



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: August 2023

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023	83 932	40 009	2,7%	35 413	2,1	0,9
02.08.2023	78 492	39 613	2,6%	35 057	2,0	0,9
03.08.2023	82 516	40 171	2,7%	35 115	2,1	0,9
04.08.2023	52 218	25 970	1,7%	23 320	2,0	0,9
05.08.2023	29 254	11 511	0,8%	13 217	2,5	1,2
06.08.2023	30 021	11 802	0,8%	13 272	2,5	1,1
07.08.2023	78 704	39 500	2,6%	34 973	2,0	0,9
08.08.2023	80 663	40 119	2,7%	35 282	2,0	0,9
09.08.2023	79 171	40 651	2,7%	35 340	2,0	0,9
10.08.2023	74 891	39 342	2,6%	34 720	1,9	0,9
11.08.2023	64 066	32 958	2,2%	29 685	1,9	0,9
12.08.2023	26 427	10 755	0,7%	12 647	2,5	1,2
13.08.2023	25 127	9 992	0,7%	11 752	2,5	1,2
14.08.2023	33 086	13 376	0,9%	14 944	2,5	1,1
15.08.2023	31 556	12 963	0,9%	14 927	2,4	1,2
16.08.2023	84 458	45 320	3,0%	40 373	1,9	0,9
17.08.2023	100 015	50 559	3,4%	43 419	2,0	0,9
18.08.2023	78 679	45 361	3,0%	39 812	1,7	0,9
19.08.2023	29 916	14 685	1,0%	16 921	2,0	1,2
20.08.2023	26 737	12 161	0,8%	14 639	2,2	1,2
21.08.2023	88 659	49 079	3,3%	43 806	1,8	0,9
22.08.2023	101 734	48 347	3,2%	42 284	2,1	0,9
23.08.2023	100 867	45 580	3,0%	40 622	2,2	0,9
24.08.2023	99 209	47 590	3,2%	42 163	2,1	0,9
25.08.2023	74 235	38 107	2,5%	34 774	2,0	0,9
26.08.2023	25 190	11 711	0,8%	14 532	2,2	1,2
27.08.2023	29 270	13 320	0,9%	16 270	2,2	1,2
28.08.2023	87 515	46 876	3,1%	42 173	1,9	0,9
29.08.2023	96 767	51 369	3,4%	45 860	1,9	0,9
30.08.2023	96 243	51 194	3,4%	46 188	1,9	0,9
31.08.2023	91 002	48 715	3,3%	43 441	1,9	0,9

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023 - 06.08.2023	356 433	97 518	6,5%	155 361	3,7	1,6
07.08.2023 - 13.08.2023	429 049	108 913	7,3%	194 290	3,9	1,8
14.08.2023 - 20.08.2023	384 447	105 680	7,1%	184 625	3,6	1,8
21.08.2023 - 27.08.2023	519 164	127 753	8,5%	233 711	4,1	1,8
28.08.2023 - 31.08.2023	371 527	128 521	8,6%	177 662	2,9	1,4
31.07.2023 - 31.07.2023	834 858	257 044	17,2%	400 903	3,3	1,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023 - 31.08.2023	2 060 620	249 086	16,6%	945 235	8,3	3,8

