



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: January 2026

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.01.2026	47 855	11 241	0,8%	17 208	4,3	1,5
02.01.2026	54 594	13 453	0,9%	19 354	4,1	1,4
03.01.2026	54 091	13 298	0,9%	19 375	4,1	1,5
04.01.2026	59 342	17 052	1,1%	23 584	3,5	1,4
05.01.2026	74 456	23 904	1,6%	30 699	3,1	1,3
06.01.2026	70 091	21 699	1,4%	27 557	3,2	1,3
07.01.2026	68 046	21 188	1,4%	26 588	3,2	1,3
08.01.2026	96 190	46 142	3,1%	54 083	2,1	1,2
09.01.2026	71 826	22 303	1,5%	28 494	3,2	1,3
10.01.2026	51 070	13 833	0,9%	19 754	3,7	1,4
11.01.2026	56 220	17 270	1,2%	23 556	3,3	1,4
12.01.2026	81 420	27 092	1,8%	35 074	3,0	1,3
13.01.2026	73 001	23 358	1,6%	30 757	3,1	1,3
14.01.2026	70 417	23 198	1,5%	28 517	3,0	1,2
15.01.2026	73 295	23 616	1,6%	29 575	3,1	1,3
16.01.2026	68 071	21 879	1,5%	27 959	3,1	1,3
17.01.2026	53 280	15 795	1,1%	21 915	3,4	1,4
18.01.2026	61 459	18 728	1,3%	25 821	3,3	1,4
19.01.2026	79 093	26 849	1,8%	34 036	2,9	1,3
20.01.2026	73 404	23 750	1,6%	29 913	3,1	1,3
21.01.2026	75 278	24 921	1,7%	32 107	3,0	1,3
22.01.2026	73 256	24 661	1,6%	31 840	3,0	1,3
23.01.2026	67 692	21 499	1,4%	28 903	3,1	1,3
24.01.2026	54 929	17 681	1,2%	23 965	3,1	1,4
25.01.2026	59 865	17 966	1,2%	25 151	3,3	1,4
26.01.2026	80 029	26 474	1,8%	34 648	3,0	1,3
27.01.2026	79 121	25 996	1,7%	34 555	3,0	1,3
28.01.2026	85 362	31 389	2,1%	41 857	2,7	1,3
29.01.2026	80 956	28 836	1,9%	38 356	2,8	1,3
30.01.2026	73 079	25 467	1,7%	34 552	2,9	1,4
31.01.2026	60 951	23 202	1,5%	29 751	2,6	1,3

Weekly reach (Slovenian visitors)

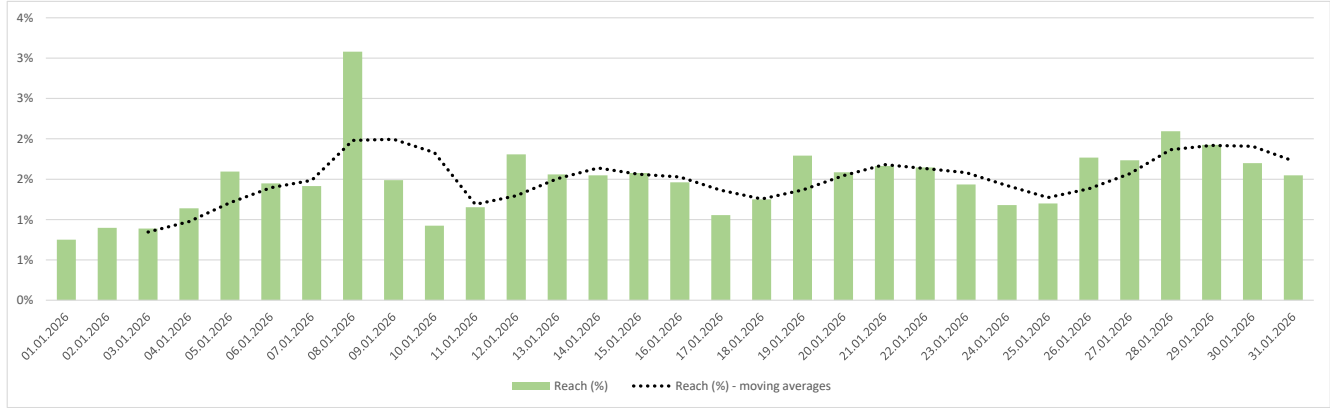
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.01.2026 - 04.01.2026	215 882	40 377	2,7%	79 536	5,3	2,0
05.01.2026 - 11.01.2026	487 899	95 233	6,4%	211 656	5,1	2,2
12.01.2026 - 18.01.2026	480 945	83 848	5,6%	199 642	5,7	2,4
19.01.2026 - 25.01.2026	483 519	85 547	5,7%	205 943	5,7	2,4
26.01.2026 - 31.01.2026	459 498	102 917	6,9%	213 859	4,5	2,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.01.2026 - 31.01.2026	2 127 743	245 618	16,4%	910 714	8,7	3,7

