

# MOSS

## CERTIFICATE

Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

Address: Cigaletova 15

City: 1000 Ljubljana

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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: March 2026

### Daily reach (Slovenian visitors)

| Period     | Page views | Reach  | Reach (%) | Visits | Average page views per unique users | Average visits per unique user |
|------------|------------|--------|-----------|--------|-------------------------------------|--------------------------------|
| 01.03.2026 | 57 403     | 18 394 | 1,2%      | 24 848 | 3,1                                 | 1,4                            |
| 02.03.2026 | 79 332     | 27 569 | 1,8%      | 36 374 | 2,9                                 | 1,3                            |
| 03.03.2026 | 74 250     | 25 374 | 1,7%      | 33 123 | 2,9                                 | 1,3                            |
| 04.03.2026 | 75 319     | 26 308 | 1,8%      | 35 095 | 2,9                                 | 1,3                            |
| 05.03.2026 | 70 356     | 24 917 | 1,7%      | 32 921 | 2,8                                 | 1,3                            |
| 06.03.2026 | 68 762     | 24 348 | 1,6%      | 33 004 | 2,8                                 | 1,4                            |
| 07.03.2026 | 49 579     | 17 259 | 1,2%      | 22 760 | 2,9                                 | 1,3                            |
| 08.03.2026 | 53 153     | 17 614 | 1,2%      | 23 718 | 3,0                                 | 1,3                            |
| 09.03.2026 | 75 844     | 26 284 | 1,8%      | 34 268 | 2,9                                 | 1,3                            |
| 10.03.2026 | 72 230     | 25 268 | 1,7%      | 32 902 | 2,9                                 | 1,3                            |
| 11.03.2026 | 71 381     | 24 564 | 1,6%      | 31 471 | 2,9                                 | 1,3                            |
| 12.03.2026 | 71 419     | 24 944 | 1,7%      | 32 915 | 2,9                                 | 1,3                            |
| 13.03.2026 | 68 799     | 23 265 | 1,6%      | 31 209 | 3,0                                 | 1,3                            |
| 14.03.2026 | 54 189     | 19 346 | 1,3%      | 25 474 | 2,8                                 | 1,3                            |
| 15.03.2026 | 56 342     | 19 725 | 1,3%      | 25 793 | 2,9                                 | 1,3                            |
| 16.03.2026 | 75 801     | 26 398 | 1,8%      | 34 032 | 2,9                                 | 1,3                            |
| 17.03.2026 | 73 500     | 24 488 | 1,6%      | 31 195 | 3,0                                 | 1,3                            |
| 18.03.2026 | 74 992     | 24 486 | 1,6%      | 31 345 | 3,1                                 | 1,3                            |
| 19.03.2026 | 69 660     | 22 284 | 1,5%      | 28 991 | 3,1                                 | 1,3                            |
| 20.03.2026 | 67 225     | 21 098 | 1,4%      | 28 013 | 3,2                                 | 1,3                            |
| 21.03.2026 | 51 064     | 14 941 | 1,0%      | 20 865 | 3,4                                 | 1,4                            |
| 22.03.2026 | 57 846     | 16 087 | 1,1%      | 23 785 | 3,6                                 | 1,5                            |
| 23.03.2026 | 78 472     | 24 828 | 1,7%      | 32 712 | 3,2                                 | 1,3                            |
| 24.03.2026 | 69 227     | 22 608 | 1,5%      | 29 716 | 3,1                                 | 1,3                            |
| 25.03.2026 | 68 169     | 22 438 | 1,5%      | 29 560 | 3,0                                 | 1,3                            |
| 26.03.2026 | 77 882     | 24 547 | 1,6%      | 32 246 | 3,2                                 | 1,3                            |
| 27.03.2026 | 70 705     | 21 398 | 1,4%      | 28 676 | 3,3                                 | 1,3                            |
| 28.03.2026 | 54 338     | 20 574 | 1,4%      | 26 411 | 2,6                                 | 1,3                            |
| 29.03.2026 | 57 691     | 21 149 | 1,4%      | 27 314 | 2,7                                 | 1,3                            |
| 30.03.2026 | 76 596     | 26 402 | 1,8%      | 34 600 | 2,9                                 | 1,3                            |
| 31.03.2026 | 72 632     | 24 628 | 1,6%      | 32 665 | 2,9                                 | 1,3                            |

