



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: February 2025

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2025	42 183	19 249	1,3%	22 019	2,2	1,1
02.02.2025	40 789	17 592	1,2%	19 590	2,3	1,1
03.02.2025	112 722	49 389	3,3%	52 836	2,3	1,1
04.02.2025	114 805	49 990	3,3%	53 456	2,3	1,1
05.02.2025	110 355	47 898	3,2%	51 217	2,3	1,1
06.02.2025	107 854	47 030	3,1%	50 218	2,3	1,1
07.02.2025	96 733	42 046	2,8%	45 013	2,3	1,1
08.02.2025	36 994	17 336	1,2%	19 982	2,1	1,2
09.02.2025	44 152	20 446	1,4%	22 900	2,2	1,1
10.02.2025	118 703	51 780	3,5%	55 429	2,3	1,1
11.02.2025	112 969	49 523	3,3%	53 064	2,3	1,1
12.02.2025	115 287	49 909	3,3%	53 632	2,3	1,1
13.02.2025	107 037	48 013	3,2%	51 474	2,2	1,1
14.02.2025	88 250	39 888	2,7%	42 907	2,2	1,1
15.02.2025	37 594	17 627	1,2%	20 558	2,1	1,2
16.02.2025	39 999	19 316	1,3%	21 587	2,1	1,1
17.02.2025	117 262	51 066	3,4%	54 700	2,3	1,1
18.02.2025	111 123	48 603	3,2%	52 084	2,3	1,1
19.02.2025	107 102	47 687	3,2%	51 091	2,3	1,1
20.02.2025	106 145	45 028	3,0%	48 174	2,4	1,1
21.02.2025	89 216	39 592	2,6%	42 622	2,3	1,1
22.02.2025	33 551	16 712	1,1%	19 251	2,0	1,2
23.02.2025	36 105	17 470	1,2%	19 897	2,1	1,1
24.02.2025	110 011	48 080	3,2%	51 564	2,3	1,1
25.02.2025	109 337	47 512	3,2%	50 924	2,3	1,1
26.02.2025	109 487	47 277	3,2%	50 537	2,3	1,1
27.02.2025	103 928	45 796	3,1%	49 005	2,3	1,1
28.02.2025	89 696	39 664	2,6%	42 608	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
01.02.2025 - 02.02.2025	82 972	32 533	2,2%	41 552	2,6	1,3
03.02.2025 - 09.02.2025	623 615	158 695	10,6%	295 142	3,9	1,9
10.02.2025 - 16.02.2025	619 839	155 924	10,4%	298 071	4,0	1,9
17.02.2025 - 23.02.2025	600 504	152 022	10,1%	287 112	4,0	1,9
24.02.2025 - 28.02.2025	522 459	155 274	10,4%	244 616	3,4	1,6

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2025 - 28.02.2025	2 449 389	287 924	19,2%	1 166 225	8,5	4,1

