



Website: Bizi.si

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Alen Savič

E-mail: alen.savic@tsmedia.si

Telephone number: 01/ 473 00 10

# CERTIFICATE

## Short description:

Poslovni asistent bizi.si vam nudi najnovjše 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, insolventnosti postopkih, likvidni sposobnosti in bonitetni oceni podjetij.

## Comment:

Period: November 2018

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018.	30 512	13 469	1,0%	14 368	2,3	1,1
2.11.2018.	54 263	24 599	1,9%	24 927	2,2	1,0
3.11.2018.	27 561	14 141	1,1%	15 111	1,9	1,1
4.11.2018.	32 232	15 591	1,2%	16 242	2,1	1,0
5.11.2018.	88 740	39 540	3,0%	43 047	2,2	1,1
6.11.2018.	85 478	36 812	2,8%	40 057	2,3	1,1
7.11.2018.	86 676	37 083	2,8%	40 404	2,3	1,1
8.11.2018.	81 954	34 843	2,7%	37 804	2,4	1,1
9.11.2018.	74 311	31 579	2,4%	34 449	2,4	1,1
10.11.2018.	28 272	14 323	1,1%	15 586	2,0	1,1
11.11.2018.	33 261	15 102	1,2%	16 011	2,2	1,1
12.11.2018.	94 117	39 732	3,0%	43 264	2,4	1,1
13.11.2018.	87 953	36 864	2,8%	40 175	2,4	1,1
14.11.2018.	86 898	36 224	2,8%	39 539	2,4	1,1
15.11.2018.	83 105	35 186	2,7%	38 460	2,4	1,1
16.11.2018.	72 725	30 709	2,3%	33 560	2,4	1,1
17.11.2018.	27 389	13 581	1,0%	14 834	2,0	1,1
18.11.2018.	28 894	14 710	1,1%	15 710	2,0	1,1
19.11.2018.	88 068	36 800	2,8%	40 122	2,4	1,1
20.11.2018.	87 163	36 924	2,8%	40 140	2,4	1,1
21.11.2018.	85 935	36 374	2,8%	39 621	2,4	1,1
22.11.2018.	83 738	35 104	2,7%	38 231	2,4	1,1
23.11.2018.	71 474	31 195	2,4%	33 993	2,3	1,1
24.11.2018.	30 658	15 377	1,2%	16 369	2,0	1,1
25.11.2018.	34 853	17 319	1,3%	17 629	2,0	1,0
26.11.2018.	92 595	38 927	3,0%	42 455	2,4	1,1
27.11.2018.	85 963	37 873	2,9%	41 232	2,3	1,1
28.11.2018.	85 404	36 199	2,8%	39 499	2,4	1,1
29.11.2018.	85 530	35 862	2,7%	39 034	2,4	1,1
30.11.2018.	73 126	31 293	2,4%	34 016	2,3	1,1

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018. - 4.11.2018.	144 643	51 351	3,9%	70 344	2,8	1,4
5.11.2018. - 11.11.2018.	478 739	123 252	9,4%	226 830	3,9	1,8
12.11.2018. - 18.11.2018.	481 198	120 340	9,2%	224 678	4,0	1,9
19.11.2018. - 25.11.2018.	481 861	122 462	9,3%	225 348	3,9	1,8
26.11.2018. - 30.11.2018.	422 648	122 184	9,3%	196 261	3,5	1,6

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018. - 30.11.2018.	2 009 253	256 473	19,6%	943 216	7,8	3,7