### Weekly reach (Slovenian visitors)

| Period                  | Page views | Reach  | Reach (%) | Visits  | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|--------|-----------|---------|-------------------------------------|--------------------------------|
| 01.03.2026 - 01.03.2026 | 57 403     | 18 394 | 1,2%      | 24 848  | 3,1                                 | 1,4                            |
| 02.03.2026 - 08.03.2026 | 470 751    | 95 879 | 6,4%      | 217 035 | 4,9                                 | 2,3                            |
| 09.03.2026 - 15.03.2026 | 470 204    | 93 952 | 6,3%      | 214 048 | 5,0                                 | 2,3                            |
| 16.03.2026 - 22.03.2026 | 470 088    | 83 476 | 5,6%      | 198 208 | 5,6                                 | 2,4                            |
| 23.03.2026 - 29.03.2026 | 476 484    | 90 201 | 6,0%      | 206 891 | 5,3                                 | 2,3                            |
| 30.03.2026 - 31.03.2026 | 149 228    | 41 559 | 2,8%      | 67 264  | 3,6                                 | 1,6                            |

### Monthly reach (Slovenian visitors)

| Period                  | Page views | Reach   | Reach (%) | Visits  | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|---------|-------------------------------------|--------------------------------|
| 01.03.2026 - 31.03.2026 | 2 094 158  | 247 408 | 16,5%     | 928 243 | 8,5                                 | 3,8                            |

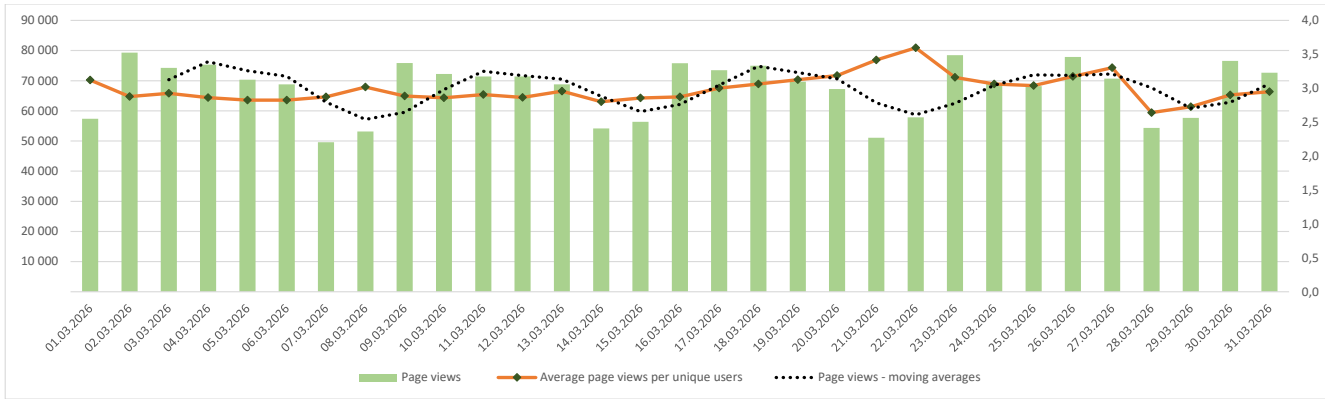
## Demographic profile of Slovenian visitors

