



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: January 2018

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2018.	23 155	11 176	0,9%	12 243	2,1	1,1
2.1.2018.	33 353	15 947	1,2%	17 369	2,1	1,1
3.1.2018.	88 078	37 951	2,9%	40 816	2,3	1,1
4.1.2018.	89 053	38 471	3,0%	41 408	2,3	1,1
5.1.2018.	81 550	35 006	2,7%	37 732	2,3	1,1
6.1.2018.	32 409	15 837	1,2%	17 220	2,0	1,1
7.1.2018.	34 958	16 969	1,3%	18 455	2,1	1,1
8.1.2018.	98 892	42 425	3,3%	45 684	2,3	1,1
9.1.2018.	98 494	41 741	3,2%	44 884	2,4	1,1
10.1.2018.	96 908	40 530	3,1%	43 472	2,4	1,1
11.1.2018.	92 210	39 000	3,0%	42 094	2,4	1,1
12.1.2018.	82 941	34 782	2,7%	37 399	2,4	1,1
13.1.2018.	33 275	15 846	1,2%	17 312	2,1	1,1
14.1.2018.	38 781	17 235	1,3%	18 617	2,3	1,1
15.1.2018.	98 438	42 239	3,3%	45 303	2,3	1,1
16.1.2018.	96 523	40 757	3,1%	43 829	2,4	1,1
17.1.2018.	100 450	39 929	3,1%	42 853	2,5	1,1
18.1.2018.	92 939	38 427	3,0%	41 285	2,4	1,1
19.1.2018.	85 945	35 729	2,8%	38 479	2,4	1,1
20.1.2018.	31 287	15 169	1,2%	16 589	2,1	1,1
21.1.2018.	32 466	15 482	1,2%	16 843	2,1	1,1
22.1.2018.	99 958	41 018	3,2%	44 197	2,4	1,1
23.1.2018.	100 103	39 982	3,1%	43 128	2,5	1,1
24.1.2018.	94 178	38 764	3,0%	41 695	2,4	1,1
25.1.2018.	95 105	38 321	3,0%	41 285	2,5	1,1
26.1.2018.	84 511	34 676	2,7%	37 350	2,4	1,1
27.1.2018.	31 893	14 864	1,1%	16 267	2,1	1,1
28.1.2018.	34 127	16 279	1,3%	17 691	2,1	1,1
29.1.2018.	97 353	41 328	3,2%	44 535	2,4	1,1
30.1.2018.	95 485	39 339	3,0%	42 371	2,4	1,1
31.1.2018.	92 941	39 332	3,0%	42 478	2,4	1,1

## Weekly reach (Slovenian visitors)

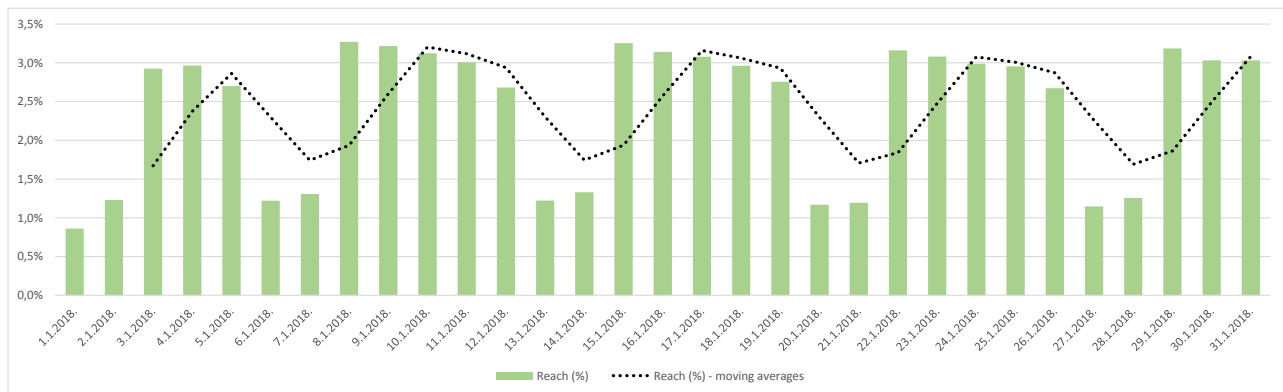
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2018. - 7.1.2018.	382 972	112 138	8,6%	184 299	3,0	2,0
8.1.2018. - 14.1.2018.	541 648	140 122	10,8%	249 034	4,0	2,0
15.1.2018. - 21.1.2018.	538 210	139 558	10,8%	244 439	4,0	2,0
22.1.2018. - 28.1.2018.	540 120	135 161	10,4%	240 955	4,0	2,0
29.1.2018. - 31.1.2018.	285 779	105 162	8,1%	129 384	3,0	1,0

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2018. - 31.1.2018.	2 288 684	293 666	22,6%	1 047 604	8,0	4,0