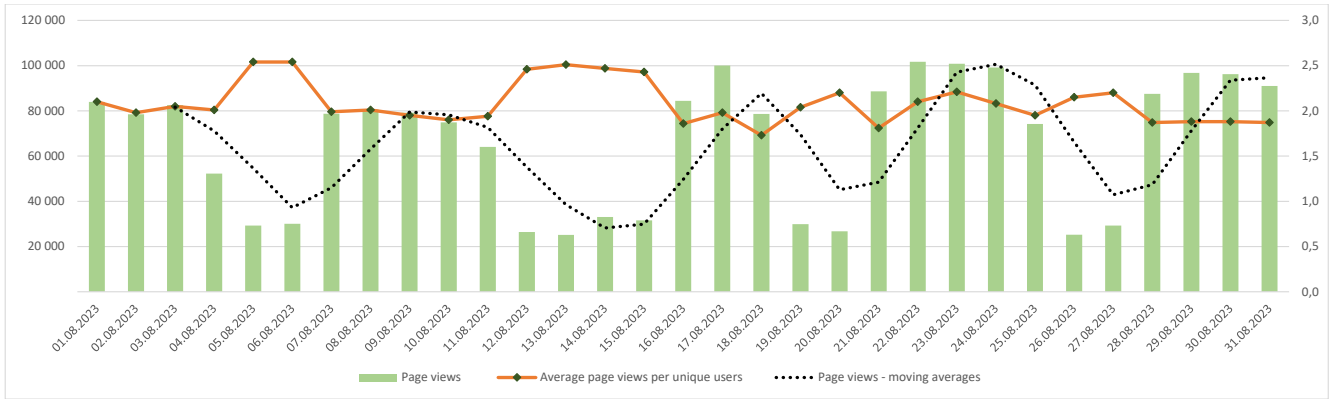
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,0%	82	7,5%	
	Three-year high school	9,6%	77	7,0%	
	Four-year high school	40,3%	101	37,5%	
	Higher school, university, college or more	38,6%	115	47,4%	
	I don't want to answer	0,5%	70	0,6%	
Personal income	I have no income	7,8%	83	4,2%	
	Less than 400 EUR	5,5%	77	6,0%	
	400 to 800 EUR	15,4%	88	12,3%	
	800 to 1200 EUR	30,6%	105	30,4%	
	1200 to 1500 EUR	14,2%	122	18,9%	
	1500 to 1800 EUR	7,7%	105	8,3%	
	over 1800 EUR	10,3%	111	12,6%	
	I don't want to answer	8,6%	101	7,3%	
	Region	Pomurska	5,2%	87	4,7%
Podravska		16,6%	99	17,2%	
Koroška		2,9%	87	3,3%	
Savinjska		12,2%	98	10,7%	
Zasavska		2,4%	87	2,6%	
Posavska		3,8%	115	2,8%	
JV Slovenija		6,3%	100	6,4%	
Osrednjeslovenska		26,5%	100	26,8%	
Gorenjska		12,4%	115	15,7%	
Primorsko-notranjska		1,9%	84	2,8%	
Goriška		5,5%	107	3,6%	
Obalno-kraška		4,5%	97	3,3%	
Gender		Male	49,1%	96	49,0%
		Female	50,9%	105	51,0%
Age	10 to 17 years	2,8%	80	0,8%	
	18 to 24 years	8,5%	82	7,8%	
	25 to 29 years	5,8%	82	5,6%	
	30 to 39 years	23,5%	117	27,0%	
	40 to 49 years	23,7%	110	28,9%	
	50 to 59 years	19,9%	105	18,6%	
	60 to 75 years	15,5%	86	11,2%	
Employment status	Employed in public sector	14,4%	88	12,7%	
	Employed in a private company	43,2%	112	48,7%	
	Self-employed	11,9%	133	15,8%	
	Unemployed	5,6%	81	3,7%	
	Retired	12,9%	85	9,3%	
	Pupil	5,3%	85	2,5%	
	Student	6,1%	86	6,5%	
	I don't want to answer	0,7%	73	0,9%	

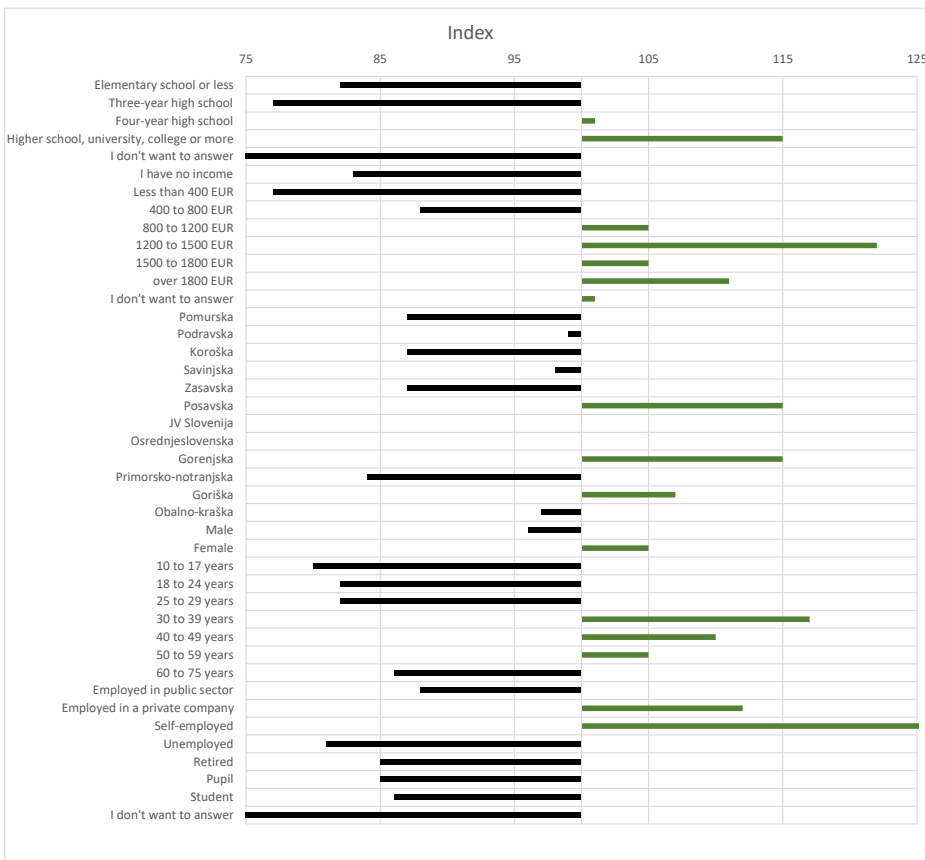


Note:

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 1.8. to 31.8.2023. 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 1.8. to 31.8.2023. 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.