



Trademark: Telefonski imenik Slovenije na spletu – itis.si

Main domain: www.itis.si

Publisher:

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Short description of media:

Phone book of Slovenia has long been a synonym for more detailed information about phone numbers from different operators, addresses and activities of companies. With an advanced search through the only real yellow pages in Slovenia you can quickly find the right offer. With the help of interactive map you can easily find the way to it. Itis.si enables you to search for companies and private persons. Both big, medium and small companies decide to advertise in ITIS every year.

Period: October 2015

Reach – Slovenia: 268.644

Estimated additional reach – Foreign: 25.174

Monthly traffic (Slovenian visitors)

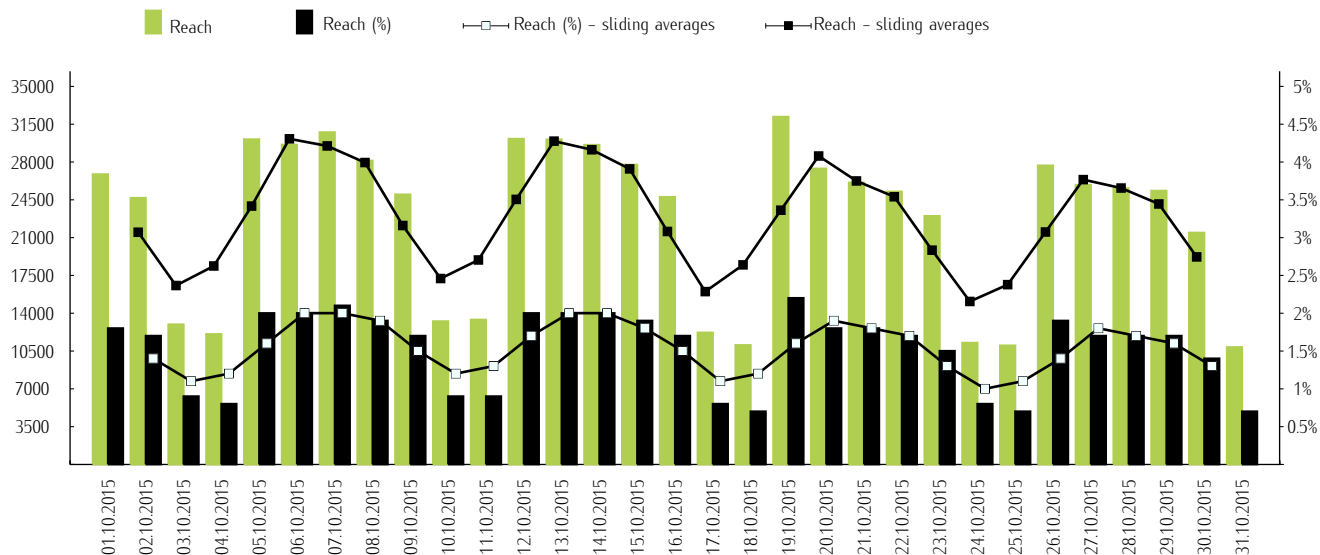
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.10–31.10.2015	268.644	18,1%	2.256.095	8,4	3,5	0:06:41

Weekly traffic (Slovenian visitors)

Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.10–04.10.2015	61.598	4,2%	235.095	3,8	1,7	0:02:56
05.10–11.10.2015	114.203	7,7%	532.596	4,7	2,0	0:03:48
12.10–18.10.2015	111.555	7,5%	517.640	4,6	2,0	0:03:52
19.10–25.10.2015	105.779	7,1%	510.915	4,8	2,0	0:03:45
26.10–31.10.2015	96.399	6,5%	459.849	4,8	1,9	0:03:38

Daily traffic (Slovenian visitors)

Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.October	26.854	1,8%	81.960	3,1	1,3	0:02:29
02.October	24.663	1,7%	75.015	3,0	1,3	0:02:25
03.October	12.952	0,9%	40.169	3,1	1,4	0:02:07
04.October	12.056	0,8%	37.951	3,1	1,4	0:02:13
05.October	30.088	2,0%	94.103	3,1	1,3	0:02:37
06.October	29.591	2,0%	91.934	3,1	1,3	0:02:38
07.October	30.739	2,1%	96.401	3,1	1,3	0:02:33
08.October	28.110	1,9%	87.859	3,1	1,3	0:02:41
09.October	24.981	1,7%	79.161	3,2	1,3	0:02:35
10.October	13.243	0,9%	40.385	3,0	1,4	0:02:08
11.October	13.392	0,9%	42.753	3,2	1,4	0:02:20
12.October	30.132	2,0%	92.575	3,1	1,3	0:02:37
13.October	30.070	2,0%	95.552	3,2	1,3	0:02:47
14.October	29.571	2,0%	91.952	3,1	1,3	0:02:44
15.October	27.738	1,9%	87.503	3,2	1,3	0:02:38
16.October	24.749	1,7%	76.550	3,1	1,3	0:02:37
17.October	12.196	0,8%	38.184	3,1	1,4	0:02:06
18.October	11.037	0,7%	35.324	3,2	1,4	0:02:15
19.October	32.174	2,2%	101.326	3,1	1,3	0:02:38
20.October	27.380	1,8%	88.153	3,2	1,3	0:02:37
21.October	26.087	1,8%	84.218	3,2	1,3	0:02:38
22.October	25.247	1,7%	83.111	3,3	1,3	0:02:40
23.October	22.990	1,5%	74.424	3,2	1,4	0:02:25
24.October	11.251	0,8%	38.310	3,4	1,4	0:02:02
25.October	11.001	0,7%	41.373	3,8	1,5	0:02:20
26.October	27.663	1,9%	92.564	3,3	1,3	0:02:37
27.October	25.868	1,7%	88.565	3,4	1,3	0:02:40
28.October	25.553	1,7%	86.239	3,4	1,4	0:02:39
29.October	25.326	1,7%	84.869	3,4	1,4	0:02:37
30.October	21.443	1,4%	70.728	3,3	1,4	0:02:29
31.October	10.848	0,7%	36.884	3,4	1,4	0:02:04

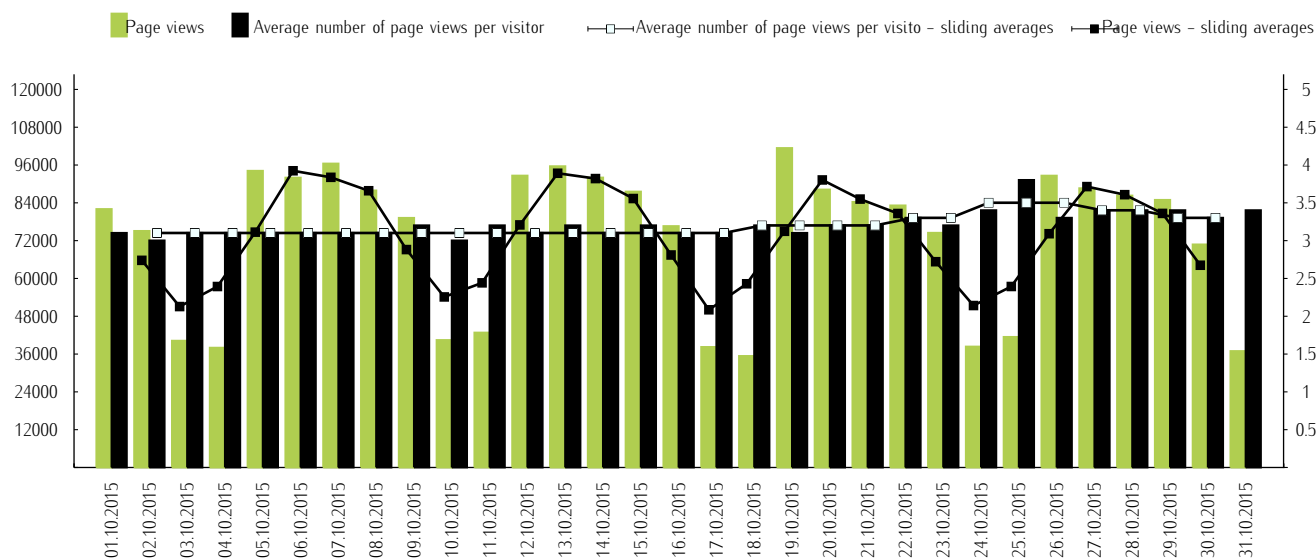


Comment:

Left side of graph: Represents number of Slovenian visitors.

