



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: April 2023

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023	29 824	13 459	0,9%	16 072	2,2	1,2
02.04.2023	29 705	14 623	1,0%	16 674	2,0	1,1
03.04.2023	98 314	44 533	3,0%	47 641	2,2	1,1
04.04.2023	99 345	44 000	2,9%	46 915	2,3	1,1
05.04.2023	96 815	41 898	2,8%	44 828	2,3	1,1
06.04.2023	86 498	38 437	2,6%	41 006	2,3	1,1
07.04.2023	68 292	31 608	2,1%	33 935	2,2	1,1
08.04.2023	25 828	12 095	0,8%	14 780	2,1	1,2
09.04.2023	25 784	11 793	0,8%	14 274	2,2	1,2
10.04.2023	29 489	14 593	1,0%	16 534	2,0	1,1
11.04.2023	97 697	44 171	2,9%	47 267	2,2	1,1
12.04.2023	95 744	42 906	2,9%	45 906	2,2	1,1
13.04.2023	99 182	44 556	3,0%	47 754	2,2	1,1
14.04.2023	87 058	39 221	2,6%	42 084	2,2	1,1
15.04.2023	32 825	15 969	1,1%	18 781	2,1	1,2
16.04.2023	34 191	16 853	1,1%	19 047	2,0	1,1
17.04.2023	102 834	46 020	3,1%	49 321	2,2	1,1
18.04.2023	99 080	43 440	2,9%	46 624	2,3	1,1
19.04.2023	97 023	42 558	2,8%	45 582	2,3	1,1
20.04.2023	89 290	40 455	2,7%	43 405	2,2	1,1
21.04.2023	76 415	35 469	2,4%	38 165	2,2	1,1
22.04.2023	25 344	11 843	0,8%	14 506	2,1	1,2
23.04.2023	29 626	13 479	0,9%	15 545	2,2	1,2
24.04.2023	96 039	43 955	2,9%	47 006	2,2	1,1
25.04.2023	88 752	39 072	2,6%	41 903	2,3	1,1
26.04.2023	70 309	32 405	2,2%	34 740	2,2	1,1
27.04.2023	22 633	11 240	0,8%	13 169	2,0	1,2
28.04.2023	38 389	19 837	1,3%	20 238	1,9	1,0
29.04.2023	18 153	8 922	0,6%	10 743	2,0	1,2
30.04.2023	19 284	9 046	0,6%	11 138	2,1	1,2

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023 - 02.04.2023	59 529	25 296	1,7%	32 747	2,4	1,3
03.04.2023 - 09.04.2023	500 876	136 473	9,1%	242 794	3,7	1,8
10.04.2023 - 16.04.2023	476 186	133 396	8,9%	236 710	3,6	1,8
17.04.2023 - 23.04.2023	519 612	139 201	9,3%	252 742	3,7	1,8
24.04.2023 - 30.04.2023	353 559	102 495	6,8%	178 233	3,4	1,7

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023 - 30.04.2023	1 909 762	249 744	16,7%	942 806	7,6	3,8

