



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: September 2024

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2024	31 781	14 577	1,0%	17 301	2,2	1,2
02.09.2024	99 902	44 505	3,0%	47 863	2,2	1,1
03.09.2024	103 451	46 173	3,1%	49 611	2,2	1,1
04.09.2024	103 030	46 570	3,1%	49 996	2,2	1,1
05.09.2024	102 105	44 761	3,0%	48 103	2,3	1,1
06.09.2024	87 242	38 904	2,6%	41 841	2,2	1,1
07.09.2024	29 739	13 776	0,9%	16 077	2,2	1,2
08.09.2024	33 338	14 824	1,0%	17 417	2,3	1,2
09.09.2024	106 394	47 794	3,2%	51 164	2,2	1,1
10.09.2024	105 752	46 106	3,1%	49 417	2,3	1,1
11.09.2024	102 344	44 981	3,0%	48 174	2,3	1,1
12.09.2024	108 318	46 930	3,1%	50 138	2,3	1,1
13.09.2024	93 700	42 142	2,8%	45 191	2,2	1,1
14.09.2024	33 643	15 499	1,0%	18 324	2,2	1,2
15.09.2024	34 956	16 442	1,1%	18 649	2,1	1,1
16.09.2024	110 757	49 409	3,3%	52 849	2,2	1,1
17.09.2024	102 712	46 140	3,1%	49 474	2,2	1,1
18.09.2024	100 795	45 988	3,1%	49 375	2,2	1,1
19.09.2024	101 168	45 025	3,0%	48 246	2,3	1,1
20.09.2024	91 517	41 370	2,8%	44 464	2,2	1,1
21.09.2024	39 089	20 470	1,4%	22 292	1,9	1,1
22.09.2024	39 679	20 709	1,4%	21 676	1,9	1,1
23.09.2024	105 360	46 350	3,1%	49 583	2,3	1,1
24.09.2024	110 999	48 337	3,2%	51 598	2,3	1,1
25.09.2024	109 630	48 836	3,3%	52 497	2,2	1,1
26.09.2024	105 968	45 921	3,1%	49 225	2,3	1,1
27.09.2024	96 499	42 585	2,8%	45 794	2,3	1,1
28.09.2024	35 116	16 185	1,1%	19 065	2,2	1,2
29.09.2024	32 820	15 023	1,0%	17 402	2,2	1,2
30.09.2024	104 654	45 375	3,0%	48 607	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
01.09.2024 - 01.09.2024	31 781	14 577	1,0%	17 301	2,2	1,2
02.09.2024 - 08.09.2024	558 807	143 548	9,6%	270 503	3,9	1,9
09.09.2024 - 15.09.2024	585 107	150 891	10,1%	280 686	3,9	1,9
16.09.2024 - 22.09.2024	585 717	155 324	10,4%	286 515	3,8	1,8
23.09.2024 - 29.09.2024	596 392	153 129	10,2%	284 633	3,9	1,9
30.09.2024 - 30.09.2024	104 654	45 375	3,0%	48 607	2,3	1,1

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2024 - 30.09.2024	2 462 458	285 464	19,1%	1 187 819	8,6	4,2

