



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, insolventnosti postopkih, likvidni sposobnosti in bonitetni oceni podjetij.

## Comment:

Period: July 2019

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2019.	74 659	32 659	2,5%	35 057	2,3	1,1
2.7.2019.	74 912	33 069	2,5%	35 366	2,3	1,1
3.7.2019.	76 899	33 354	2,5%	35 769	2,3	1,1
4.7.2019.	72 104	31 258	2,4%	33 504	2,3	1,1
5.7.2019.	65 097	27 914	2,1%	29 981	2,3	1,1
6.7.2019.	23 212	11 817	0,9%	12 785	2,0	1,1
7.7.2019.	25 974	12 725	1,0%	13 297	2,0	1,0
8.7.2019.	76 567	32 633	2,5%	34 976	2,3	1,1
9.7.2019.	76 873	32 539	2,5%	35 036	2,4	1,1
10.7.2019.	74 509	31 166	2,3%	33 475	2,4	1,1
11.7.2019.	71 871	29 104	2,2%	31 233	2,5	1,1
12.7.2019.	63 271	26 529	2,0%	28 466	2,4	1,1
13.7.2019.	24 841	12 883	1,0%	13 599	1,9	1,1
14.7.2019.	23 751	13 221	1,0%	13 418	1,8	1,0
15.7.2019.	74 080	31 369	2,4%	33 725	2,4	1,1
16.7.2019.	72 957	30 062	2,3%	32 252	2,4	1,1
17.7.2019.	71 758	29 788	2,2%	31 945	2,4	1,1
18.7.2019.	69 794	28 455	2,1%	30 514	2,5	1,1
19.7.2019.	60 153	24 966	1,9%	26 885	2,4	1,1
20.7.2019.	20 891	11 475	0,9%	12 059	1,8	1,1
21.7.2019.	22 719	11 651	0,9%	12 025	1,9	1,0
22.7.2019.	70 665	28 680	2,2%	30 770	2,5	1,1
23.7.2019.	70 252	28 113	2,1%	30 161	2,5	1,1
24.7.2019.	68 498	27 399	2,1%	29 330	2,5	1,1
25.7.2019.	66 747	26 218	2,0%	28 196	2,5	1,1
26.7.2019.	57 526	23 881	1,8%	25 462	2,4	1,1
27.7.2019.	22 526	11 551	0,9%	12 498	2,0	1,1
28.7.2019.	26 009	13 421	1,0%	13 727	1,9	1,0
29.7.2019.	70 884	29 799	2,2%	32 003	2,4	1,1
30.7.2019.	66 043	29 001	2,2%	31 045	2,3	1,1
31.7.2019.	67 205	29 343	2,2%	31 449	2,3	1,1

## Weekly reach (Slovenian visitors)

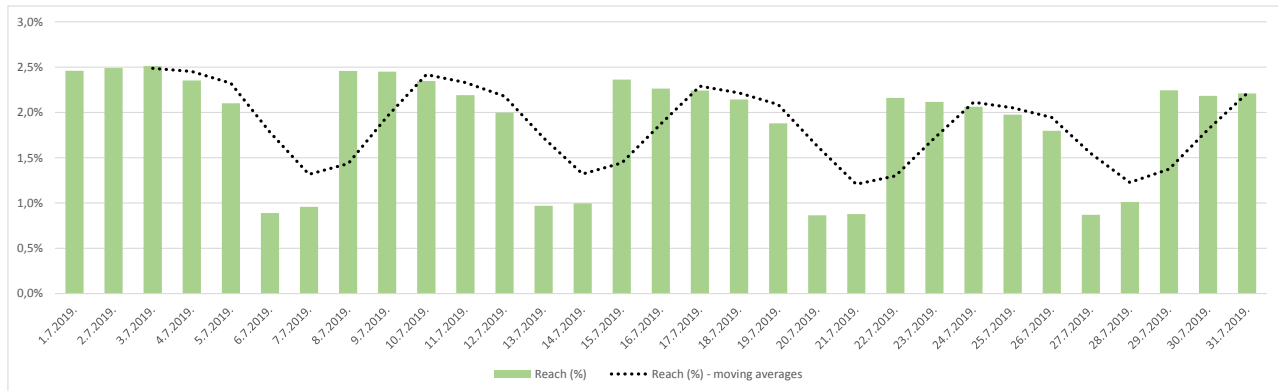
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2019. - 7.7.2019.	412 560	112 588	8,5%	194 922	3,7	1,7
8.7.2019. - 14.7.2019.	411 979	109 387	8,2%	189 005	3,8	1,7
15.7.2019. - 21.7.2019.	392 621	103 321	7,8%	178 327	3,8	1,7
22.7.2019. - 28.7.2019.	382 411	98 124	7,4%	169 065	3,9	1,7
29.7.2019. - 31.7.2019.	204 149	80 156	6,0%	94 486	2,5	1,2

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2019. - 31.7.2019.	1 803 797	230 692	17,4%	825 766	7,8	3,6