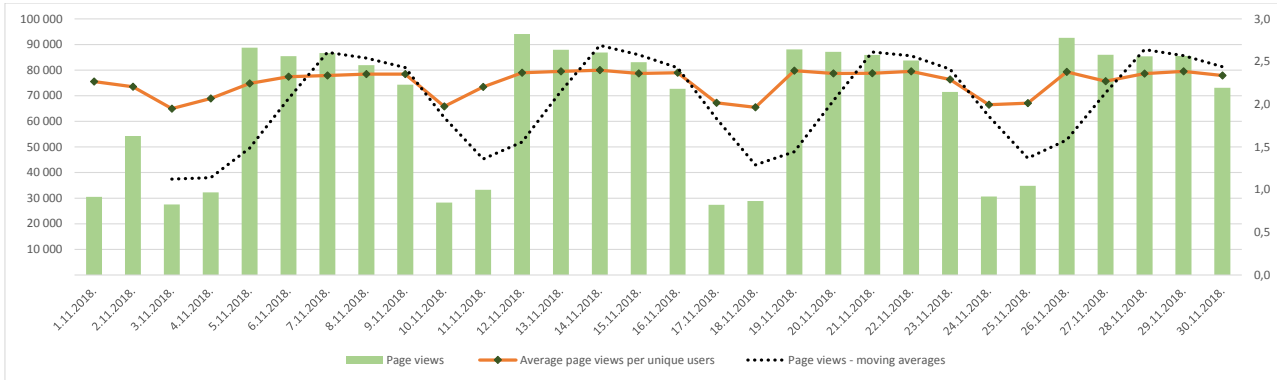
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	10,3%	65	5,7%	
	Three-year high school	11,1%	85	5,3%	
	Four-year high school	43,7%	105	51,2%	
	Higher school, university, college or more	34,2%	119	37,0%	
	I don't want to answer	0,8%	78	0,8%	
Personal income	I have no income	7,9%	69	4,2%	
	Less than 400 EUR	8,9%	80	5,6%	
	400 to 800 EUR	23,6%	94	17,8%	
	800 to 1200 EUR	28,4%	111	36,8%	
	1200 to 1500 EUR	10,0%	120	10,5%	
	1500 to 1800 EUR	5,7%	127	5,6%	
	over 1800 EUR	6,5%	118	9,6%	
	I don't want to answer	9,0%	106	9,9%	
Region	Pomurska	5,2%	90	3,2%	
	Podravska	15,6%	98	13,2%	
	Koroška	3,1%	83	2,0%	
	Savinjska	12,4%	95	7,7%	
	Zasavska	2,2%	103	1,4%	
	Spodnje-posavska	2,4%	76	1,6%	
	JV Slovenija	6,0%	91	4,3%	
	Osrednjeslovenska	30,4%	113	37,3%	
	Gorenjska	9,3%	91	10,2%	
	Notranjsko-kraška	2,5%	121	1,9%	
	Goriška	5,4%	95	4,4%	
	Obalno-kraška	5,5%	112	12,6%	
	Gender	Male	47,6%	97	41,5%
		Female	52,4%	103	58,5%
Age	10 to 17 years	2,6%	54	1,9%	
	18 to 24 years	10,1%	76	4,4%	
	25 to 29 years	8,8%	96	7,6%	
	30 to 39 years	26,6%	110	42,2%	
	40 to 49 years	23,4%	109	22,3%	
	50 to 59 years	18,4%	115	15,9%	
	60 to 75 years	9,9%	91	5,5%	
Employment status	Employed in public sector	13,7%	97	9,2%	
	Employed in a private company	42,1%	107	55,6%	
	Self-employed	14,0%	155	17,5%	
	Unemployed	6,4%	90	4,9%	
	Retired	10,2%	91	5,4%	
	Pupil	4,2%	56	2,6%	
	Student	8,5%	79	4,0%	
	I don't want to answer	0,9%	83	0,8%	

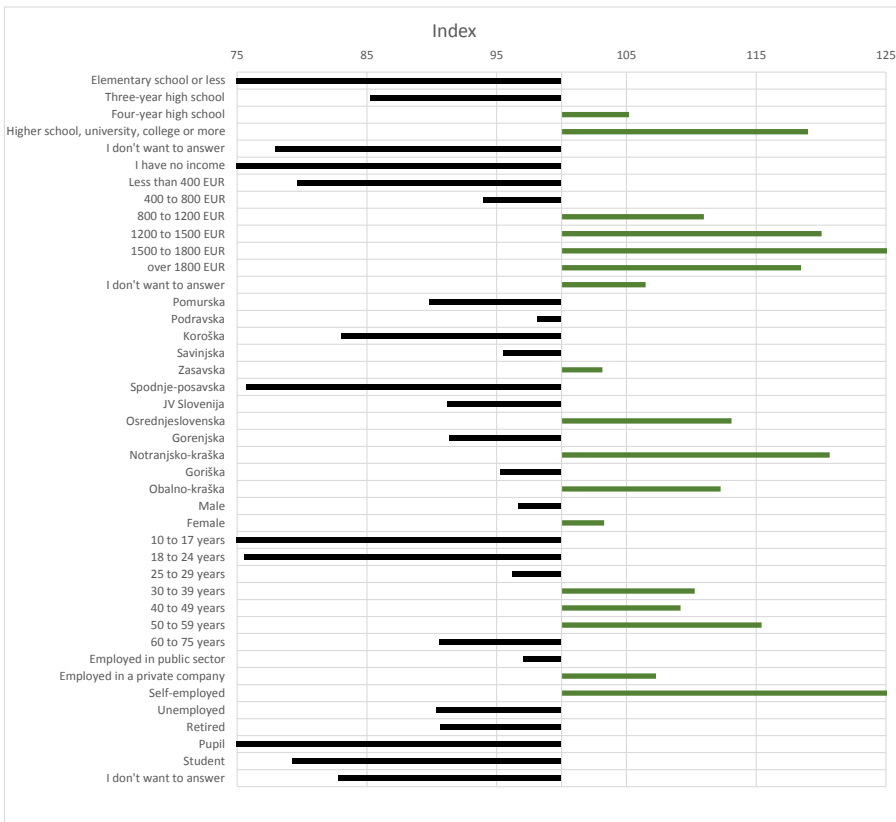


**Note:**

**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 side 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 1.11. to 30.11.2018. 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 1.11. to 30.11.2018. 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 web site that is participating in MOSS.