



Website: Bizi.si

Provider:

Company: TSmedia, d.o.o.

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City: 1000 Ljubljana

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# CERTIFICATE

## Short description:

Poslovni asistent bizi.si vam nudi najnovejše finančne in poslovne podatke za 180 tisoč slovenskih pravnih oseb. S svojimi naprednimi funkcijami vam omogoča iskanje kontaktnih podatkov pravnih oseb, pregled njihovih poslovnih podatkov, letnih poročil in finančnih izkazov, istočasno pa lahko izveste tudi, kolikšna je vrednost njihove delnice in kaj o njih pišejo mediji. Pridobite lahko tudi dnevno sveže informacije o neplačnikih, blokadah TRR-jev, objavah stečajev, narokih, insolventnostnih postopkih, likvidni sposobnosti in bonitetni oceni podjetij.

## Comment:

Period: February 2017

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2017.	100 439	44 033	3,4%	44 041	2,3	1,0
2.2.2017.	98 871	38 697	3,0%	42 184	2,6	1,1
3.2.2017.	90 100	37 782	2,9%	37 879	2,4	1,0
4.2.2017.	36 880	16 635	1,3%	17 239	2,2	1,0
5.2.2017.	41 857	17 998	1,4%	18 347	2,3	1,0
6.2.2017.	109 598	46 625	3,6%	46 635	2,4	1,0
7.2.2017.	97 665	38 110	3,0%	41 598	2,6	1,1
8.2.2017.	44 771	20 053	1,6%	20 475	2,2	1,0
9.2.2017.	104 778	40 162	3,1%	43 881	2,6	1,1
10.2.2017.	88 982	34 860	2,7%	38 127	2,6	1,1
11.2.2017.	38 596	18 105	1,4%	18 761	2,1	1,0
12.2.2017.	42 171	18 263	1,4%	18 650	2,3	1,0
13.2.2017.	109 337	42 812	3,3%	46 902	2,6	1,1
14.2.2017.	103 706	39 329	3,1%	43 132	2,6	1,1
15.2.2017.	101 544	38 810	3,0%	42 447	2,6	1,1
16.2.2017.	95 553	37 707	2,9%	41 255	2,5	1,1
17.2.2017.	87 788	33 595	2,6%	36 756	2,6	1,1
18.2.2017.	31 803	15 539	1,2%	16 052	2,0	1,0
19.2.2017.	35 955	17 303	1,3%	17 543	2,1	1,0
20.2.2017.	100 923	41 012	3,2%	44 774	2,5	1,1
21.2.2017.	105 730	41 098	3,2%	44 995	2,6	1,1
22.2.2017.	103 414	39 597	3,1%	43 283	2,6	1,1
23.2.2017.	100 112	41 396	3,2%	41 490	2,4	1,0
24.2.2017.	91 293	34 960	2,7%	38 342	2,6	1,1
25.2.2017.	30 608	15 342	1,2%	15 893	2,0	1,0
26.2.2017.	33 263	15 568	1,2%	15 930	2,1	1,0
27.2.2017.	106 547	43 398	3,4%	43 492	2,5	1,0
28.2.2017.	96 954	39 551	3,1%	43 265	2,5	1,1

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2017. - 5.2.2017.	368 185	103 430	8,0%	159 517	3,6	1,5
6.2.2017. - 12.2.2017.	526 855	124 664	9,7%	227 753	4,2	1,8
13.2.2017. - 19.2.2017.	565 883	128 736	10,0%	243 502	4,4	1,9
20.2.2017. - 26.2.2017.	565 528	128 204	10,0%	244 088	4,4	1,9
27.2.2017. - 28.2.2017.	203 506	74 410	5,8%	86 729	2,7	1,2

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2017. - 28.2.2017.	2 229 975	289 465	22,5%	961 549	7,7	3,3

