



Website: Bizi.si

Provider:

Company: TSmedia, d.o.o.

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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 2020

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020.	32 501	15 834	1,2%	16 996	2,1	1,1
2.2.2020.	34 297	17 289	1,3%	17 725	2,0	1,0
3.2.2020.	94 575	38 944	2,9%	41 790	2,4	1,1
4.2.2020.	91 618	39 251	3,0%	42 099	2,3	1,1
5.2.2020.	94 149	37 413	2,8%	40 244	2,5	1,1
6.2.2020.	89 381	35 189	2,6%	37 619	2,5	1,1
7.2.2020.	76 859	31 576	2,4%	33 961	2,4	1,1
8.2.2020.	28 577	14 774	1,1%	15 662	1,9	1,1
9.2.2020.	31 661	16 948	1,3%	17 243	1,9	1,0
10.2.2020.	94 019	39 910	3,0%	42 532	2,4	1,1
11.2.2020.	89 337	39 202	2,9%	42 040	2,3	1,1
12.2.2020.	90 425	38 490	2,9%	41 334	2,3	1,1
13.2.2020.	86 939	36 493	2,7%	39 160	2,4	1,1
14.2.2020.	72 359	31 102	2,3%	33 264	2,3	1,1
15.2.2020.	30 525	15 027	1,1%	16 125	2,0	1,1
16.2.2020.	31 070	16 227	1,2%	16 642	1,9	1,0
17.2.2020.	92 719	38 615	2,9%	41 497	2,4	1,1
18.2.2020.	88 144	38 144	2,9%	41 040	2,3	1,1
19.2.2020.	87 096	36 946	2,8%	39 539	2,4	1,1
20.2.2020.	80 919	34 412	2,6%	37 058	2,4	1,1
21.2.2020.	69 020	30 646	2,3%	32 874	2,3	1,1
22.2.2020.	25 779	12 391	0,9%	13 612	2,1	1,1
23.2.2020.	30 614	15 069	1,1%	15 530	2,0	1,0
24.2.2020.	84 591	37 153	2,8%	39 794	2,3	1,1
25.2.2020.	80 873	35 295	2,7%	37 650	2,3	1,1
26.2.2020.	85 055	37 570	2,8%	40 145	2,3	1,1
27.2.2020.	83 713	36 112	2,7%	38 801	2,3	1,1
28.2.2020.	73 212	32 407	2,4%	34 932	2,3	1,1
29.2.2020.	31 705	17 283	1,3%	17 857	1,8	1,0

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020. - 2.2.2020.	66 799	29 748	2,2%	34 723	2,2	1,2
3.2.2020. - 9.2.2020.	506 812	128 712	9,7%	227 255	3,9	1,8
10.2.2020. - 16.2.2020.	494 639	131 024	9,9%	230 232	3,8	1,8
17.2.2020. - 23.2.2020.	474 284	124 682	9,4%	220 519	3,8	1,8
24.2.2020. - 29.2.2020.	439 149	127 631	9,6%	208 549	3,4	1,6

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020. - 29.2.2020.	1 981 666	256 607	19,3%	920 627	8,0	4,0

