



Website: Bizi.si

Provider:

Company: TSmedia, d.o.o.

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Short description:

Poslovni asistent bizi.si vam nudi najnovije 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: April 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2021	82 241	36 525	2,5%	39 907	2,3	1,1
02.04.2021	71 449	34 253	2,4%	34 538	2,1	1,0
03.04.2021	35 662	15 577	1,1%	19 270	2,3	1,2
04.04.2021	33 768	14 348	1,0%	18 323	2,4	1,3
05.04.2021	40 557	17 898	1,2%	20 973	2,3	1,2
06.04.2021	102 228	41 460	2,9%	45 436	2,5	1,1
07.04.2021	99 738	42 314	2,9%	46 330	2,4	1,1
08.04.2021	94 633	40 925	2,8%	44 752	2,3	1,1
09.04.2021	82 547	38 299	2,6%	38 906	2,2	1,0
10.04.2021	38 318	16 069	1,1%	19 889	2,4	1,2
11.04.2021	46 187	20 286	1,4%	23 374	2,3	1,2
12.04.2021	111 441	46 528	3,2%	50 826	2,4	1,1
13.04.2021	110 257	49 271	3,4%	50 565	2,2	1,0
14.04.2021	99 454	46 378	3,2%	47 215	2,1	1,0
15.04.2021	94 680	41 352	2,9%	45 071	2,3	1,1
16.04.2021	81 006	36 100	2,5%	39 540	2,2	1,1
17.04.2021	33 757	15 760	1,1%	19 379	2,1	1,2
18.04.2021	45 637	19 940	1,4%	24 380	2,3	1,2
19.04.2021	94 098	41 604	2,9%	45 440	2,3	1,1
20.04.2021	100 045	42 806	3,0%	46 839	2,3	1,1
21.04.2021	92 110	42 693	2,9%	43 223	2,2	1,0
22.04.2021	84 848	37 931	2,6%	41 078	2,2	1,1
23.04.2021	73 107	33 089	2,3%	36 171	2,2	1,1
24.04.2021	28 554	13 098	0,9%	16 401	2,2	1,3
25.04.2021	28 909	13 768	1,0%	16 528	2,1	1,2
26.04.2021	66 261	32 723	2,3%	33 731	2,0	1,0
27.04.2021	42 844	18 927	1,3%	21 857	2,3	1,2
28.04.2021	84 059	40 499	2,8%	41 327	2,1	1,0
29.04.2021	83 086	39 288	2,7%	40 165	2,1	1,0
30.04.2021	68 578	32 879	2,3%	33 985	2,1	1,0

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2021 - 04.04.2021	223 120	77 271	5,3%	111 654	2,9	1,4
05.04.2021 - 11.04.2021	504 213	129 986	9,0%	238 910	3,9	1,8
12.04.2021 - 18.04.2021	576 361	143 381	9,9%	276 060	4,0	1,9
19.04.2021 - 25.04.2021	501 371	133 394	9,2%	244 376	3,8	1,8
26.04.2021 - 30.04.2021	344 826	107 001	7,4%	170 960	3,2	1,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2021 - 30.04.2021	2 149 046	285 655	19,7%	1 041 273	7,5	3,6

