



Website: Najdi.si

Provider:

Company: TSmedia, d.o.o.

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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: February 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2025	58 850	19 315	1,3%	26 785	3,1	1,4
02.02.2025	62 184	20 048	1,3%	28 034	3,1	1,4
03.02.2025	87 958	31 464	2,1%	39 391	2,8	1,3
04.02.2025	83 576	31 001	2,1%	39 688	2,7	1,3
05.02.2025	78 251	28 461	1,9%	34 050	2,8	1,2
06.02.2025	75 904	26 513	1,8%	32 300	2,9	1,2
07.02.2025	73 927	25 712	1,7%	32 981	2,9	1,3
08.02.2025	63 669	22 656	1,5%	30 518	2,8	1,4
09.02.2025	79 025	33 366	2,2%	42 437	2,4	1,3
10.02.2025	97 475	36 599	2,4%	47 867	2,7	1,3
11.02.2025	84 223	30 468	2,0%	38 368	2,8	1,3
12.02.2025	83 134	30 965	2,1%	36 490	2,7	1,2
13.02.2025	84 042	30 359	2,0%	38 653	2,8	1,3
14.02.2025	81 671	28 239	1,9%	36 911	2,9	1,3
15.02.2025	59 019	18 660	1,2%	25 933	3,2	1,4
16.02.2025	63 303	21 538	1,4%	29 445	2,9	1,4
17.02.2025	86 284	32 195	2,1%	38 500	2,7	1,2
18.02.2025	82 069	30 043	2,0%	36 481	2,7	1,2
19.02.2025	90 954	34 179	2,3%	46 435	2,7	1,4
20.02.2025	80 841	29 174	1,9%	37 677	2,8	1,3
21.02.2025	81 699	28 818	1,9%	39 616	2,8	1,4
22.02.2025	58 814	21 873	1,5%	29 509	2,7	1,4
23.02.2025	68 705	26 645	1,8%	35 470	2,6	1,3
24.02.2025	90 767	32 827	2,2%	43 387	2,8	1,3
25.02.2025	85 050	30 651	2,0%	39 268	2,8	1,3
26.02.2025	92 825	33 286	2,2%	44 507	2,8	1,3
27.02.2025	82 825	28 909	1,9%	36 872	2,9	1,3
28.02.2025	75 077	26 405	1,8%	34 498	2,8	1,3

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2025 - 02.02.2025	121 034	35 024	2,3%	54 819	3,5	1,6
03.02.2025 - 09.02.2025	542 310	107 876	7,2%	251 693	5,0	2,3
10.02.2025 - 16.02.2025	552 867	111 131	7,4%	253 778	5,0	2,3
17.02.2025 - 23.02.2025	549 366	110 738	7,4%	263 882	5,0	2,4
24.02.2025 - 28.02.2025	426 544	94 910	6,3%	198 573	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
01.02.2025 - 28.02.2025	2 192 121	259 072	17,3%	1 022 786	8,5	4,0