Right side of graph: Represents website reach (in %) from Slovenian IP numbers.

Sliding averages: Sliding averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we summ three days in a row value and we divide it with three, every sliding average is in the middle of interval with lenght three.

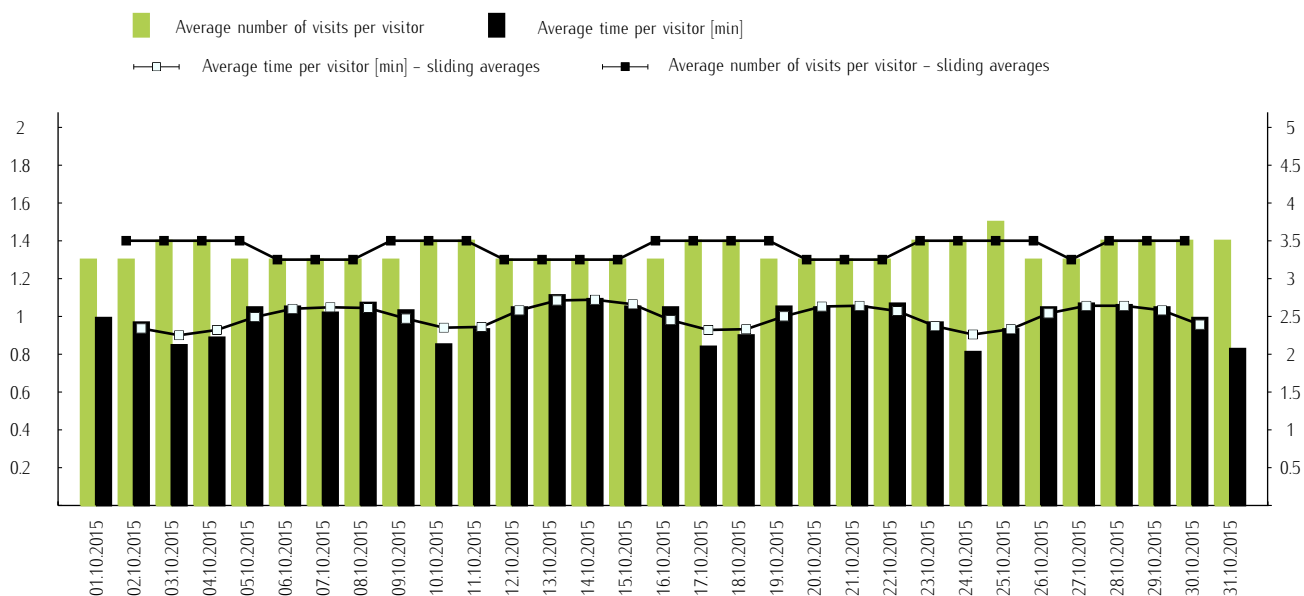


Comment:

Left side of graph: Represents page views that were made by Slovenian visitors.

Right side of graph: Represents average number of page views per Slovenian visitor.

Sliding averages: Sliding averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we summ three days in a row value and we divide it with three, every sliding average is in the middle of interval with lenght three.



Comment:

Left side of graph: Represents average number of visits per Slovenian visitor.

Right side of graph: Represents average time per Slovenian visitor [min].

Sliding averages: Sliding averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we summ three days in a row value and we divide it with three, every sliding average is in the middle of interval with length three.

Demographic profile of Slovenian visitors.

