



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 poizveduje po najrazličnejših izdelkih in storitvah.

Comment:

Period: January 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.01.2025	52 141	13 459	0,9%	20 341	3,9	1,5
02.01.2025	60 032	16 511	1,1%	23 562	3,6	1,4
03.01.2025	73 052	24 088	1,6%	33 259	3,0	1,4
04.01.2025	55 962	16 580	1,1%	23 560	3,4	1,4
05.01.2025	59 398	17 293	1,2%	24 082	3,4	1,4
06.01.2025	90 216	35 831	2,4%	45 540	2,5	1,3
07.01.2025	80 387	29 160	1,9%	34 595	2,8	1,2
08.01.2025	79 289	29 696	2,0%	33 341	2,7	1,1
09.01.2025	80 800	28 996	1,9%	34 536	2,8	1,2
10.01.2025	79 559	28 631	1,9%	35 325	2,8	1,2
11.01.2025	55 256	16 669	1,1%	23 458	3,3	1,4
12.01.2025	63 223	21 290	1,4%	29 059	3,0	1,4
13.01.2025	90 890	34 020	2,3%	42 500	2,7	1,3
14.01.2025	82 154	30 003	2,0%	36 215	2,7	1,2
15.01.2025	76 822	28 117	1,9%	32 782	2,7	1,2
16.01.2025	76 469	27 435	1,8%	31 544	2,8	1,2
17.01.2025	70 863	24 936	1,7%	29 276	2,8	1,2
18.01.2025	53 505	16 468	1,1%	23 242	3,3	1,4
19.01.2025	56 145	16 371	1,1%	22 967	3,4	1,4
20.01.2025	81 433	30 500	2,0%	35 522	2,7	1,2
21.01.2025	80 561	28 368	1,9%	34 681	2,8	1,2
22.01.2025	84 546	30 777	2,1%	37 730	2,8	1,2
23.01.2025	77 805	28 215	1,9%	33 533	2,8	1,2
24.01.2025	73 133	25 615	1,7%	31 266	2,9	1,2
25.01.2025	54 606	16 374	1,1%	23 221	3,3	1,4
26.01.2025	60 616	18 403	1,2%	26 253	3,3	1,4
27.01.2025	86 893	31 259	2,1%	38 831	2,8	1,2
28.01.2025	82 300	28 946	1,9%	34 543	2,8	1,2
29.01.2025	76 687	26 807	1,8%	32 866	2,9	1,2
30.01.2025	83 616	31 209	2,1%	40 423	2,7	1,3
31.01.2025	72 813	25 459	1,7%	32 630	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
01.1.2025 - 05.1.2025	300 585	60 229	4,0%	124 888	5,0	2,1
06.1.2025 - 12.1.2025	528 730	100 248	6,7%	236 006	5,3	2,4
13.1.2025 - 19.1.2025	506 848	91 116	6,1%	218 629	5,6	2,4
20.1.2025 - 26.1.2025	512 700	91 029	6,1%	222 221	5,6	2,4
27.1.2025 - 31.1.2025	402 309	84 346	5,6%	179 366	4,8	2,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.1.2025 - 31.1.2025	2 251 172	242 196	16,2%	981 252	9,3	4,1