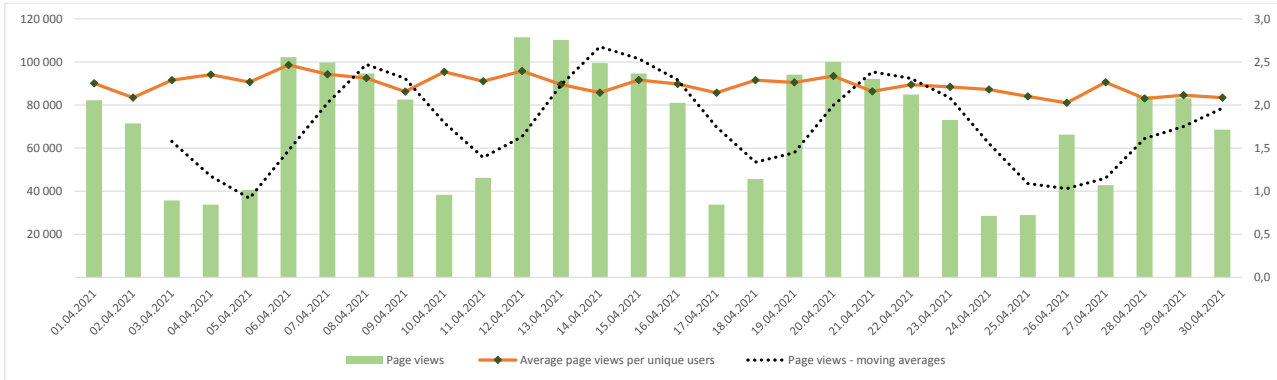
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	9,7%	80	7,7%
	Three-year high school	12,0%	94	7,2%
	Four-year high school	40,4%	102	47,4%
	Higher school, university, college or more	36,6%	107	36,0%
	I don't want to answer	1,2%	126	1,8%
Personal income	I have no income	6,6%	71	14,9%
	Less than 400 EUR	5,9%	78	3,2%
	400 to 800 EUR	18,2%	94	12,5%
	800 to 1200 EUR	29,7%	100	24,3%
	1200 to 1500 EUR	13,4%	119	21,4%
	1500 to 1800 EUR	7,7%	118	5,9%
	over 1800 EUR	10,0%	120	12,3%
Region	I don't want to answer	8,4%	103	5,6%
	Pomurska	4,6%	78	2,8%
	Podravska	16,1%	103	13,6%
	Koroška	3,5%	108	3,4%
	Savinjska	11,6%	93	8,2%
	Zasavska	3,0%	113	2,4%
	Spodnje-posavska	3,6%	101	2,1%
	JV Slovenija	6,1%	93	4,5%
	Osrednjeslovenska	27,8%	104	36,1%
	Gorenjska	10,4%	108	12,6%
	Notranjsko-kraška	2,9%	120	4,7%
	Goriška	5,8%	102	6,4%
	Obalno-kraška	4,6%	86	3,1%
	Gender	Male	50,7%	99
Female		49,3%	101	45,2%
Age	10 to 17 years	2,4%	67	1,6%
	18 to 24 years	8,6%	84	14,5%
	25 to 29 years	8,7%	95	9,2%
	30 to 39 years	22,4%	103	24,0%
	40 to 49 years	24,9%	115	24,8%
	50 to 59 years	19,7%	105	16,9%
Employment status	60 to 75 years	12,9%	89	8,9%
	Employed in public sector	14,3%	87	9,5%
	Employed in a private company	44,7%	111	46,8%
	Self-employed	13,5%	147	13,4%
	Unemployed	4,8%	77	5,8%
	Retired	11,8%	86	7,8%
	Pupil	5,6%	87	3,2%
	Student	4,5%	67	12,9%
	I don't want to answer	0,9%	74	0,7%

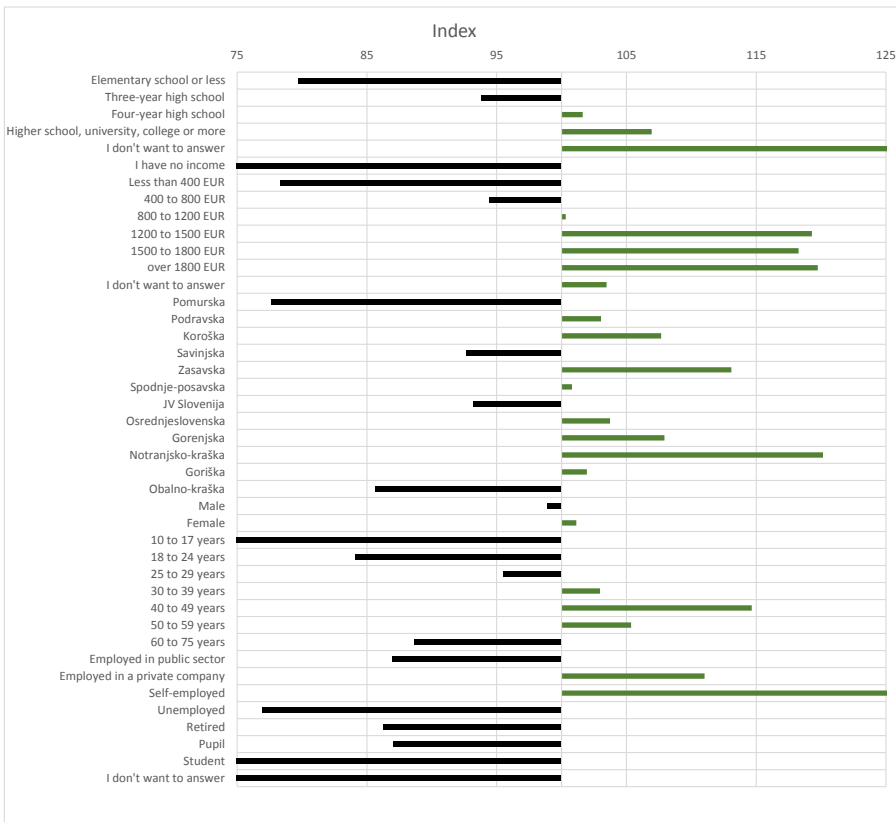


Note:

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 30.4.2021. 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 30.4.2021. 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.