



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 proizveduje po najrazličnejših izdelkih in storitvah.

Comment:

Period: February 2026

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2026	67 235	28 437	1,9%	34 989	2,4	1,2
02.02.2026	83 565	30 134	2,0%	40 570	2,8	1,3
03.02.2026	84 623	30 095	2,0%	40 664	2,8	1,4
04.02.2026	80 362	27 519	1,8%	36 596	2,9	1,3
05.02.2026	78 067	26 605	1,8%	35 984	2,9	1,4
06.02.2026	70 816	24 117	1,6%	32 319	2,9	1,3
07.02.2026	57 871	20 543	1,4%	27 304	2,8	1,3
08.02.2026	61 808	22 181	1,5%	29 427	2,8	1,3
09.02.2026	82 454	28 829	1,9%	38 917	2,9	1,3
10.02.2026	73 805	25 890	1,7%	34 295	2,9	1,3
11.02.2026	75 633	25 997	1,7%	34 372	2,9	1,3
12.02.2026	81 802	30 972	2,1%	41 342	2,6	1,3
13.02.2026	79 243	33 690	2,2%	42 803	2,4	1,3
14.02.2026	68 358	31 564	2,1%	38 497	2,2	1,2
15.02.2026	76 768	36 120	2,4%	43 952	2,1	1,2
16.02.2026	79 791	31 893	2,1%	43 123	2,5	1,4
17.02.2026	63 671	25 868	1,7%	34 258	2,5	1,3
18.02.2026	64 970	26 247	1,8%	35 630	2,5	1,4
19.02.2026	69 284	27 221	1,8%	37 381	2,5	1,4
20.02.2026	70 797	30 330	2,0%	40 586	2,3	1,3
21.02.2026	56 087	24 945	1,7%	31 788	2,2	1,3
22.02.2026	55 194	24 906	1,7%	31 652	2,2	1,3
23.02.2026	65 477	26 741	1,8%	35 940	2,4	1,3
24.02.2026	63 092	25 576	1,7%	33 774	2,5	1,3
25.02.2026	63 709	26 017	1,7%	35 330	2,4	1,4
26.02.2026	69 257	24 711	1,6%	33 397	2,8	1,4
27.02.2026	63 096	22 283	1,5%	29 490	2,8	1,3
28.02.2026	51 289	17 164	1,1%	23 185	3,0	1,4

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2026 - 01.02.2026	67 235	28 437	1,9%	34 989	2,4	1,2
02.02.2026 - 08.02.2026	517 112	104 790	7,0%	242 900	4,9	2,3
09.02.2026 - 15.02.2026	538 063	124 919	8,3%	274 894	4,3	2,2
16.02.2026 - 22.02.2026	459 797	111 757	7,5%	254 515	4,1	2,3
23.02.2026 - 28.02.2026	375 920	89 513	6,0%	191 152	4,2	2,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2026 - 28.02.2026	1 958 127	263 192	17,6%	998 682	7,4	3,8

