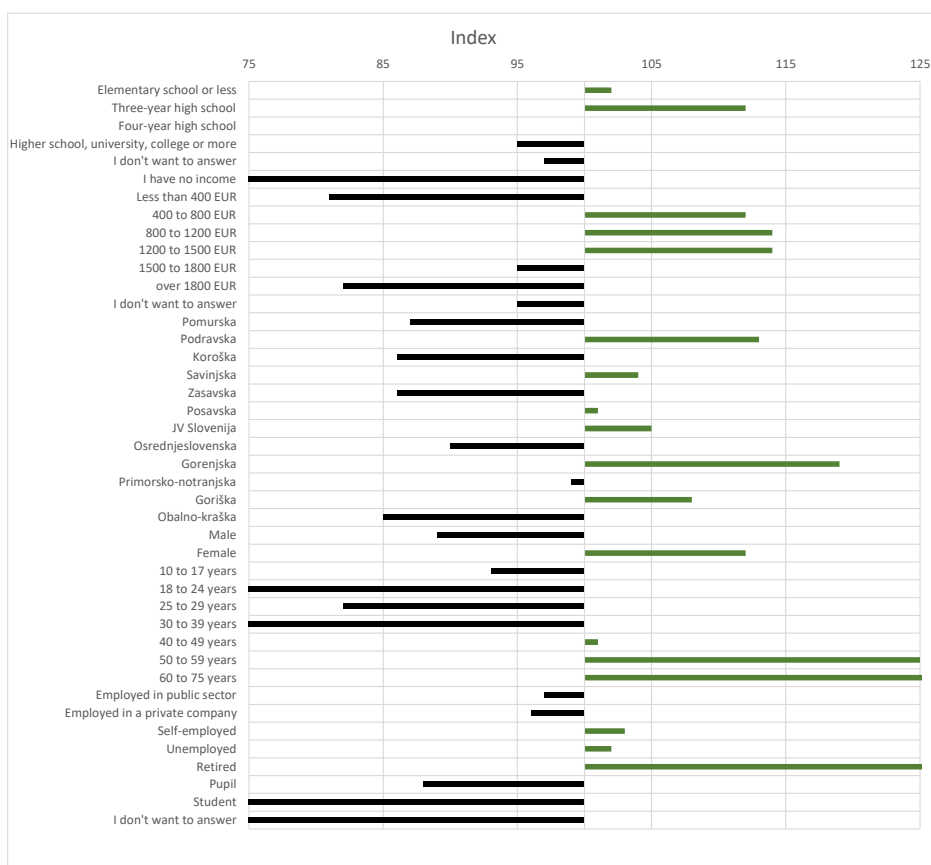


Note:

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 1.9. to 30.9.2025. 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 1.9. to 30.9.2025. 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.