



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, insolventnostnih postopkih, likvidni sposobnosti in bonitetni oceni podjetij.

## Comment:

Period: September 2021

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2021	82 102	35 577	2,4%	38 690	2,3	1,1
02.09.2021	83 719	35 397	2,4%	38 535	2,4	1,1
03.09.2021	73 725	31 040	2,1%	33 854	2,4	1,1
04.09.2021	27 621	13 063	0,9%	16 205	2,1	1,2
05.09.2021	34 225	15 228	1,0%	18 215	2,2	1,2
06.09.2021	88 475	38 018	2,6%	41 322	2,3	1,1
07.09.2021	76 683	32 706	2,2%	35 416	2,3	1,1
08.09.2021	84 472	36 838	2,5%	40 175	2,3	1,1
09.09.2021	83 483	35 846	2,5%	39 120	2,3	1,1
10.09.2021	72 647	31 457	2,2%	34 420	2,3	1,1
11.09.2021	28 666	13 597	0,9%	17 004	2,1	1,3
12.09.2021	30 569	14 009	1,0%	17 230	2,2	1,2
13.09.2021	90 395	38 014	2,6%	41 415	2,4	1,1
14.09.2021	87 702	37 811	2,6%	41 223	2,3	1,1
15.09.2021	81 419	35 923	2,5%	39 207	2,3	1,1
16.09.2021	82 754	35 382	2,4%	38 552	2,3	1,1
17.09.2021	76 665	33 569	2,3%	36 568	2,3	1,1
18.09.2021	28 232	14 219	1,0%	16 826	2,0	1,2
19.09.2021	33 129	15 255	1,0%	18 028	2,2	1,2
20.09.2021	97 757	40 201	2,8%	43 658	2,4	1,1
21.09.2021	91 944	38 410	2,6%	41 743	2,4	1,1
22.09.2021	89 737	37 667	2,6%	40 956	2,4	1,1
23.09.2021	86 422	35 489	2,4%	38 597	2,4	1,1
24.09.2021	74 850	31 859	2,2%	34 794	2,3	1,1
25.09.2021	27 653	13 227	0,9%	16 407	2,1	1,2
26.09.2021	32 074	14 279	1,0%	17 621	2,2	1,2
27.09.2021	97 940	41 614	2,8%	45 232	2,4	1,1
28.09.2021	93 492	40 051	2,7%	43 638	2,3	1,1
29.09.2021	87 520	37 407	2,6%	40 818	2,3	1,1
30.09.2021	85 656	37 339	2,6%	40 752	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
01.09.2021 - 05.09.2021	301 398	95 917	6,6%	144 419	3,1	1,5
06.09.2021 - 12.09.2021	465 006	122 554	8,4%	223 410	3,8	1,8
13.09.2021 - 19.09.2021	480 297	125 749	8,6%	230 651	3,8	1,8
20.09.2021 - 26.09.2021	500 450	127 951	8,8%	232 388	3,9	1,8
27.09.2021 - 30.09.2021	364 602	118 748	8,1%	170 428	3,1	1,4

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2021 - 30.09.2021	2 111 751	273 391	18,7%	1 001 095	7,7	3,7