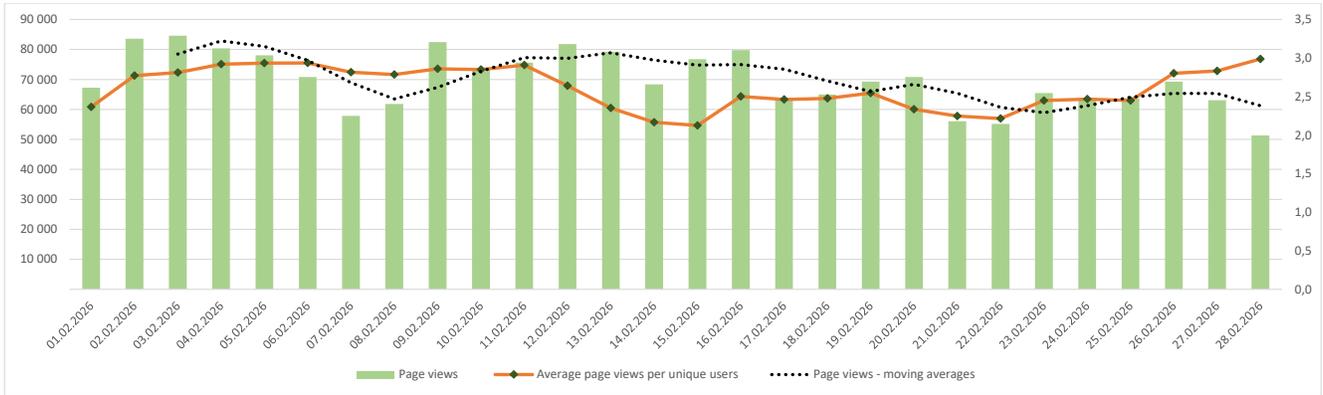
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,8%	103	7,2%	
	Three-year high school	14,2%	113	20,0%	
	Four-year high school	40,2%	102	48,4%	
	Higher school, university, college or more	31,3%	92	24,2%	
	I don't want to answer	0,5%	99	0,2%	
Personal income	I have no income	6,2%	70	2,8%	
	Less than 400 EUR	4,6%	68	1,5%	
	400 to 800 EUR	16,9%	121	24,5%	
	800 to 1200 EUR	28,5%	107	37,4%	
	1200 to 1500 EUR	15,2%	106	7,1%	
	1500 to 1800 EUR	8,0%	96	7,2%	
	over 1800 EUR	12,1%	94	8,0%	
	I don't want to answer	8,7%	103	11,6%	
	Pomurska	5,6%	94	3,4%	
Region	Podravska	14,2%	88	11,2%	
	Koroška	4,4%	136	2,3%	
	Savinjska	12,3%	102	10,1%	
	Zasavska	2,4%	95	1,3%	
	Posavska	3,5%	98	2,3%	
	JV Slovenija	5,2%	78	4,5%	
	Osrednjeslovenska	28,1%	102	25,8%	
	Gorenjska	10,7%	107	12,6%	
	Primorsko-notranjska	3,2%	139	14,0%	
	Goriška	5,8%	115	6,3%	
	Obalno-kraška	4,6%	91	6,2%	
	Gender	Male	49,3%	95	44,3%
		Female	50,8%	106	55,7%
Age	10 to 17 years	2,3%	53	0,7%	
	18 to 24 years	6,6%	63	2,1%	
	25 to 29 years	5,6%	86	1,9%	
	30 to 39 years	14,2%	75	6,6%	
	40 to 49 years	20,4%	91	14,8%	
	50 to 59 years	27,4%	139	37,4%	
	60 to 75 years	23,4%	136	36,3%	
Employment status	Employed in public sector	16,6%	98	22,7%	
	Employed in a private company	37,3%	96	23,5%	
	Self-employed	10,2%	104	16,8%	
	Unemployed	5,8%	109	2,6%	
	Retired	20,6%	144	31,5%	
	Pupil	2,7%	46	1,0%	
	Student	6,1%	75	1,6%	
	I don't want to answer	0,7%	86	0,4%	

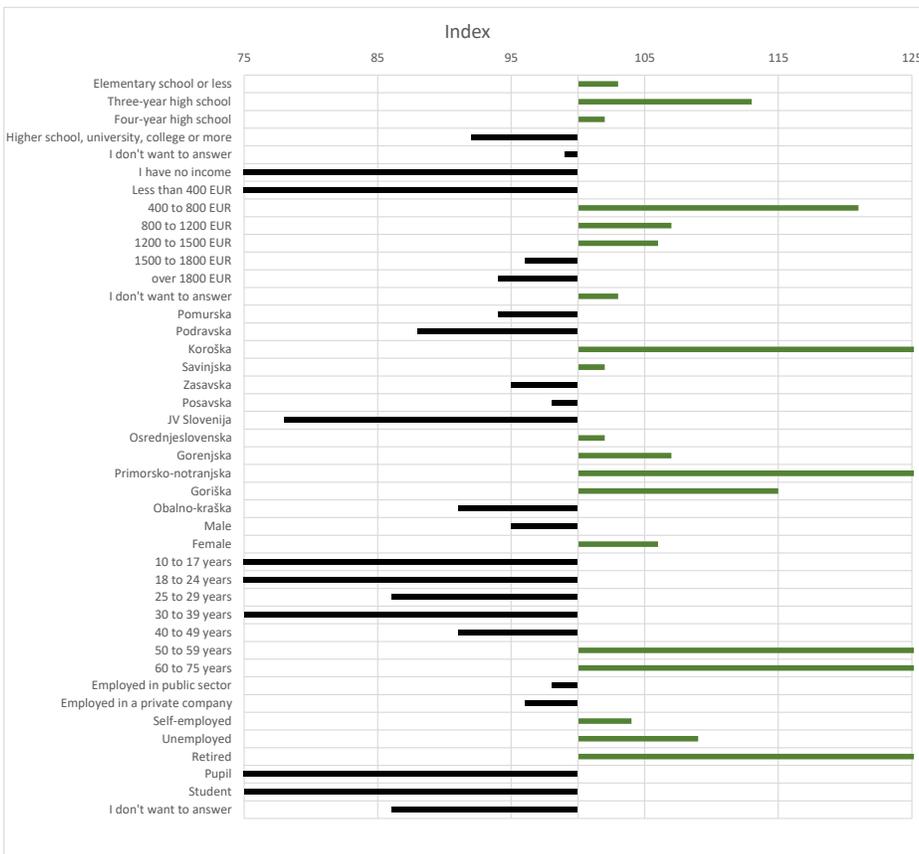


Note:

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 1.2. to 28.2.2026. 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 1.2. to 28.2.2026. 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.