



Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

Address: Cigaletova 15

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/ 473 00 10

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: October 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2025	67 017	21 335	1,4%	26 064	3,1	1,2
02.10.2025	66 351	21 016	1,4%	25 463	3,2	1,2
03.10.2025	61 313	19 305	1,3%	24 035	3,2	1,2
04.10.2025	46 566	12 402	0,8%	17 421	3,8	1,4
05.10.2025	56 140	14 418	1,0%	20 452	3,9	1,4
06.10.2025	72 607	23 427	1,6%	28 862	3,1	1,2
07.10.2025	67 544	22 154	1,5%	27 113	3,0	1,2
08.10.2025	66 408	21 765	1,5%	26 485	3,1	1,2
09.10.2025	67 867	22 515	1,5%	28 241	3,0	1,3
10.10.2025	65 513	22 012	1,5%	28 731	3,0	1,3
11.10.2025	50 135	18 310	1,2%	23 510	2,7	1,3
12.10.2025	53 663	17 448	1,2%	23 069	3,1	1,3
13.10.2025	71 113	23 706	1,6%	29 499	3,0	1,2
14.10.2025	69 527	22 623	1,5%	28 068	3,1	1,2
15.10.2025	69 641	23 229	1,6%	29 034	3,0	1,2
16.10.2025	65 472	21 323	1,4%	26 846	3,1	1,3
17.10.2025	62 779	21 208	1,4%	26 291	3,0	1,2
18.10.2025	47 393	14 572	1,0%	19 606	3,3	1,3
19.10.2025	55 017	18 599	1,2%	24 610	3,0	1,3
20.10.2025	72 403	23 293	1,6%	29 163	3,1	1,3
21.10.2025	73 089	23 137	1,5%	28 861	3,2	1,2
22.10.2025	69 086	22 484	1,5%	27 795	3,1	1,2
23.10.2025	72 640	22 569	1,5%	28 137	3,2	1,2
24.10.2025	63 579	19 852	1,3%	25 142	3,2	1,3
25.10.2025	47 881	12 597	0,8%	18 091	3,8	1,4
26.10.2025	59 014	14 613	1,0%	21 517	4,0	1,5
27.10.2025	76 823	24 082	1,6%	30 889	3,2	1,3
28.10.2025	70 201	21 681	1,4%	28 337	3,2	1,3
29.10.2025	67 171	19 942	1,3%	25 694	3,4	1,3
30.10.2025	66 814	19 261	1,3%	25 908	3,5	1,3
31.10.2025	51 426	13 989	0,9%	19 808	3,7	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2025 - 05.10.2025	297 387	51 153	3,4%	113 404	5,8	2,2
06.10.2025 - 12.10.2025	443 737	77 490	5,2%	186 234	5,7	2,4
13.10.2025 - 19.10.2025	440 942	78 184	5,2%	184 058	5,6	2,4
20.10.2025 - 26.10.2025	457 692	73 159	4,9%	178 631	6,3	2,4
27.10.2025 - 31.10.2025	332 436	61 107	4,1%	130 629	5,4	2,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2025 - 31.10.2025	1 972 194	211 196	14,1%	793 083	9,3	3,8