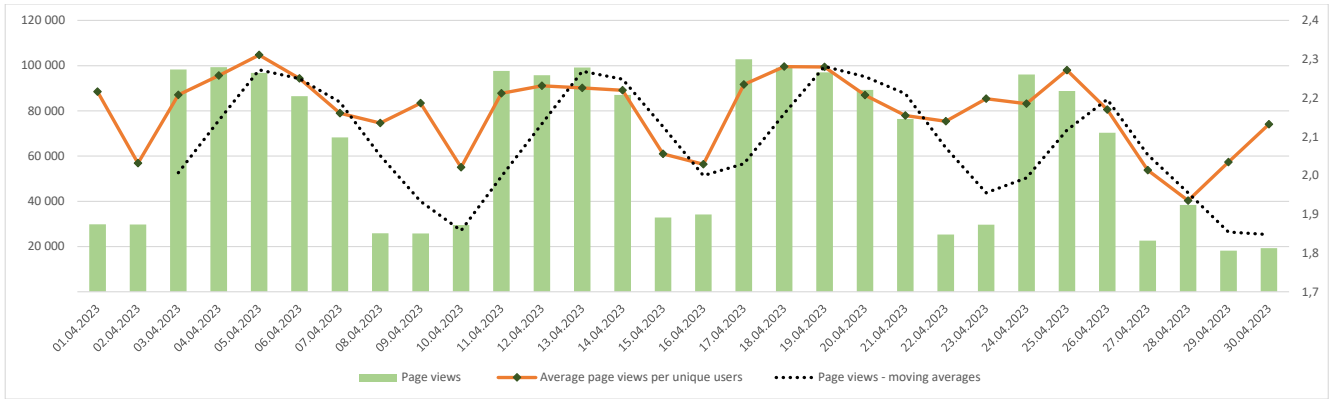
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	9,4%	70	6,7%
	Three-year high school	10,1%	84	3,9%
	Four-year high school	41,4%	104	69,8%
	Higher school, university, college or more	38,3%	114	19,3%
	I don't want to answer	0,7%	90	0,3%
Personal income	I have no income	6,9%	72	2,1%
	Less than 400 EUR	4,8%	65	53,2%
	400 to 800 EUR	16,6%	97	7,2%
	800 to 1200 EUR	29,7%	102	13,2%
	1200 to 1500 EUR	14,3%	122	8,7%
	1500 to 1800 EUR	7,4%	102	3,5%
	over 1800 EUR	11,3%	120	9,0%
	I don't want to answer	9,0%	107	3,1%
	Region	Pomurska	5,2%	88
Podravska		16,9%	102	9,0%
Koroška		3,6%	106	1,7%
Savinjska		12,3%	96	4,4%
Zasavska		2,4%	92	1,1%
Spodnje-posavska		3,1%	95	1,1%
JV Slovenija		5,8%	89	54,6%
Osrednjeslovenska		27,3%	105	13,8%
Gorenjska		11,7%	111	5,4%
Notranjsko-kraška		2,5%	117	1,1%
Goriška		5,1%	94	3,7%
Obalno-kraška		4,1%	85	1,3%
Gender		Male	49,1%	96
	Female	50,9%	104	73,8%
Age	10 to 17 years	2,0%	49	0,6%
	18 to 24 years	8,6%	79	54,9%
	25 to 29 years	7,2%	100	3,3%
	30 to 39 years	21,8%	109	17,1%
	40 to 49 years	25,2%	118	11,6%
	50 to 59 years	19,5%	105	8,1%
	60 to 75 years	15,5%	87	4,3%
Employment status	Employed in public sector	14,7%	90	5,1%
	Employed in a private company	44,8%	116	21,6%
	Self-employed	12,1%	135	12,9%
	Unemployed	4,8%	74	1,5%
	Retired	12,2%	83	3,6%
	Pupil	3,6%	55	1,0%
	Student	6,8%	92	54,1%
	I don't want to answer	1,0%	105	0,3%

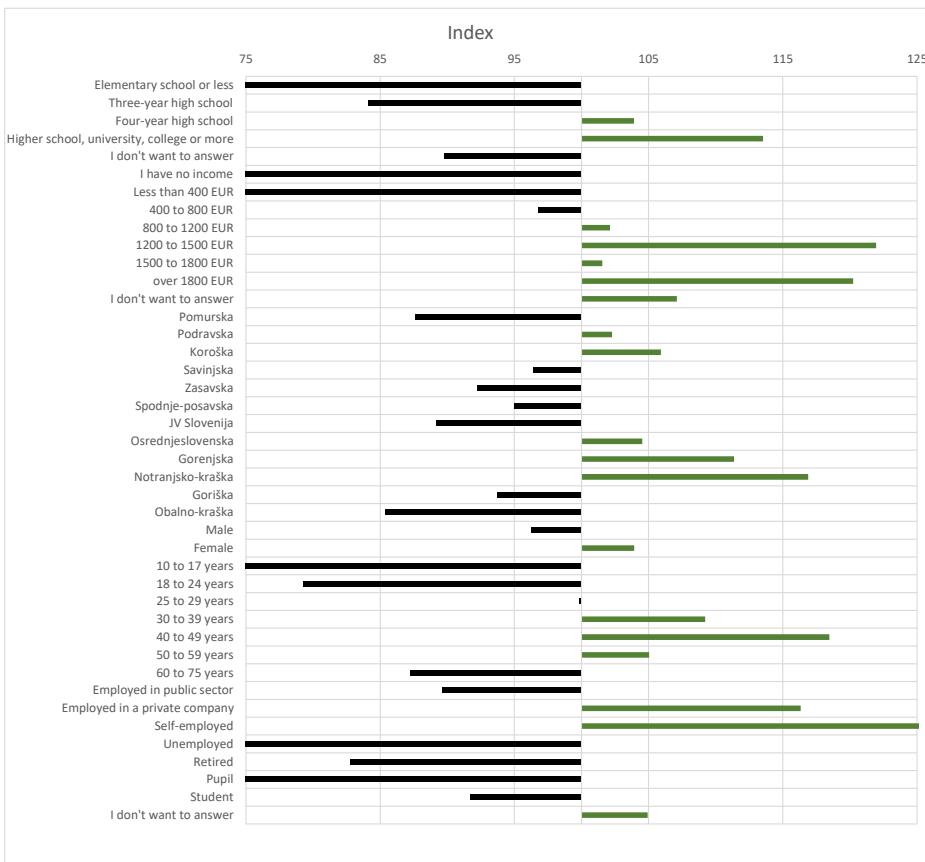


### Note:

**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 30.4.2023. 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 30.4.2023. 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 website that is participating in MOSS.