



Website: Racunovodja.com

Provider:

Company: Carpe diem, d.o.o., Kranj

Address: Breg ob Savi 81

City: 4211 Mavčiče

Contact person: Marjeta Špik

E-mail: info@racunovodja.com

Telephone number: 04/ 280 78 00

CERTIFICATE

Short description:

Racunovodja.com – Portal z računovodskimi in davčnimi informacijami je baza podatkov s področja davkov, računovodstva in zakonodaje. Obiskovalci so poslovni uporabniki, ki iščejo podatke s področja davkov in zakonodaje.

Comment:

Period: April 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2018.	4 912	2 216	0,2%	2 430	2,2	1,1
2.4.2018.	8 440	3 604	0,3%	3 937	2,3	1,1
3.4.2018.	26 205	11 284	0,9%	12 064	2,3	1,1
4.4.2018.	29 099	12 789	1,0%	13 789	2,3	1,1
5.4.2018.	24 253	10 540	0,8%	11 321	2,3	1,1
6.4.2018.	20 093	8 839	0,7%	9 510	2,3	1,1
7.4.2018.	3 966	1 879	0,1%	2 040	2,1	1,1
8.4.2018.	5 291	2 405	0,2%	2 584	2,2	1,1
9.4.2018.	23 289	10 419	0,8%	11 155	2,2	1,1
10.4.2018.	26 264	11 415	0,9%	12 324	2,3	1,1
11.4.2018.	22 868	10 460	0,8%	11 321	2,2	1,1
12.4.2018.	22 400	9 862	0,8%	10 587	2,3	1,1
13.4.2018.	17 288	7 833	0,6%	8 397	2,2	1,1
14.4.2018.	4 038	1 805	0,1%	1 964	2,2	1,1
15.4.2018.	6 692	2 820	0,2%	3 043	2,4	1,1
16.4.2018.	21 751	9 880	0,8%	10 585	2,2	1,1
17.4.2018.	19 882	8 986	0,7%	9 657	2,2	1,1
18.4.2018.	19 034	8 578	0,7%	9 233	2,2	1,1
19.4.2018.	15 531	7 193	0,6%	7 707	2,2	1,1
20.4.2018.	13 776	6 318	0,5%	6 823	2,2	1,1
21.4.2018.	2 820	1 319	0,1%	1 447	2,1	1,1
22.4.2018.	3 477	1 710	0,1%	1 848	2,0	1,1
23.4.2018.	17 630	7 882	0,6%	8 444	2,2	1,1
24.4.2018.	17 650	8 039	0,6%	8 624	2,2	1,1
25.4.2018.	20 389	9 496	0,7%	10 337	2,1	1,1
26.4.2018.	14 616	6 910	0,5%	7 388	2,1	1,1
27.4.2018.	3 390	1 666	0,1%	1 810	2,0	1,1
28.4.2018.	2 624	1 107	0,1%	1 198	2,4	1,1
29.4.2018.	3 043	1 359	0,1%	1 462	2,2	1,1
30.4.2018.	7 223	3 268	0,3%	3 501	2,2	1,1

Weekly reach (Slovenian visitors)