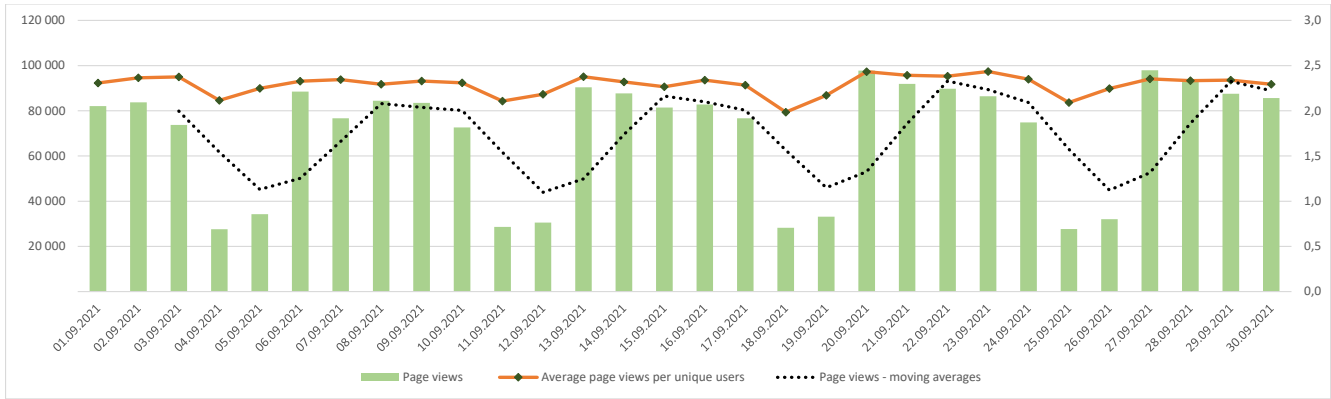
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,7%	78	6,2%
	Three-year high school	9,9%	83	18,0%
	Four-year high school	39,8%	103	36,7%
	Higher school, university, college or more	37,9%	113	37,4%
	I don't want to answer	0,8%	86	1,6%
Personal income	I have no income	8,2%	74	4,2%
	Less than 400 EUR	6,7%	84	4,9%
	400 to 800 EUR	16,8%	95	10,5%
	800 to 1200 EUR	29,4%	104	23,3%
	1200 to 1500 EUR	13,2%	120	31,3%
	1500 to 1800 EUR	7,3%	113	5,7%
	over 1800 EUR	10,2%	113	10,9%
	I don't want to answer	8,3%	96	9,2%
	Region	Pomurska	5,1%	87
Podravska		16,7%	104	17,7%
Koroška		3,3%	101	3,8%
Savinjska		11,3%	91	9,6%
Zasavska		2,3%	102	2,0%
Spodnje-posavska		3,8%	108	3,4%
JV Slovenija		5,7%	87	5,2%
Osrednjeslovenska		28,8%	106	23,0%
Gorenjska		10,5%	103	23,2%
Notranjsko-kraška		2,1%	91	1,3%
Goriška		5,7%	109	5,0%
Obalno-kraška		4,8%	91	3,3%
Gender		Male	48,9%	96
	Female	51,1%	104	43,5%
Age	10 to 17 years	3,6%	65	1,6%
	18 to 24 years	9,0%	78	20,4%
	25 to 29 years	8,6%	103	9,0%
	30 to 39 years	23,8%	114	23,8%
	40 to 49 years	24,4%	117	22,2%
	50 to 59 years	16,8%	98	14,8%
	60 to 75 years	13,6%	88	8,0%
Employment status	Employed in public sector	14,4%	88	10,0%
	Employed in a private company	43,9%	113	43,0%
	Self-employed	13,0%	142	27,0%
	Unemployed	5,4%	84	3,6%
	Retired	10,3%	88	5,6%
	Pupil	6,1%	74	3,2%
	Student	5,9%	76	6,8%
	I don't want to answer	1,0%	82	0,9%

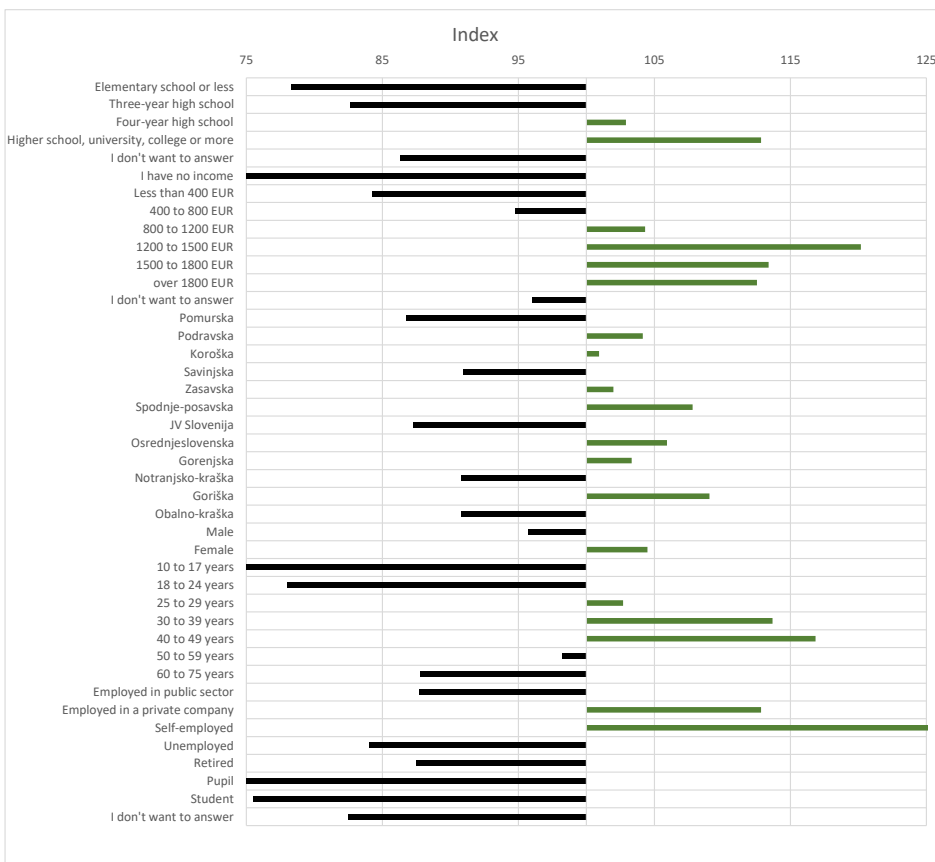


### Note:

**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 1.9. to 30.9.2021. 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 1.9. to 30.9.2021. 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.