



Website: Bizi.si

Provider:

Company: TSmedia, d.o.o.

Address: Cigaletova ulica 15

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 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, insolventnosti postopkih, likvidni sposobnosti in bonitetni oceni podjetij.

## Comment:

Period: April 2019

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2019.	86 943	34 593	2,6%	37 409	2,5	1,1
2.4.2019.	85 530	33 959	2,6%	36 783	2,5	1,1
3.4.2019.	87 429	35 194	2,6%	38 163	2,5	1,1
4.4.2019.	94 165	36 699	2,8%	39 520	2,6	1,1
5.4.2019.	83 061	32 702	2,5%	35 355	2,5	1,1
6.4.2019.	30 801	14 175	1,1%	15 401	2,2	1,1
7.4.2019.	32 062	15 299	1,2%	15 984	2,1	1,0
8.4.2019.	93 684	37 550	2,8%	40 565	2,5	1,1
9.4.2019.	88 686	35 309	2,7%	38 167	2,5	1,1
10.4.2019.	88 620	36 262	2,7%	39 260	2,4	1,1
11.4.2019.	86 456	35 703	2,7%	38 632	2,4	1,1
12.4.2019.	74 618	30 658	2,3%	33 184	2,4	1,1
13.4.2019.	28 232	14 214	1,1%	15 512	2,0	1,1
14.4.2019.	32 102	15 381	1,2%	16 063	2,1	1,0
15.4.2019.	87 391	35 645	2,7%	38 558	2,5	1,1
16.4.2019.	81 280	33 014	2,5%	35 743	2,5	1,1
17.4.2019.	79 553	32 522	2,4%	35 217	2,4	1,1
18.4.2019.	76 084	31 039	2,3%	33 608	2,5	1,1
19.4.2019.	64 750	25 856	1,9%	28 067	2,5	1,1
20.4.2019.	22 113	10 384	0,8%	11 501	2,1	1,1
21.4.2019.	20 365	9 947	0,7%	10 906	2,0	1,1
22.4.2019.	26 028	13 069	1,0%	13 633	2,0	1,0
23.4.2019.	90 177	36 591	2,8%	39 584	2,5	1,1
24.4.2019.	86 360	35 535	2,7%	38 419	2,4	1,1
25.4.2019.	80 027	32 266	2,4%	34 828	2,5	1,1
26.4.2019.	71 242	28 916	2,2%	31 304	2,5	1,1
27.4.2019.	24 846	11 929	0,9%	12 952	2,1	1,1
28.4.2019.	27 666	14 048	1,1%	14 633	2,0	1,0
29.4.2019.	67 844	28 276	2,1%	30 684	2,4	1,1
30.4.2019.	54 387	22 772	1,7%	24 782	2,4	1,1

## Weekly reach (Slovenian visitors)

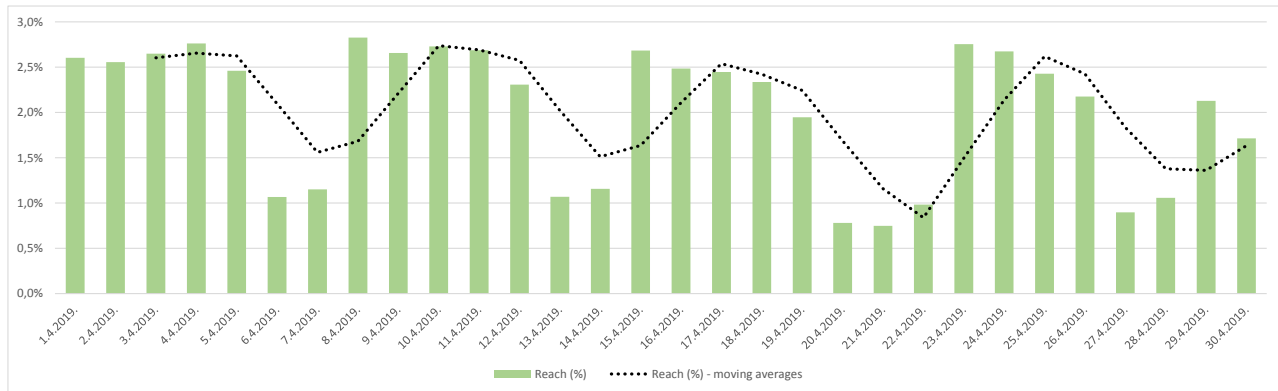
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2019. - 7.4.2019.	500 052	124 636	9,4%	217 951	4,0	1,7
8.4.2019. - 14.4.2019.	492 478	124 295	9,4%	220 412	4,0	1,8
15.4.2019. - 21.4.2019.	431 807	108 742	8,2%	192 694	4,0	1,8
22.4.2019. - 28.4.2019.	406 549	107 554	8,1%	184 046	3,8	1,7
29.4.2019. - 30.4.2019.	122 231	50 530	3,8%	55 461	2,4	1,1

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2019. - 30.4.2019.	1 953 161	246 814	18,6%	870 517	7,9	3,5