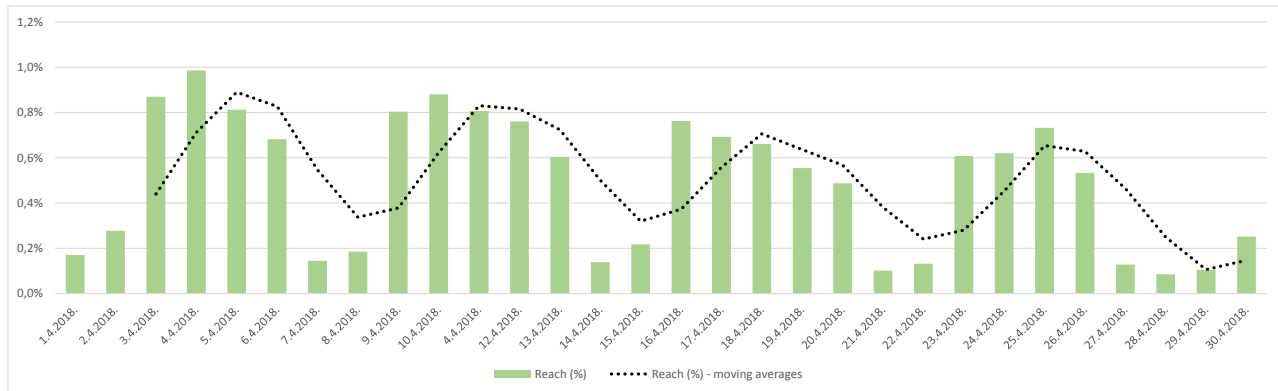
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2018. - 1.4.2018.	4 912	2 216	0,2%	2 430	2,2	1,1
2.4.2018. - 8.4.2018.	117 349	36 325	2,8%	55 239	3,2	1,5
9.4.2018. - 15.4.2018.	122 837	37 839	2,9%	58 780	3,2	1,6
16.4.2018. - 22.4.2018.	96 271	31 076	2,4%	47 297	3,1	1,5
23.4.2018. - 29.4.2018.	79 351	25 797	2,0%	39 277	3,1	1,5
30.4.2018. - 30.4.2018.	7 223	3 268	0,3%	3 501	2,2	1,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2018. - 30.4.2018.	427 954	75 343	5,8%	206 492	5,7	2,7

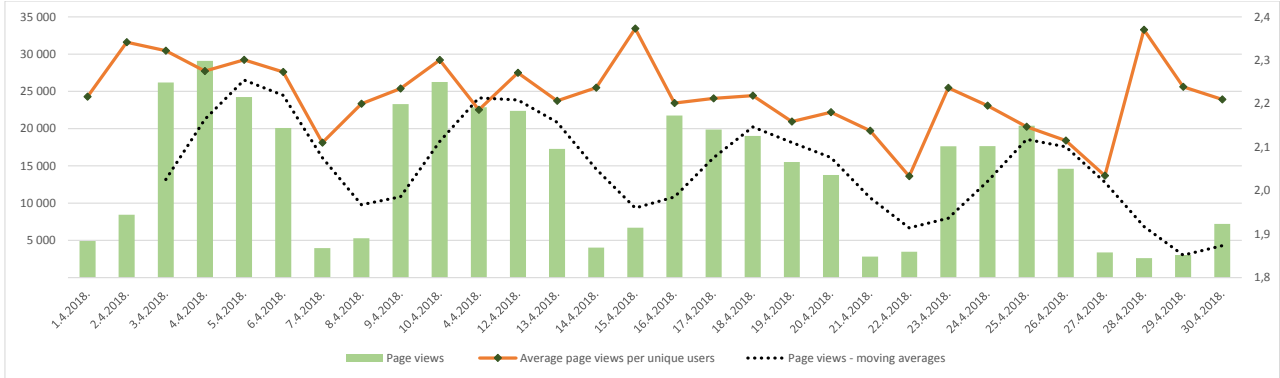
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	9,1%	61	2,7%	
	Three-year high school	6,7%	52	1,7%	
	Four-year high school	45,7%	110	73,0%	
	Higher school, university, college or more	37,7%	129	22,4%	
	I don't want to answer	0,8%	75	0,3%	
Personal income	I have no income	7,6%	66	1,8%	
	Less than 400 EUR	9,3%	86	2,2%	
	400 to 800 EUR	20,4%	79	6,6%	
	800 to 1200 EUR	29,8%	118	75,5%	
	1200 to 1500 EUR	11,8%	141	5,7%	
	1500 to 1800 EUR	4,7%	110	1,9%	
	over 1800 EUR	6,3%	123	1,9%	
	I don't want to answer	10,2%	115	4,5%	
Region	Pomurska	5,9%	92	3,0%	
	Podravska	14,3%	90	6,0%	
	Koroška	3,3%	99	1,2%	
	Savinjska	13,8%	109	4,5%	
	Zasavska	2,4%	98	1,2%	
	Spodnje-posavska	1,1%	38	0,4%	
	JV Slovenija	4,6%	71	1,2%	
	Osrednjeslovenska	29,4%	109	9,7%	
	Gorenjska	11,5%	116	65,8%	
	Notranjsko-kraška	2,5%	110	1,8%	
	Goriška	6,1%	103	2,4%	
	Obalno-kraška	5,0%	107	2,9%	
	Gender	Male	37,1%	76	10,6%
		Female	62,9%	123	89,4%
Age	10 to 17 years	1,1%	33	0,1%	
	18 to 24 years	9,1%	79	1,9%	
	25 to 29 years	8,9%	103	1,8%	
	30 to 39 years	26,8%	115	63,5%	
	40 to 49 years	25,1%	109	18,4%	
	50 to 59 years	21,7%	124	10,7%	
	60 to 75 years	7,1%	58	3,4%	
Employment status	Employed in public sector	16,5%	107	5,4%	
	Employed in a private company	45,8%	119	75,3%	
	Self-employed	11,9%	130	11,7%	
	Unemployed	6,6%	90	2,2%	
	Retired	6,8%	59	2,9%	
	Pupil	3,1%	47	0,7%	
	Student	8,1%	77	1,6%	
	I don't want to answer	1,2%	99	0,3%	