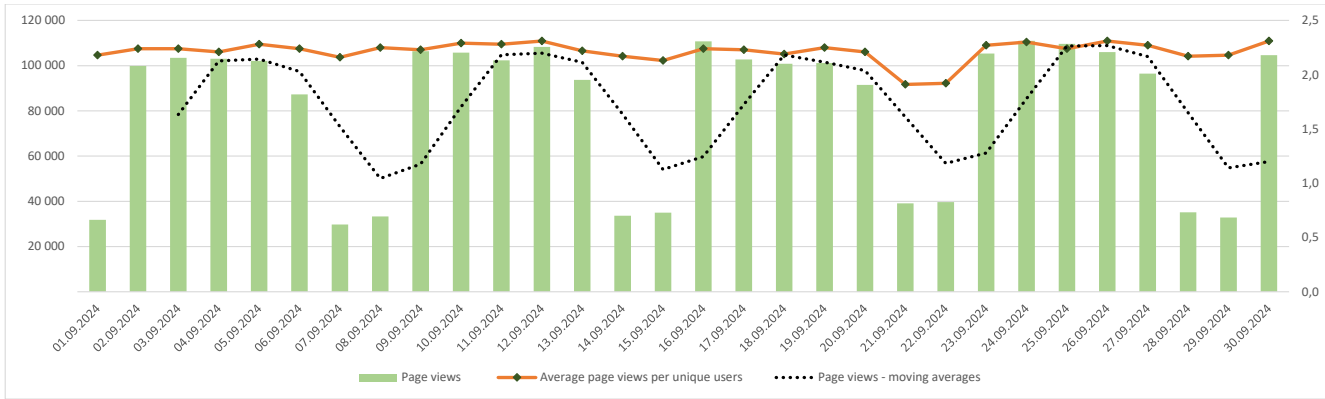
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	9,4%	74	9,2%	
	Three-year high school	11,4%	87	20,0%	
	Four-year high school	40,7%	101	32,1%	
	Higher school, university, college or more	38,0%	114	37,9%	
	I don't want to answer	0,6%	72	0,8%	
Personal income	I have no income	7,3%	78	6,5%	
	Less than 400 EUR	5,3%	80	16,7%	
	400 to 800 EUR	13,9%	89	7,7%	
	800 to 1200 EUR	28,0%	97	19,3%	
	1200 to 1500 EUR	15,8%	122	20,7%	
	1500 to 1800 EUR	10,0%	128	11,6%	
	over 1800 EUR	11,9%	113	12,3%	
	I don't want to answer	7,8%	97	5,3%	
	Region	Pomurska	5,4%	98	6,4%
Podravska		17,1%	104	13,8%	
Koroška		2,6%	77	2,6%	
Savinjska		14,0%	109	11,5%	
Zasavska		2,1%	80	3,4%	
Posavska		3,3%	96	2,2%	
JV Slovenija		6,1%	92	15,5%	
Osrednjeslovenska		26,2%	100	25,4%	
Gorenjska		10,7%	100	12,2%	
Primorsko-notranjska		2,6%	113	1,8%	
Goriška		5,0%	94	2,6%	
Obalno-kraška		4,9%	107	2,6%	
Gender		Male	49,5%	98	59,5%
		Female	50,5%	102	40,5%
Age	10 to 17 years	2,4%	56	1,0%	
	18 to 24 years	9,8%	96	9,6%	
	25 to 29 years	6,1%	87	5,0%	
	30 to 39 years	21,0%	105	19,5%	
	40 to 49 years	25,2%	116	27,0%	
	50 to 59 years	21,8%	113	29,4%	
	60 to 75 years	13,4%	78	8,3%	
Employment status	Employed in public sector	16,4%	97	11,7%	
	Employed in a private company	42,7%	111	39,8%	
	Self-employed	12,3%	137	14,5%	
	Unemployed	5,1%	86	3,8%	
	Retired	12,0%	78	18,1%	
	Pupil	3,4%	55	1,8%	
	Student	7,2%	99	7,6%	
	I don't want to answer	1,0%	107	2,7%	

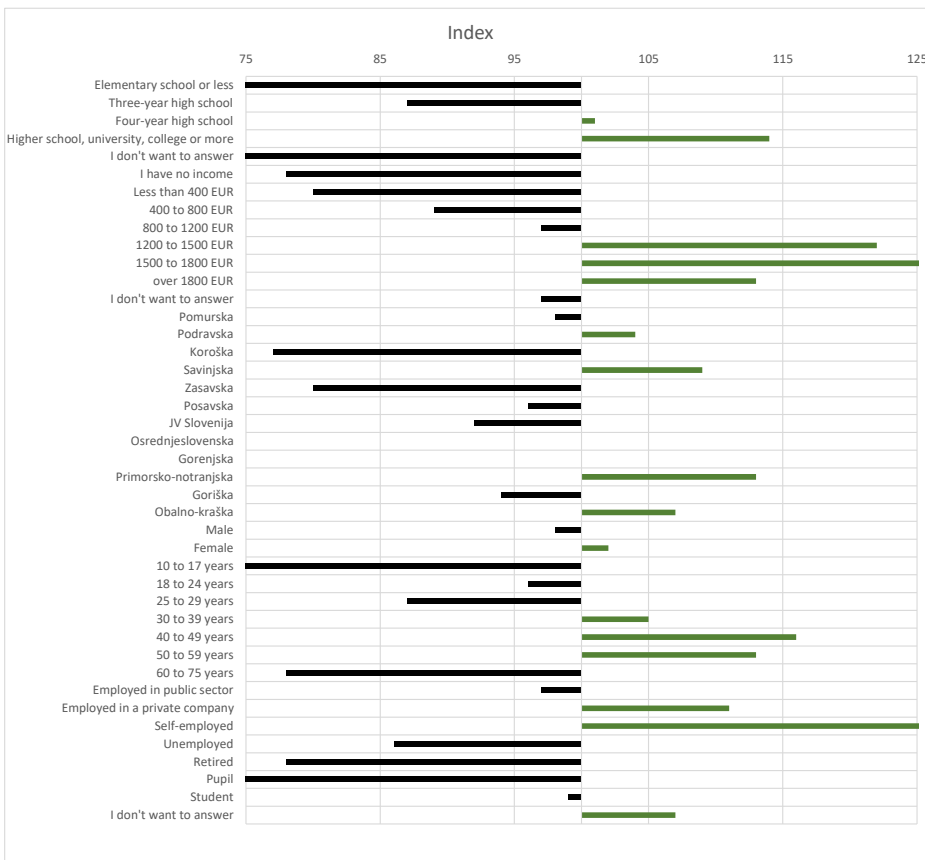


### Note:

**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 1.9. to 30.9.2024. 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 30.9.2024. 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.