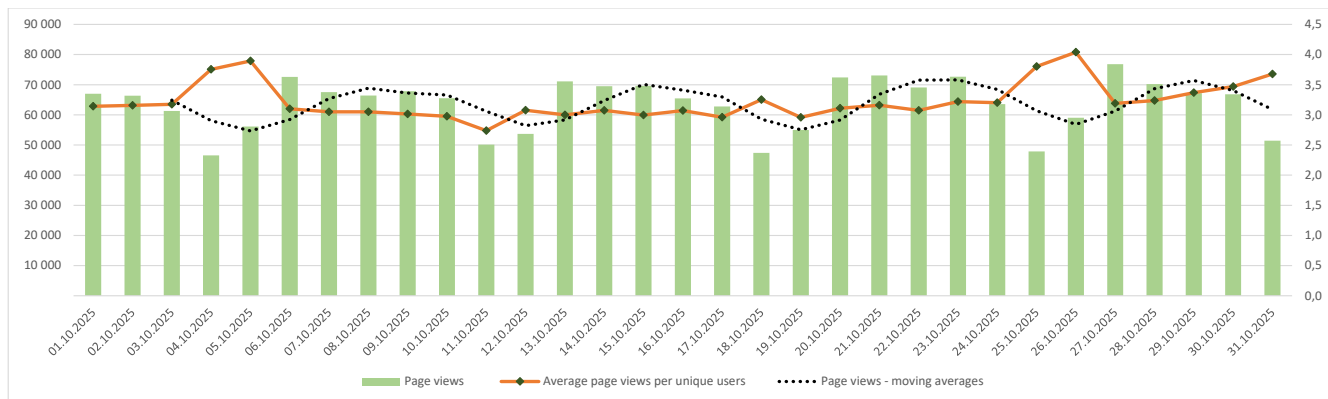
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,1%	95	4,7%
	Three-year high school	13,0%	101	18,3%
	Four-year high school	40,8%	104	47,7%
	Higher school, university, college or more	32,7%	97	29,0%
	I don't want to answer	0,5%	76	0,2%
Personal income	I have no income	5,9%	64	1,9%
	Less than 400 EUR	4,4%	67	1,9%
	400 to 800 EUR	15,9%	116	23,6%
	800 to 1200 EUR	30,0%	109	42,2%
	1200 to 1500 EUR	15,7%	113	6,7%
	1500 to 1800 EUR	9,5%	113	7,6%
	over 1800 EUR	11,6%	93	9,0%
	I don't want to answer	7,1%	84	7,1%
Region	Pomurska	4,6%	83	3,0%
	Podravska	14,7%	90	13,3%
	Koroška	2,7%	79	1,4%
	Savinjska	11,5%	96	7,2%
	Zasavska	2,9%	107	1,1%
	Posavska	4,3%	119	7,0%
	JV Slovenija	6,0%	88	4,5%
	Osrednjeslovenska	29,0%	107	21,2%
	Gorenjska	10,9%	108	19,8%
	Primorsko-notranjska	3,4%	152	12,5%
	Goriška	5,6%	103	3,5%
	Obalno-kraška	4,5%	95	5,5%
Gender	Male	45,9%	88	38,9%
	Female	54,1%	113	61,1%
Age	10 to 17 years	1,9%	42	0,5%
	18 to 24 years	5,7%	53	2,2%
	25 to 29 years	5,5%	85	2,5%
	30 to 39 years	15,1%	79	5,9%
	40 to 49 years	24,1%	108	13,9%
	50 to 59 years	22,9%	118	30,7%
	60 to 75 years	24,6%	144	44,3%
Employment status	Employed in public sector	17,8%	104	21,0%
	Employed in a private company	38,5%	99	32,9%
	Self-employed	10,3%	105	10,8%
	Unemployed	5,4%	100	2,0%
	Retired	21,1%	150	30,9%
	Pupil	3,1%	50	0,7%
	Student	3,3%	42	1,3%
	I don't want to answer	0,6%	86	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.

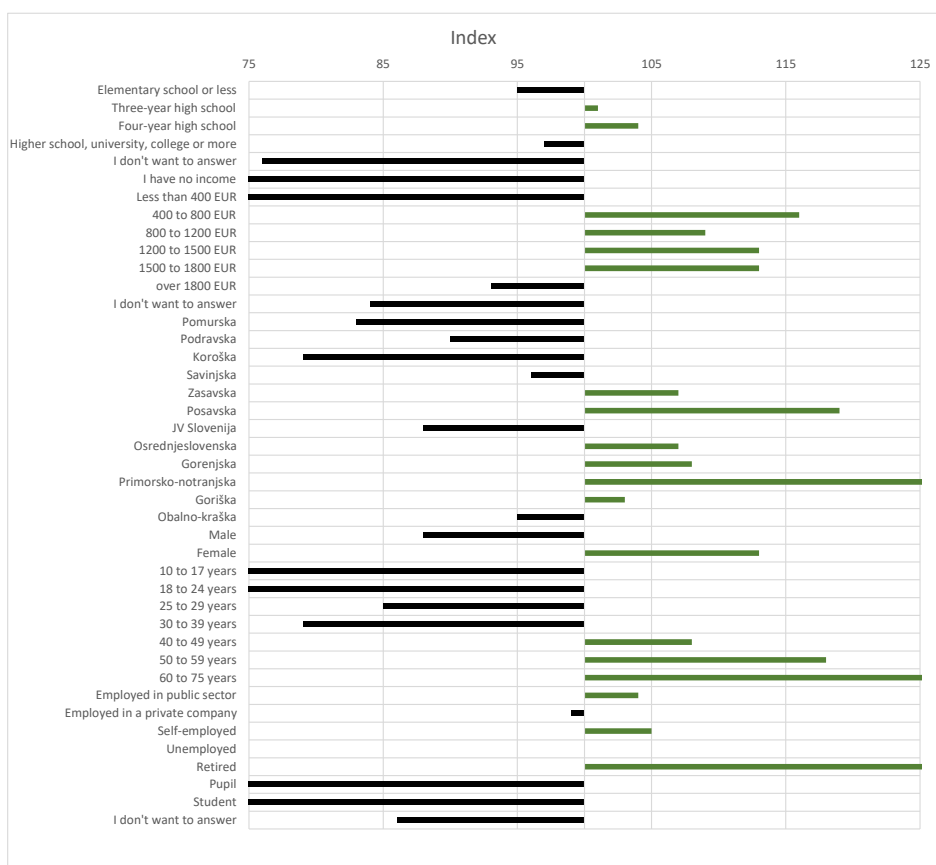


Note:

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 lenght 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 1.10. to 31.10.2025. 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 1.10. to 31.10.2025. 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.