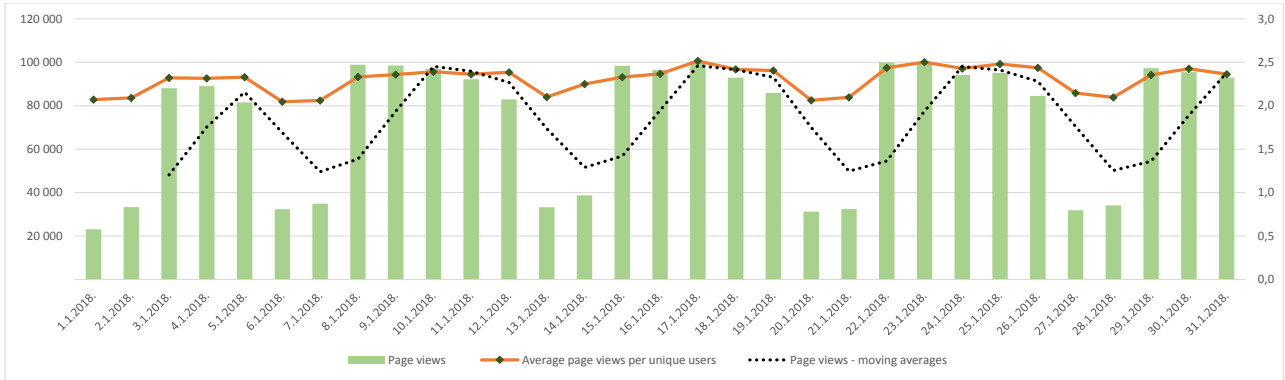
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,4%	77	6,2%	
	Three-year high school	11,6%	89	7,9%	
	Four-year high school	43,4%	103	48,6%	
	Higher school, university, college or more	32,4%	111	35,9%	
	I don't want to answer	1,1%	111	1,3%	
Personal income	I have no income	8,6%	77	5,6%	
	less than 400 EUR	9,3%	83	6,5%	
	400 to 800 EUR	25,0%	96	19,6%	
	800 to 1200 EUR	28,3%	112	35,5%	
	1200 to 1500 EUR	9,4%	114	10,8%	
	1500 to 1800 EUR	4,7%	109	4,1%	
	over 1800 EUR	5,6%	113	8,1%	
	I don't want to answer	9,2%	103	9,8%	
	Region	Pomurska	5,9%	92	3,6%
Podravska		15,9%	101	12,5%	
Koroška		3,2%	95	2,3%	
Savinjska		12,4%	99	10,8%	
Zasavska		2,6%	102	1,7%	
Spodnje-posavska		2,7%	95	1,5%	
JV Slovenija		5,8%	86	8,4%	
Osrednjeslovenska		29,2%	108	30,3%	
Gorenjska		9,5%	97	12,4%	
Notranjsko-kraška		2,3%	104	2,4%	
Goriška		5,1%	87	7,3%	
Obalno-kraška		5,4%	115	6,9%	
Gender		Male	46,7%	95	46,5%
		Female	53,3%	105	53,5%
Age	10 to 17 years	2,1%	63	0,8%	
	18 to 24 years	7,6%	65	5,5%	
	25 to 29 years	8,1%	92	6,7%	
	30 to 39 years	26,4%	111	33,5%	
	40 to 49 years	24,3%	106	28,3%	
	50 to 59 years	19,7%	115	18,0%	
	60 to 75 years	11,6%	96	7,1%	
Employment status	Employed in public sector	15,0%	98	10,1%	
	Employed in a private company	41,0%	107	50,9%	
	Self-employed	12,3%	136	18,3%	
	Unemployed	7,8%	103	5,4%	
	Retired	11,1%	97	6,7%	
	Pupil	3,4%	54	1,3%	
	Student	8,2%	76	6,2%	
	I don't want to answer	1,3%	102	1,1%	

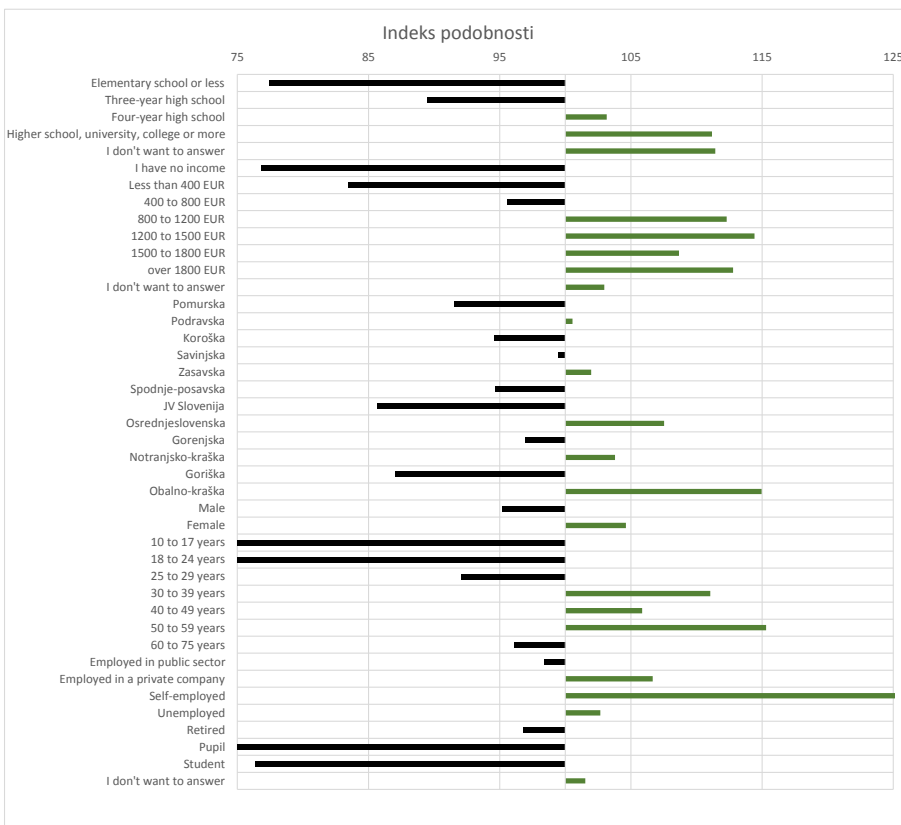


### Note:

**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 01.01. to 31.01.2018. 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 01.01. to 31.01.2018. 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),