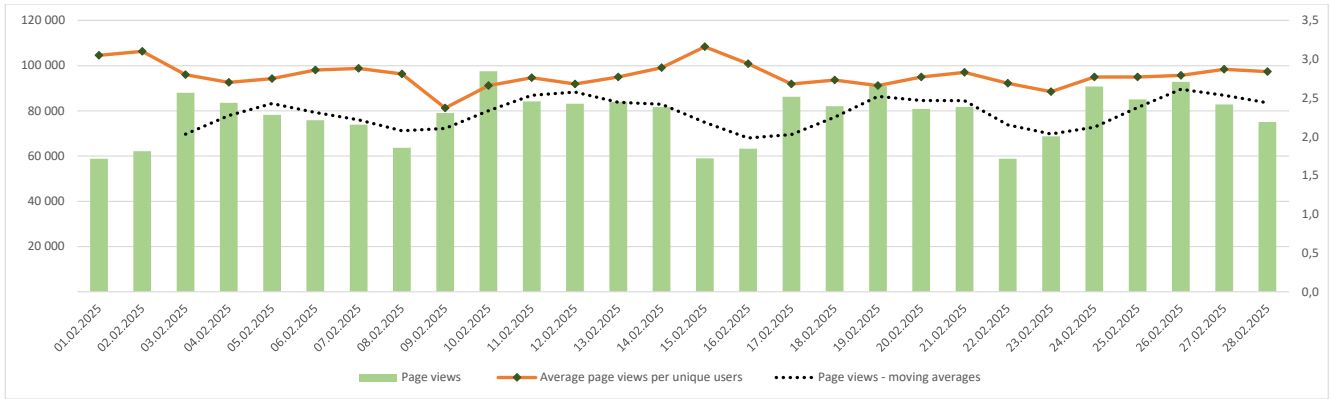
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	10,4%	82	9,3%
	Three-year high school	13,9%	104	11,5%
	Four-year high school	44,0%	110	51,6%
	Higher school, university, college or more	31,2%	94	27,3%
	I don't want to answer	0,5%	65	0,3%
Personal income	I have no income	5,9%	67	2,5%
	Less than 400 EUR	4,9%	79	2,2%
	400 to 800 EUR	18,8%	117	24,9%
	800 to 1200 EUR	29,4%	100	36,1%
	1200 to 1500 EUR	15,2%	117	15,1%
	1500 to 1800 EUR	7,2%	91	5,8%
	over 1800 EUR	9,9%	95	7,7%
	I don't want to answer	8,8%	107	5,8%
	Pomurska	4,5%	86	2,6%
Region	Podravska	16,5%	99	13,8%
	Koroška	3,2%	88	1,8%
	Savinjska	13,3%	102	9,8%
	Zasavska	2,8%	100	2,0%
	Posavska	3,9%	107	6,4%
	JV Slovenija	6,1%	91	5,1%
	Osrednjeslovenska	25,8%	99	28,3%
	Gorenjska	10,4%	101	17,9%
	Primorsko-notranjska	2,6%	117	1,6%
	Goriška	5,9%	114	7,4%
	Obalno-kraška	5,1%	111	3,5%
Gender	Male	48,4%	95	46,7%
	Female	51,6%	106	53,3%
Age	10 to 17 years	1,7%	41	0,4%
	18 to 24 years	6,3%	66	4,2%
	25 to 29 years	6,9%	95	5,1%
	30 to 39 years	14,3%	73	7,1%
	40 to 49 years	22,5%	104	13,4%
	50 to 59 years	23,1%	116	25,6%
	60 to 75 years	24,9%	140	44,0%
Employment status	Employed in public sector	16,0%	96	12,0%
	Employed in a private company	37,9%	98	38,4%
	Self-employed	9,2%	99	9,6%
	Unemployed	4,9%	81	3,4%
	Retired	23,0%	143	32,0%
	Pupil	3,9%	67	2,1%
	Student	3,8%	58	1,7%
	I don't want to answer	1,2%	126	0,7%

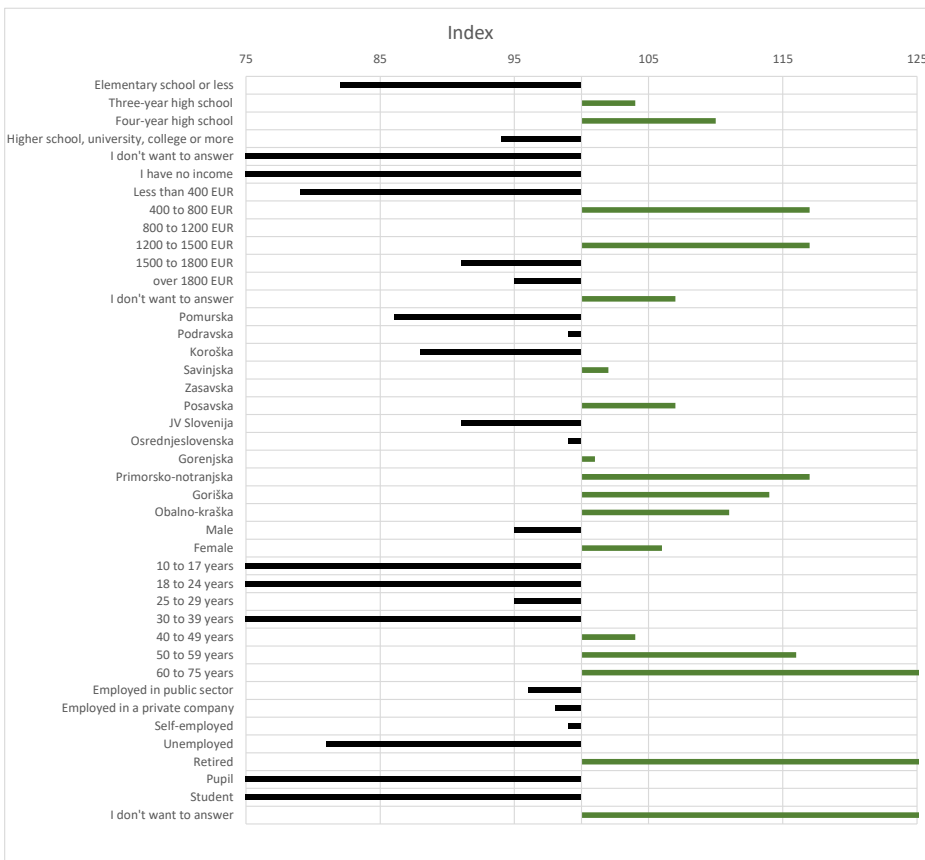


Note:

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 28.2.2025. 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 1.2. to 28.2.2025. 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.