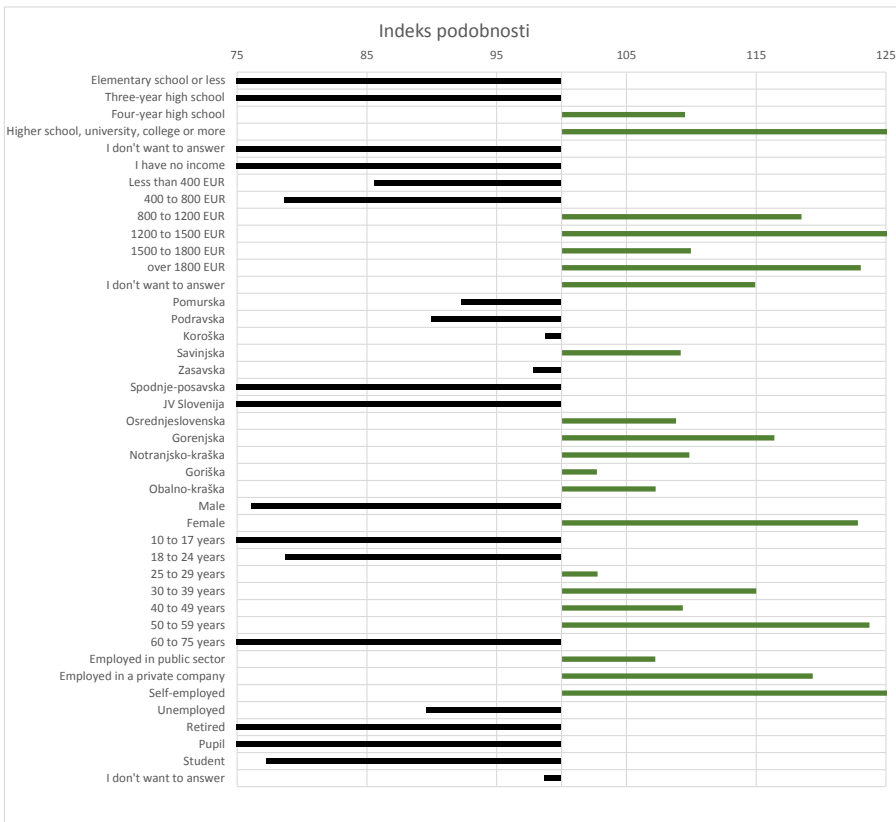


Note:

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 01.11. to 30.11.2017. 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 01.11. to 30.11.2017. 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),