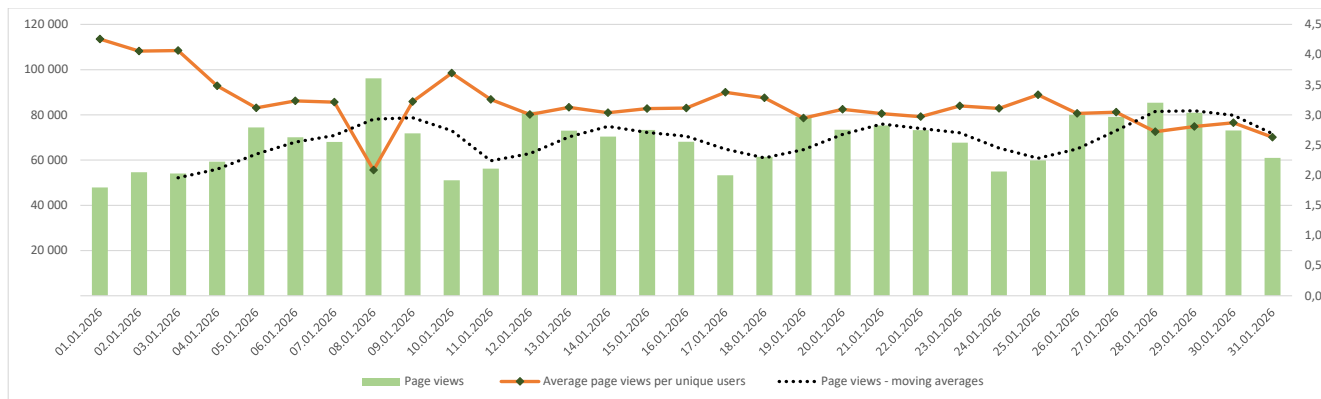
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,8%	111	7,2%
	Three-year high school	14,4%	112	19,7%
	Four-year high school	37,6%	96	45,9%
	Higher school, university, college or more	32,8%	96	27,0%
	I don't want to answer	0,4%	85	0,2%
Personal income	I have no income	9,7%	107	3,5%
	Less than 400 EUR	4,3%	68	1,8%
	400 to 800 EUR	16,4%	119	22,8%
	800 to 1200 EUR	27,7%	103	37,3%
	1200 to 1500 EUR	14,4%	101	6,1%
	1500 to 1800 EUR	8,9%	104	8,2%
	over 1800 EUR	10,8%	84	9,5%
	I don't want to answer	7,8%	93	10,8%
Region	Pomurska	6,1%	108	3,5%
	Podravska	13,8%	84	13,1%
	Koroška	3,3%	100	1,6%
	Savinjska	12,5%	105	8,4%
	Zasavska	3,8%	136	1,6%
	Posavska	3,3%	92	2,4%
	JV Slovenija	7,5%	112	4,4%
	Osrednjeslovenska	26,1%	96	24,9%
	Gorenjska	10,1%	99	12,8%
	Primorsko-notranjska	3,2%	146	17,5%
	Goriška	5,7%	109	3,7%
	Obalno-kraška	4,6%	93	6,3%
Gender	Male	49,1%	93	45,5%
	Female	50,9%	108	54,5%
Age	10 to 17 years	3,4%	78	1,4%
	18 to 24 years	8,1%	77	2,2%
	25 to 29 years	4,4%	68	1,6%
	30 to 39 years	13,6%	69	5,7%
	40 to 49 years	20,7%	93	15,2%
	50 to 59 years	26,9%	137	35,8%
	60 to 75 years	22,8%	133	38,0%
Employment status	Employed in public sector	17,5%	101	23,4%
	Employed in a private company	36,8%	94	24,9%
	Self-employed	9,8%	100	15,5%
	Unemployed	5,4%	102	2,4%
	Retired	18,7%	133	29,9%
	Pupil	5,7%	100	2,1%
	Student	5,5%	68	1,5%
	I don't want to answer	0,6%	76	0,3%