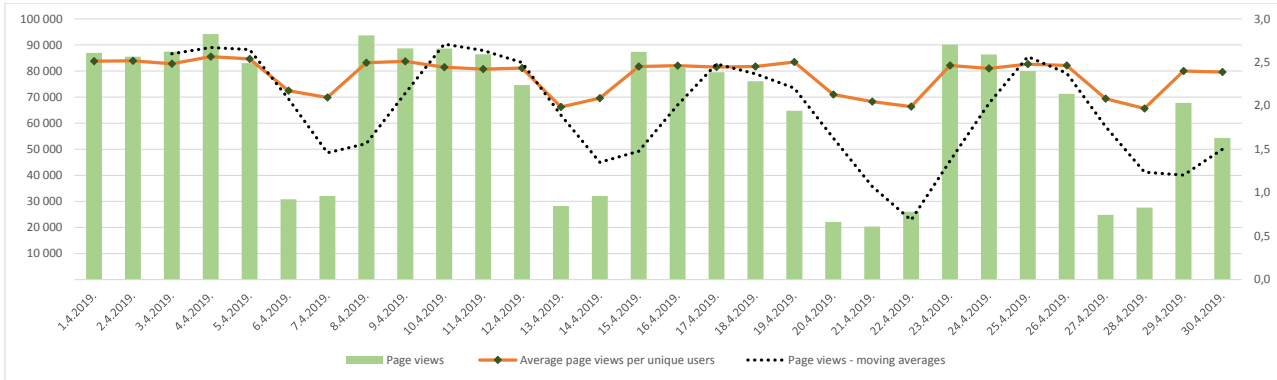
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	10,7%	73	4,9%
	Three-year high school	9,9%	75	5,5%
	Four-year high school	43,6%	104	52,5%
	Higher school, university, college or more	34,8%	120	36,0%
	I don't want to answer	1,0%	107	1,1%
Personal income	I have no income	7,8%	71	5,0%
	Less than 400 EUR	9,3%	87	6,9%
	400 to 800 EUR	22,2%	91	16,5%
	800 to 1200 EUR	27,6%	107	34,8%
	1200 to 1500 EUR	11,2%	126	13,6%
	1500 to 1800 EUR	5,7%	122	6,0%
	over 1800 EUR	7,5%	126	9,6%
Region	I don't want to answer	8,7%	102	7,6%
	Pomurska	4,8%	82	3,2%
	Podravska	14,7%	94	11,5%
	Koroška	2,7%	73	2,4%
	Savinjska	11,3%	87	12,4%
	Zasavska	2,6%	114	1,5%
	Spodnje-posavska	4,6%	142	2,8%
	JV Slovenija	6,0%	91	3,5%
	Osrednjeslovenska	29,2%	109	40,5%
	Gorenjska	10,7%	106	12,5%
	Notranjsko-kraška	2,5%	120	1,5%
	Goriška	5,4%	94	3,7%
	Obalno-kraška	5,6%	116	4,6%
	Gender	Male	47,6%	97
Female		52,4%	103	58,0%
Age	10 to 17 years	1,4%	40	0,9%
	18 to 24 years	9,4%	72	8,4%
	25 to 29 years	9,2%	99	7,8%
	30 to 39 years	27,3%	116	38,8%
	40 to 49 years	23,5%	104	24,4%
	50 to 59 years	18,2%	111	13,2%
	60 to 75 years	10,8%	94	6,5%
Employment status	Employed in public sector	12,5%	87	8,5%
	Employed in a private company	44,8%	111	54,2%
	Self-employed	13,2%	152	17,6%
	Unemployed	6,7%	92	5,5%
	Retired	9,4%	88	4,6%
	Pupil	3,3%	47	1,8%
	Student	9,0%	84	7,2%
	I don't want to answer	1,1%	102	0,7%

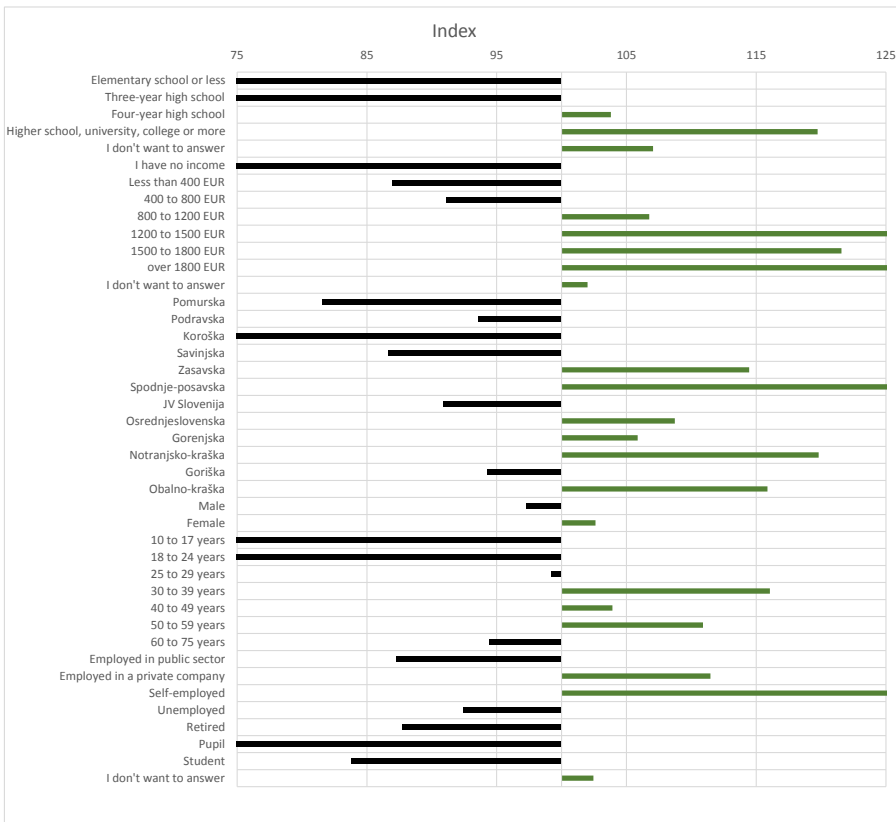


### Note:

**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 1.4. to 30.4.2019. 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 1.4. to 30.4.2019. 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.