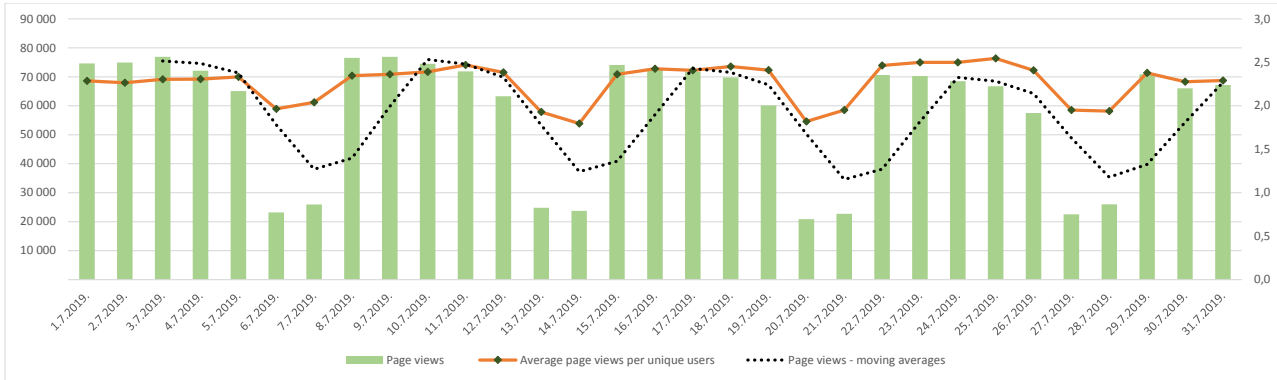
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	10,1%	72	4,6%
	Three-year high school	11,5%	85	7,1%
	Four-year high school	44,1%	105	51,9%
	Higher school, university, college or more	33,1%	113	35,4%
	I don't want to answer	1,0%	102	0,9%
Personal income	I have no income	6,9%	64	3,5%
	Less than 400 EUR	8,5%	82	5,9%
	400 to 800 EUR	23,1%	93	15,5%
	800 to 1200 EUR	28,4%	111	35,5%
	1200 to 1500 EUR	10,9%	123	13,8%
	1500 to 1800 EUR	5,9%	122	7,7%
	over 1800 EUR	7,4%	123	10,6%
	I don't want to answer	8,9%	104	7,5%
Region	Pomurska	5,2%	90	4,6%
	Podravska	15,4%	96	11,6%
	Koroška	2,5%	70	2,3%
	Savinjska	11,9%	91	7,4%
	Zasavska	2,1%	96	1,5%
	Spodnje-posavska	3,8%	122	2,6%
	JV Slovenija	5,8%	87	4,9%
	Osrednjeslovenska	29,4%	110	41,1%
	Gorenjska	10,3%	103	13,7%
	Notranjsko-kraška	2,2%	107	2,7%
	Goriška	6,3%	106	3,7%
	Obalno-kraška	5,2%	105	4,0%
	Gender	Male	47,2%	96
Female		52,8%	104	55,4%
Age	10 to 17 years	0,9%	26	0,3%
	18 to 24 years	9,8%	80	7,2%
	25 to 29 years	8,7%	95	6,2%
	30 to 39 years	26,1%	111	40,4%
	40 to 49 years	24,2%	107	26,2%
	50 to 59 years	19,5%	117	14,1%
	60 to 75 years	10,4%	87	5,5%
Employment status	Employed in public sector	13,8%	95	9,6%
	Employed in a private company	45,4%	114	61,6%
	Self-employed	13,0%	145	12,2%
	Unemployed	6,7%	89	3,6%
	Retired	8,8%	79	4,1%
	Pupil	3,0%	46	1,4%
	Student	8,3%	81	6,9%
	I don't want to answer	0,9%	87	0,7%

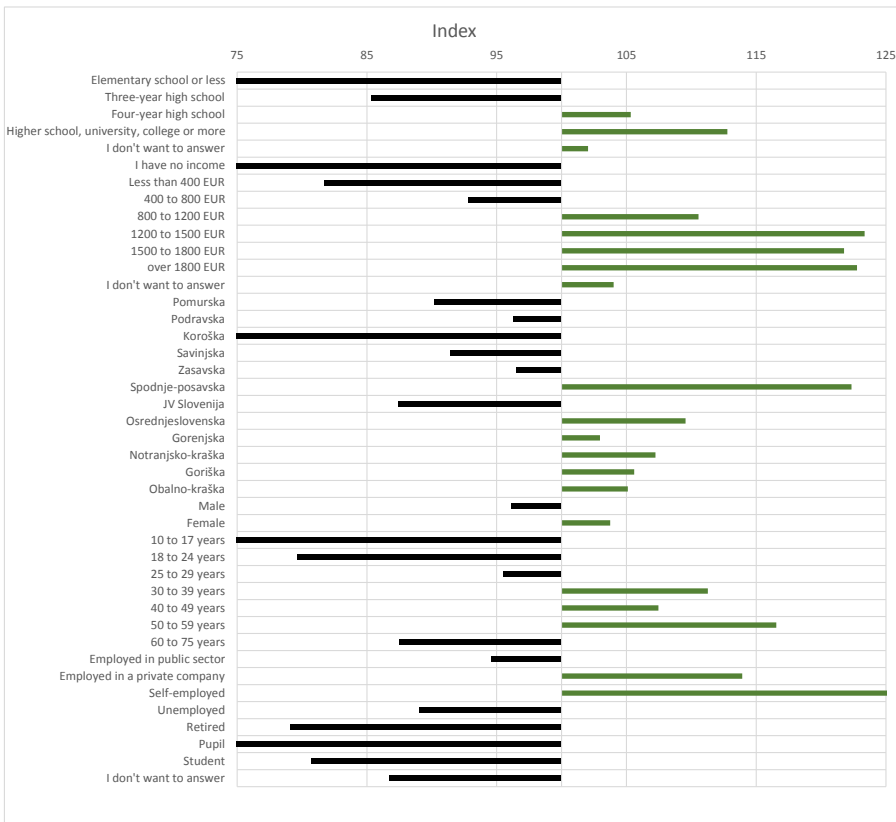


**Note:**

**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 1.7. to 31.7.2019. 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 1.7. to 31.7.2019. 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.