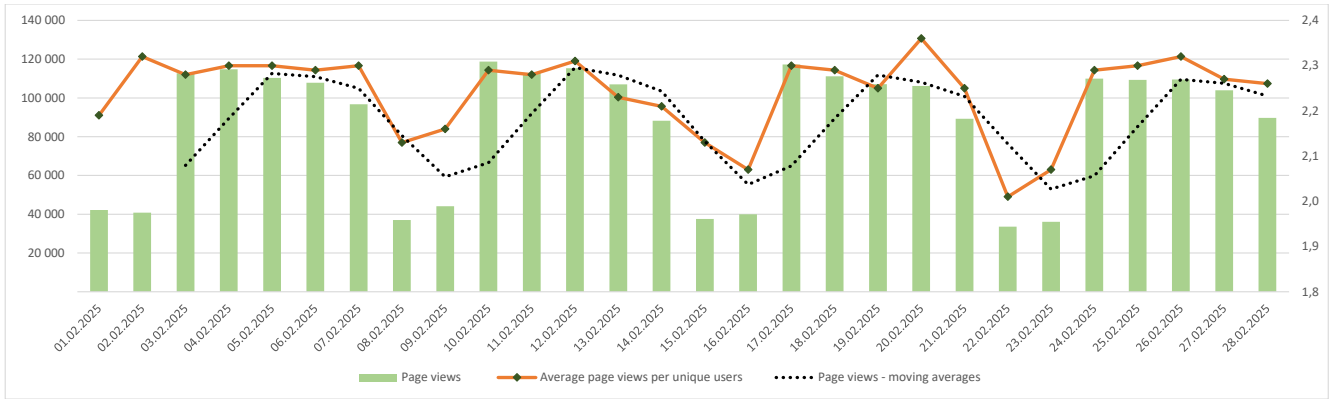
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	10,0%	80	7,0%
	Three-year high school	10,6%	79	7,7%
	Four-year high school	43,9%	110	38,1%
	Higher school, university, college or more	34,9%	105	45,2%
	I don't want to answer	0,6%	70	2,0%
Personal income	I have no income	7,2%	82	11,8%
	Less than 400 EUR	6,2%	99	6,3%
	400 to 800 EUR	13,4%	83	9,7%
	800 to 1200 EUR	29,0%	99	23,0%
	1200 to 1500 EUR	15,1%	116	16,3%
	1500 to 1800 EUR	8,6%	109	10,8%
	over 1800 EUR	12,7%	121	16,9%
	I don't want to answer	7,9%	97	5,2%
	Pomurska	4,9%	94	4,3%
Region	Podravska	16,8%	101	21,0%
	Koroška	3,2%	91	2,8%
	Savinjska	13,0%	100	10,4%
	Zasavska	3,5%	122	2,8%
	Posavska	3,6%	99	2,0%
	JV Slovenija	6,5%	96	6,0%
	Osrednjeslovenska	25,6%	98	31,2%
	Gorenjska	10,9%	106	10,9%
	Primorsko-notranjska	2,1%	95	2,1%
	Goriška	4,9%	96	2,4%
	Obalno-kraška	5,0%	110	4,0%
Gender	Male	49,9%	97	44,6%
	Female	50,1%	103	55,4%
Age	10 to 17 years	2,0%	49	2,0%
	18 to 24 years	11,8%	124	10,1%
	25 to 29 years	8,2%	114	13,6%
	30 to 39 years	20,8%	107	18,8%
	40 to 49 years	22,8%	105	26,0%
	50 to 59 years	20,0%	101	18,3%
	60 to 75 years	14,1%	79	11,3%
Employment status	Employed in public sector	15,5%	93	15,4%
	Employed in a private company	41,0%	106	39,8%
	Self-employed	12,4%	132	14,8%
	Unemployed	4,4%	73	3,2%
	Retired	12,9%	80	8,3%
	Pupil	4,8%	81	5,0%
	Student	8,3%	127	13,0%
	I don't want to answer	0,8%	84	0,6%

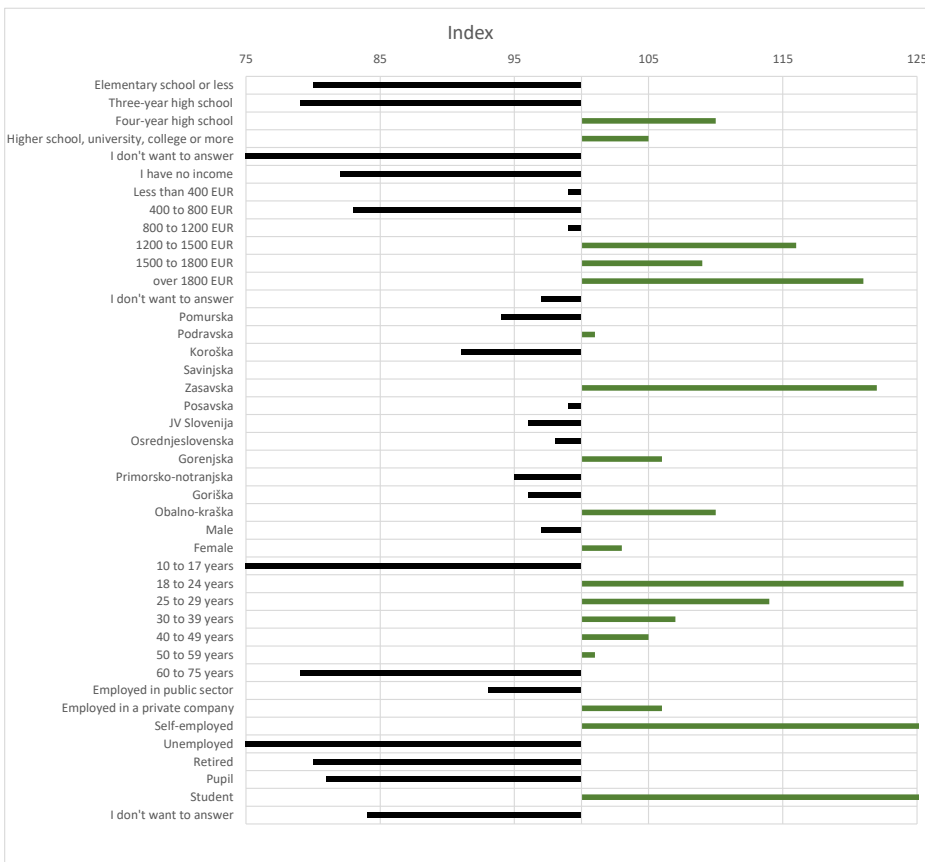


### Note:

**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 1.2. to 28.2.2025. 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 1.2. to 28.2.2025. 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.