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.

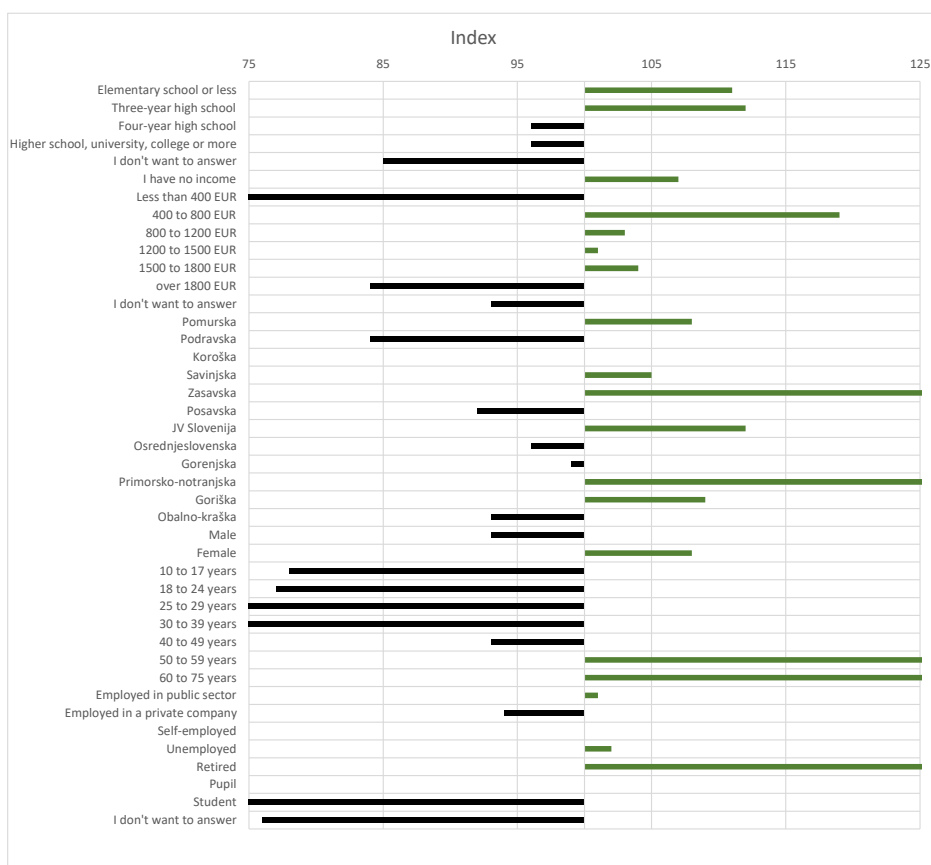


Note:

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 1.1. to 31.1.2026. 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 1.1. to 31.1.2026. 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.