|                      | Variable                                   | Audience composition (%) | Affinity index | Page views composition (%) |       |
|----------------------|--|--------------------------|----------------|----------------------------|-------|
| Level of Education   | Elementary school or less                  | 15,5%                    | 114            | 7,1%                       |       |
|                      | Three-year high school                     | 13,4%                    | 104            | 21,1%                      |       |
|                      | Four-year high school                      | 37,8%                    | 97             | 45,4%                      |       |
|                      | Higher school, university, college or more | 32,9%                    | 97             | 26,3%                      |       |
|                      | I don't want to answer                     | 0,4%                     | 61             | 0,2%                       |       |
| Personal income      | I have no income                           | 7,2%                     | 78             | 3,0%                       |       |
|                      | Less than 400 EUR                          | 4,0%                     | 61             | 0,9%                       |       |
|                      | 400 to 800 EUR                             | 16,1%                    | 115            | 21,9%                      |       |
|                      | 800 to 1200 EUR                            | 30,6%                    | 113            | 45,7%                      |       |
|                      | 1200 to 1500 EUR                           | 15,8%                    | 113            | 6,6%                       |       |
|                      | 1500 to 1800 EUR                           | 8,0%                     | 97             | 10,2%                      |       |
|                      | over 1800 EUR                              | 11,1%                    | 87             | 6,1%                       |       |
|                      | I don't want to answer                     | 7,3%                     | 90             | 5,7%                       |       |
|                      | Region                                     | Pomurska                 | 6,0%           | 98                         | 3,2%  |
|                      |  | Podravska                | 15,4%          | 94                         | 14,8% |
| Koroška              |  | 4,0%                     | 122            | 2,2%                       |       |
| Savinjska            |  | 13,5%                    | 114            | 9,8%                       |       |
| Zasavska             |  | 2,9%                     | 107            | 1,1%                       |       |
| Posavska             |  | 2,3%                     | 62             | 3,1%                       |       |
| JV Slovenija         |  | 6,7%                     | 103            | 3,5%                       |       |
| Osrednjeslovenska    |  | 25,1%                    | 93             | 18,3%                      |       |
| Gorenjska            |  | 11,5%                    | 118            | 18,7%                      |       |
| Primorsko-notranjska |  | 3,2%                     | 131            | 14,1%                      |       |
| Goriška              |  | 5,3%                     | 100            | 3,2%                       |       |
| Obalno-kraška        |  | 4,2%                     | 84             | 8,1%                       |       |
| Gender               |  | Male                     | 48,3%          | 92                         | 38,6% |
|                      |  | Female                   | 51,7%          | 109                        | 61,4% |
| Age                  | 10 to 17 years                             | 3,5%                     | 80             | 1,5%                       |       |
|                      | 18 to 24 years                             | 5,9%                     | 56             | 1,8%                       |       |
|                      | 25 to 29 years                             | 3,4%                     | 56             | 1,1%                       |       |
|                      | 30 to 39 years                             | 12,3%                    | 63             | 5,7%                       |       |
|                      | 40 to 49 years                             | 24,2%                    | 107            | 11,5%                      |       |
|                      | 50 to 59 years                             | 26,0%                    | 132            | 32,6%                      |       |
|                      | 60 to 75 years                             | 24,5%                    | 144            | 45,7%                      |       |
| Employment status    | Employed in public sector                  | 15,7%                    | 92             | 25,4%                      |       |
|                      | Employed in a private company              | 37,9%                    | 97             | 27,2%                      |       |
|                      | Self-employed                              | 10,0%                    | 100            | 12,6%                      |       |
|                      | Unemployed                                 | 5,9%                     | 110            | 1,9%                       |       |
|                      | Retired                                    | 21,7%                    | 153            | 29,6%                      |       |
|                      | Pupil                                      | 5,3%                     | 86             | 2,1%                       |       |
|                      | Student                                    | 2,8%                     | 36             | 0,7%                       |       |
|                      | I don't want to answer                     | 0,8%                     | 112            | 0,5%                       |       |

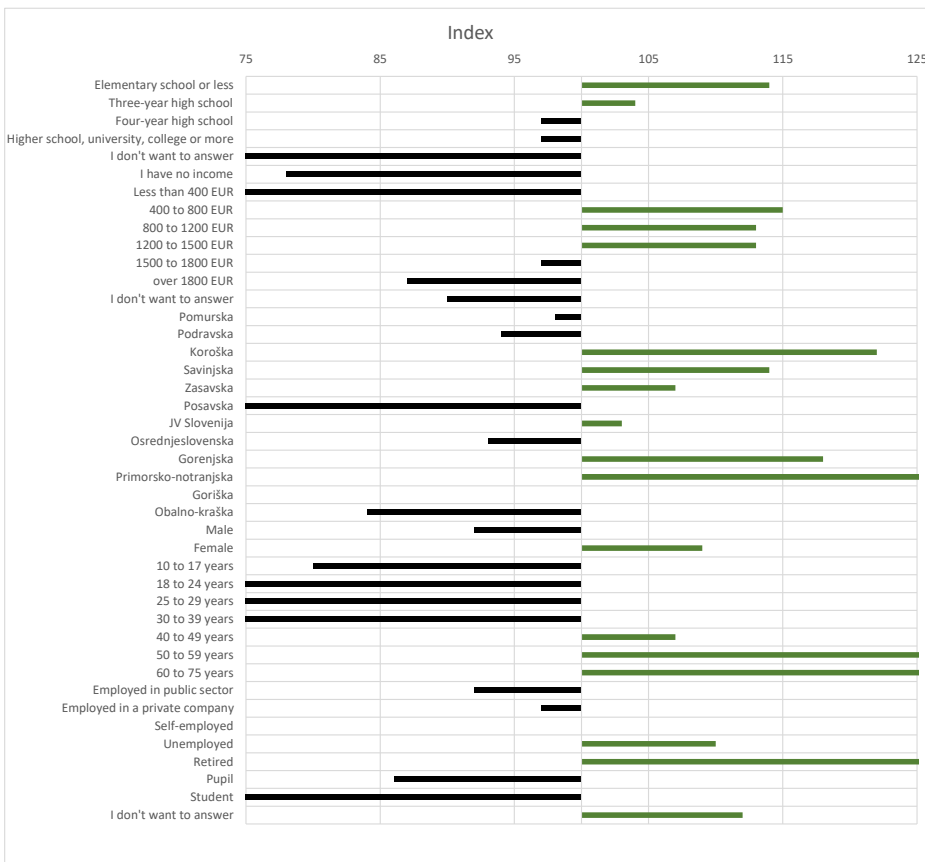


### Note:

**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 1.3. to 31.3.2026. 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 1.3. to 31.3.2026. 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.