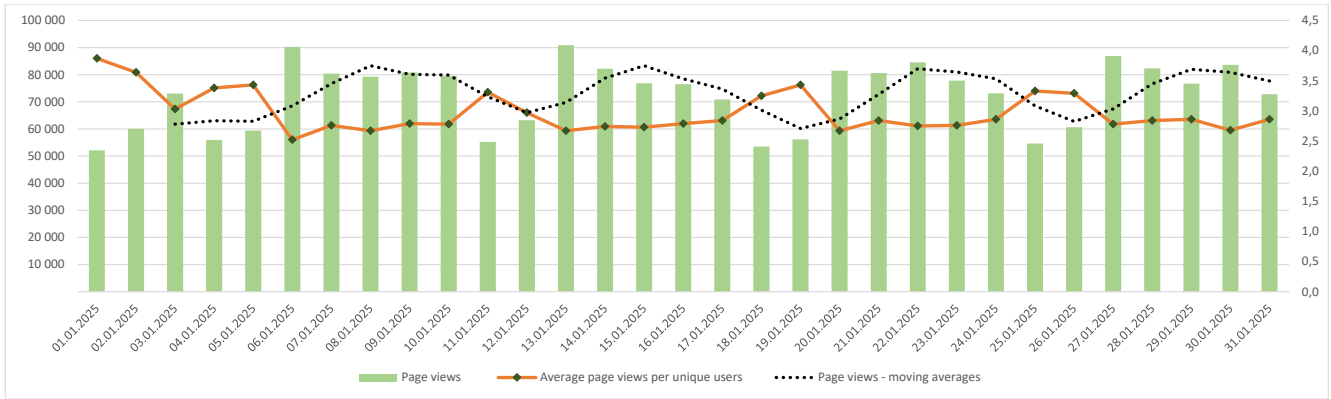
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,3%	97	12,2%
	Three-year high school	15,9%	120	13,5%
	Four-year high school	40,8%	102	46,7%
	Higher school, university, college or more	30,4%	91	27,1%
	I don't want to answer	0,7%	92	0,5%
Personal income	I have no income	5,9%	63	3,5%
	Less than 400 EUR	6,7%	107	3,4%
	400 to 800 EUR	18,6%	118	26,7%
	800 to 1200 EUR	29,5%	102	33,9%
	1200 to 1500 EUR	13,1%	101	14,5%
	1500 to 1800 EUR	8,4%	104	5,3%
	over 1800 EUR	8,7%	85	7,2%
	I don't want to answer	9,0%	109	5,6%
	Region	Pomurska	5,9%	104
Podravska		16,9%	104	14,2%
Koroška		4,0%	111	1,7%
Savinjska		13,0%	102	10,7%
Zasavska		2,3%	87	1,2%
Posavska		4,4%	123	6,5%
JV Slovenija		5,7%	86	5,3%
Osrednjeslovenska		25,2%	96	29,7%
Gorenjska		11,2%	106	15,5%
Primorsko-notranjska		2,7%	117	2,1%
Goriška		4,1%	78	5,1%
Obalno-kraška		4,8%	103	4,2%
Gender		Male	50,1%	98
	Female	49,9%	102	48,6%
Age	10 to 17 years	2,1%	47	0,6%
	18 to 24 years	8,7%	85	5,7%
	25 to 29 years	4,6%	64	2,3%
	30 to 39 years	15,9%	81	7,2%
	40 to 49 years	21,3%	98	13,2%
	50 to 59 years	23,0%	118	28,7%
	60 to 75 years	24,1%	140	42,0%
Employment status	Employed in public sector	15,7%	94	13,5%
	Employed in a private company	37,0%	97	34,8%
	Self-employed	8,3%	93	9,4%
	Unemployed	5,6%	92	3,8%
	Retired	22,8%	145	32,7%
	Pupil	5,7%	89	2,8%
	Student	3,8%	56	2,4%
	I don't want to answer	1,1%	114	0,6%

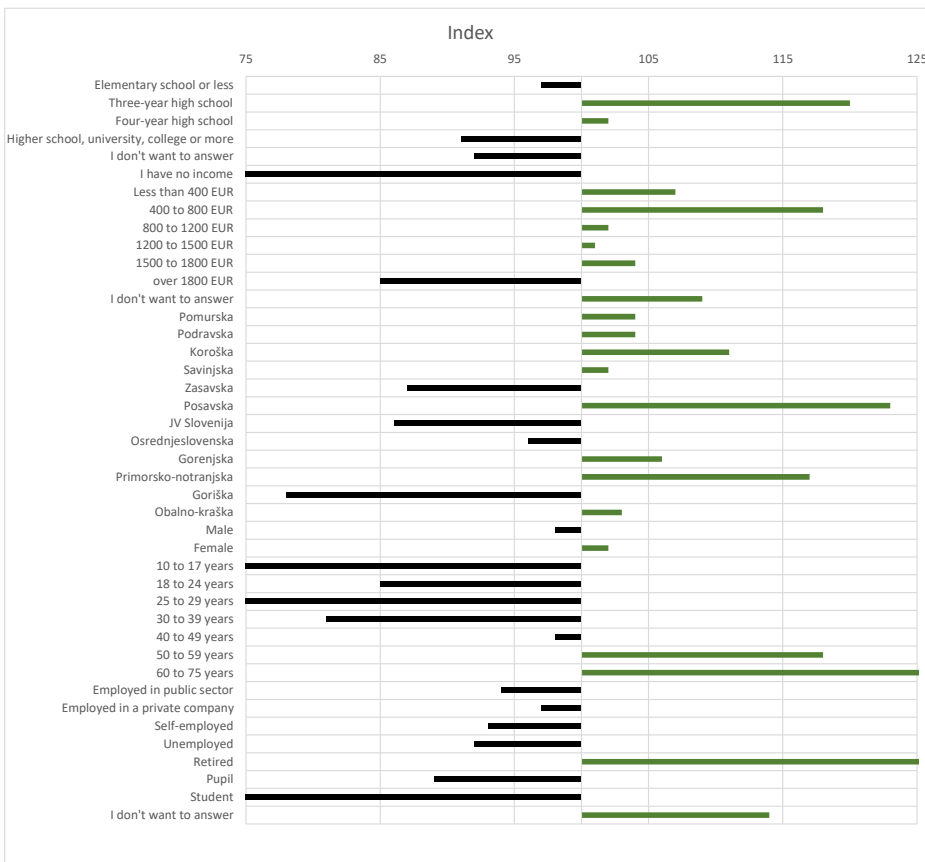


Note:

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 1.1. to 31.1.2025. 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 1.1. to 31.1.2025. 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.