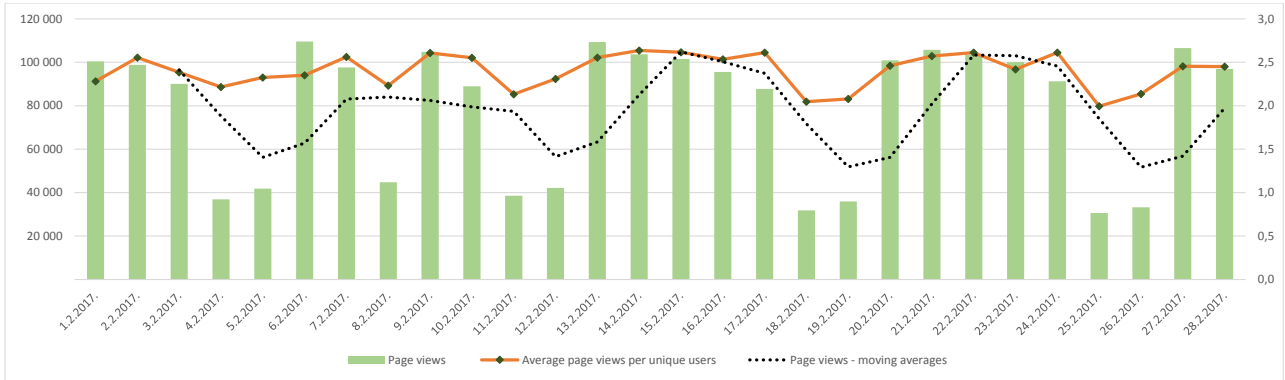
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,8%	87	8,2%
	Three-year high school	13,2%	94	18,6%
	Four-year high school	42,4%	98	43,9%
	Higher school, university, college or more	32,0%	114	28,8%
	I don't want to answer	0,6%	85	0,4%
Personal income	I have no income	8,6%	75	8,2%
	less than 400 EUR	10,9%	89	4,9%
	400 to 800 EUR	24,5%	92	19,0%
	800 to 1200 EUR	26,0%	109	36,7%
	1200 to 1500 EUR	9,0%	116	9,3%
	1500 to 1800 EUR	4,9%	121	3,8%
	over 1800 EUR	5,9%	123	8,4%
	I don't want to answer	10,1%	113	9,8%
Region	Pomurska	6,9%	105	3,6%
	Podravska	15,3%	103	17,8%
	Koroška	4,4%	114	9,2%
	Savinjska	12,6%	93	14,1%
	Zasavska	2,6%	112	1,6%
	Spodnje-posavska	2,8%	111	1,7%
	JV Slovenija	7,1%	108	5,4%
	Osrednjeslovenska	26,3%	95	27,0%
	Gorenjska	9,1%	92	6,1%
	Notranjsko-kraška	2,4%	106	2,7%
	Goriška	6,0%	116	6,9%
	Obalno-kraška	4,5%	93	3,9%
	Gender	Male	52,0%	100
Female		48,0%	100	42,9%
Age	10 to 17 years	3,2%	85	1,9%
	18 to 24 years	9,6%	74	12,9%
	25 to 29 years	8,8%	91	7,1%
	30 to 39 years	27,0%	110	35,3%
	40 to 49 years	23,8%	108	21,2%
	50 to 59 years	15,7%	103	14,6%
	60 to 75 years	11,9%	99	6,8%
Employment status	Employed in public sector	13,2%	98	8,0%
	Employed in a private company	39,3%	105	53,0%
	Self-employed	12,0%	134	14,1%
	Unemployed	6,6%	101	3,7%
	Retired	13,0%	101	7,8%
	Pupil	5,0%	82	5,1%
	Student	9,5%	72	7,0%
	I don't want to answer	1,5%	107	1,3%

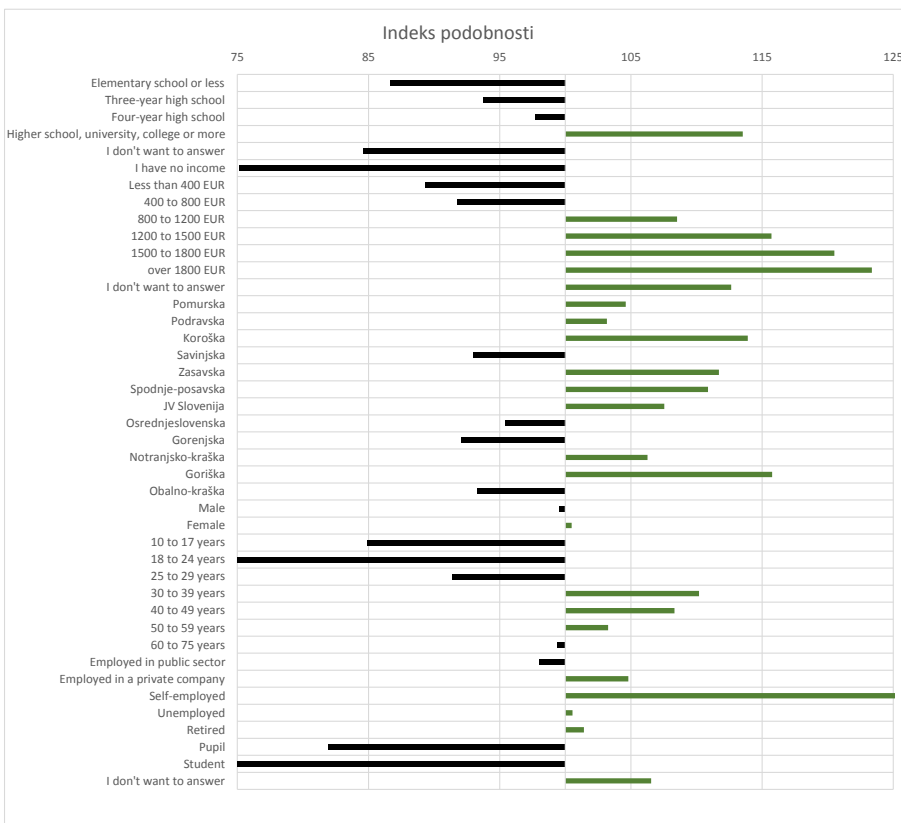


### Note:

**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 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 01.02. to 28.02.2017. 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 01.02. to 28.02.2017. Reach shows n umber 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 de vices 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 perio d. 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. Vi sits 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 us er.

**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 spec ified 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 view s (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 condtion must be fulfilled(n=80),