		Internet users (%)	Indeks defined by internet users	Page views (%)
Gender	male	50.1%	97	51.4%
	female	49.9%	104	48.6%
Age weighted	10-14	*	*	*
	15-19	5.3%	73	4.7%
	20-24	7.2%	83	5.3%
	25-29	9.4%	94	7.2%
	30-39	21.2%	96	22.0%
	40-49	22.4%	113	20.9%
	50-59	19.0%	121	21.8%
	60-75	12.5%	124	15.5%
Education	elementary school or lower	8.2%	89	7.7%
	three years of high school	18.8%	91	18.5%
	four years of high school	31.9%	119	36.6%
	high, higher school, university or higher still in school	26.1%	120	25.2%
Employment status	elementary school	3.9%	54	3.2%
	secondary school	3.8%	64	2.9%
	student	6.3%	84	5.1%
	employed in public sector	12.1%	109	11.1%
	employed in a company	36.9%	104	36.5%
	self-employed	10.0%	120	10.1%
	unemployed	8.8%	100	8.2%
	pensioner	13.2%	117	16.8%
	housewife	*	*	*
	other	3.9%	123	4.3%
Average net income of a person per month	no income	8.3%	94	7.8%
	less than EUR 365	6.2%	87	6.1%
	EUR 365 – EUR 730	24.9%	103	29.8%
	EUR 730 – EUR 1100	23.4%	110	21.7%
	EUR 1100 – EUR 1460	11.3%	113	9.7%
	more than EUR 1460	6.9%	100	6.9%
	don't want to answer	19.0%	88	18.0%
Region	Pomurska	6.5%	102	6.9%
	Podravska	14.9%	103	16.9%
	Koroška	4.2%	110	4.2%
	Savinjska	12.8%	117	15.0%
	Zasavska	3.2%	95	2.7%
	Spodnjeposavska	3.6%	119	3.1%
	Dolenjska	6.8%	89	6.0%
	Osrednje – slovenska	25.7%	97	24.9%
	Gorenjska	9.4%	83	8.8%
	Goriška	5.8%	120	5.0%
	Obalno – kraška	4.5%	95	3.9%
	Notranje – kraška	2.5%	89	2.4%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.10 to 31.10.2015. MOSS measurement took place during that period, which is consisted of technical measurement, telephone survey and web pop up survey.

Presentation media:

Trademark, main domain, publisher data and short description of media are informations provided by MOSS participants.

Reach of website:

Currency is measured Slovenian reach of the web site in period from 01.10 to 31.10.2015. Reach tells us, how many different visitors from Slovenian IP numbers has in given period of measurement visited chosen web site. Reach is calculated with technical measurement and corrected with data about size of web population obtained with telephone survey.

Estimated additional reach – foreign:

Estimated additional reach – foreign represents number of users which has accessed the web sites from IP numbers that are not Slovene. Data about estimated additional reach is not corrected with telephone survey data. In measured reach, which is MOSS currency foreign traffic is not included.

Reach (%):

In percentage expressed ratio between number of visitors (different persons from Slovenian IP numbers), which has in given period at least once visited chosen web site and total number of Slovenian web users in given time period.

Page view:

Page view is event during which visitor is looking at web site.

Average number of page views per visitor:

Average number of page views on chosen web site, which are created by visitor of that web site in given time period.

Average number of visits per visitor:

Average number of visits per visitor on chosen web site, which are created by visitor in given time period. As visit we define a series of successive page views on given web site.

Average time spent per visitor:

Average time, that is spent on web site by the visitor in given time period. We suppose that visit with one page view (displayed page is the first and the last page of visit) has duration 0.

Internet users (%) – Ratio in percentage between visitors of chosen target group, which have visited chosen web site and total number of visitors of chosen web site in given time period.

Index of similarity – Ratio between visitor structure in given target group on chosen web site and visitor structure on Slovenian web market.

Page views (%) – Ratio in percentage between page views, which were generated by target group on chosen web site and page views which were generated by all visitors of chosen web site in given time period.

In case there is no data available:

– Data is not available, because the site was not measured in given time period .

* 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($n=45$), meaning that at least 45 visitors visited chosen web site and that they have fulfilled MOSS questionnaire on at least one web site that is participating in MOSS.