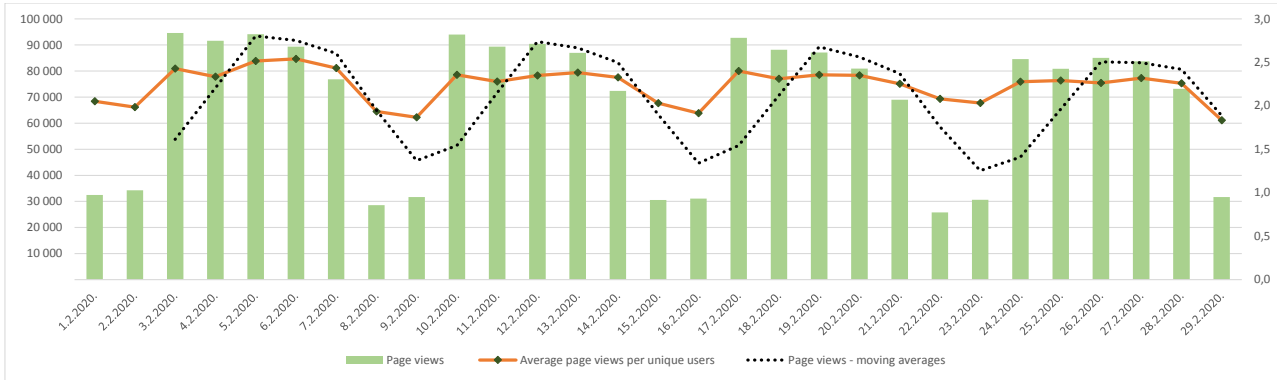
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	8,7%	60	3,4%
	Three-year high school	11,3%	83	5,8%
	Four-year high school	44,3%	110	51,8%
	Higher school, university, college or more	34,7%	115	38,3%
	I don't want to answer	0,9%	81	0,8%
Personal income	I have no income	6,8%	67	2,7%
	Less than 400 EUR	7,6%	78	7,5%
	400 to 800 EUR	21,8%	92	20,2%
	800 to 1200 EUR	29,4%	112	36,5%
	1200 to 1500 EUR	11,8%	126	13,3%
	1500 to 1800 EUR	6,1%	118	6,4%
	over 1800 EUR	7,5%	113	7,9%
	I don't want to answer	9,1%	102	5,4%
Region	Pomurska	4,8%	88	3,5%
	Podravska	12,8%	82	6,5%
	Koroška	3,0%	83	1,6%
	Savinjska	13,7%	106	13,0%
	Zasavska	2,0%	90	1,5%
	Spodnje-posavska	3,4%	105	5,8%
	JV Slovenija	6,2%	91	4,5%
	Osrednjeslovenska	30,3%	111	44,9%
	Gorenjska	9,8%	99	9,2%
	Notranjsko-kraška	2,8%	129	2,1%
	Goriška	5,5%	97	4,1%
	Obalno-kraška	5,5%	111	3,3%
	Gender	Male	47,7%	95
Female		52,3%	105	53,4%
Age	10 to 17 years	1,1%	36	0,5%
	18 to 24 years	8,1%	76	5,5%
	25 to 29 years	7,7%	95	5,4%
	30 to 39 years	22,7%	108	37,1%
	40 to 49 years	24,7%	105	25,2%
	50 to 59 years	21,5%	116	20,4%
	60 to 75 years	13,6%	94	5,8%
Employment status	Employed in public sector	14,6%	100	10,5%
	Employed in a private company	42,2%	106	61,1%
	Self-employed	13,1%	147	11,0%
	Unemployed	5,4%	79	2,4%
	Retired	11,8%	95	4,8%
	Pupil	2,9%	45	1,0%
	Student	9,0%	94	8,7%
	I don't want to answer	1,0%	77	0,5%

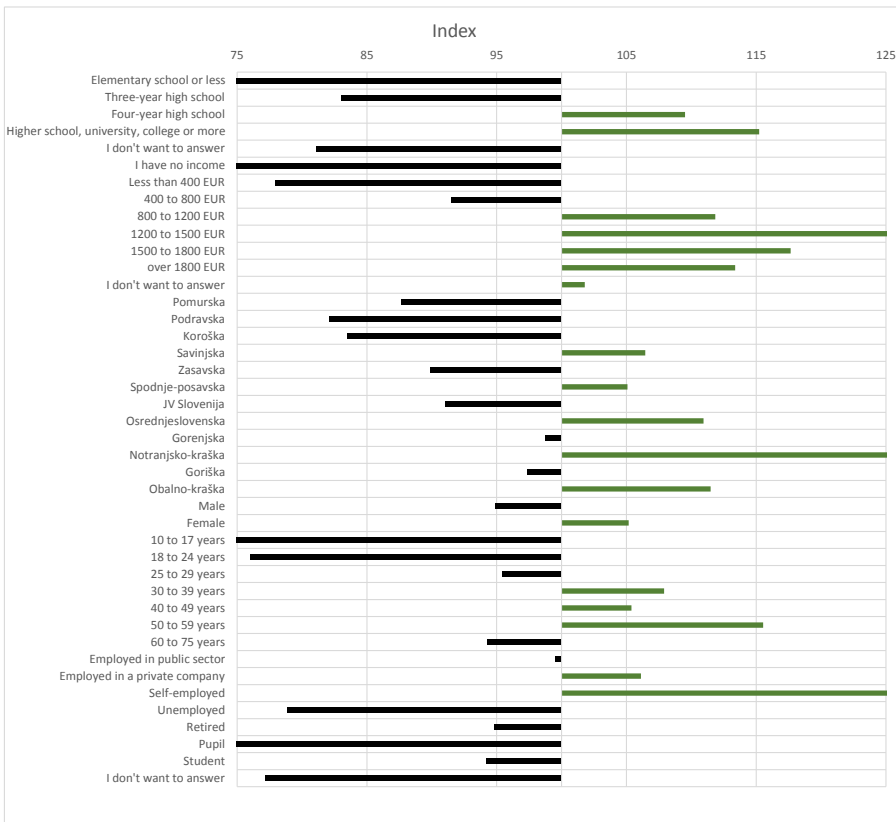


### Note:

**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 1.2. to 29.2.2020. 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 1.2. to 29.2.2020. 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.