



Website: Itis.si

Provider:

Company: TSmedia, d.o.o.

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CERTIFICATE

Short description:

Telefonski imenik Slovenije je že dolga leta sinonim za najnatančnejše podatke o telefonskih številkah vseh operaterjev, naslovih in dejavnostih, s katerimi se ukvarja določeno podjetje. Z naprednim iskanjem po edinih pravih rumenih straneh v Sloveniji hitro najdete pravega ponudnika, s pomočjo interaktivnega zemljevida pa ga preprosto obiščete. Itis.si vam omogoča tudi iskanje po številki za pravne in fizične osebe. Za posebno izpostavitve v TIS-u se vsako leto odločijo tako velika kot srednja in mala podjetja.

Comment:

Period: October 2017

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2017.	36 983	15 528	1,2%	15 978	2,4	1,0
2.10.2017.	81 102	32 524	2,5%	35 078	2,5	1,1
3.10.2017.	86 850	32 984	2,6%	35 501	2,6	1,1
4.10.2017.	79 510	31 610	2,5%	34 259	2,5	1,1
5.10.2017.	74 689	29 711	2,3%	32 052	2,5	1,1
6.10.2017.	72 607	29 400	2,3%	31 652	2,5	1,1
7.10.2017.	38 668	15 246	1,2%	16 585	2,5	1,1
8.10.2017.	37 674	15 171	1,2%	15 850	2,5	1,0
9.10.2017.	87 402	34 771	2,7%	37 555	2,5	1,1
10.10.2017.	81 805	32 529	2,5%	35 054	2,5	1,1
11.10.2017.	77 761	31 780	2,5%	34 278	2,4	1,1
12.10.2017.	73 212	29 390	2,3%	31 858	2,5	1,1
13.10.2017.	67 945	27 556	2,1%	29 817	2,5	1,1
14.10.2017.	37 170	15 200	1,2%	16 454	2,4	1,1
15.10.2017.	34 778	14 880	1,2%	15 343	2,3	1,0
16.10.2017.	83 397	33 185	2,6%	35 803	2,5	1,1
17.10.2017.	75 659	31 242	2,4%	33 524	2,4	1,1
18.10.2017.	74 052	30 345	2,4%	32 747	2,4	1,1
19.10.2017.	66 464	25 124	2,0%	27 015	2,6	1,1
20.10.2017.	66 603	25 149	2,0%	27 331	2,6	1,1
21.10.2017.	37 035	15 319	1,2%	16 608	2,4	1,1
22.10.2017.	39 153	16 447	1,3%	16 863	2,4	1,0
23.10.2017.	84 480	34 397	2,7%	37 094	2,5	1,1
24.10.2017.	79 914	31 608	2,5%	34 126	2,5	1,1
25.10.2017.	76 988	30 375	2,4%	32 867	2,5	1,1
26.10.2017.	71 974	29 100	2,3%	31 543	2,5	1,1
27.10.2017.	68 037	27 001	2,1%	29 357	2,5	1,1
28.10.2017.	36 472	15 569	1,2%	16 648	2,3	1,1
29.10.2017.	37 279	15 824	1,2%	16 414	2,4	1,0
30.10.2017.	60 737	24 940	1,9%	27 283	2,4	1,1
31.10.2017.	36 762	15 236	1,2%	16 419	2,4	1,1

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2017. - 1.10.2017.	36 983	15 528	1,2%	15 978	2,4	1,0
2.10.2017. - 8.10.2017.	471 161	124 981	9,7%	200 973	3,8	1,6
9.10.2017. - 15.10.2017.	460 141	124 716	9,7%	200 318	3,7	1,6
16.10.2017. - 22.10.2017.	442 377	119 138	9,3%	189 805	3,7	1,6
23.10.2017. - 29.10.2017.	455 234	122 944	9,6%	197 954	3,7	1,6
30.10.2017. - 31.10.2017.	97 574	39 590	3,1%	43 742	2,5	1,1

Monthly reach (Slovenian visitors)

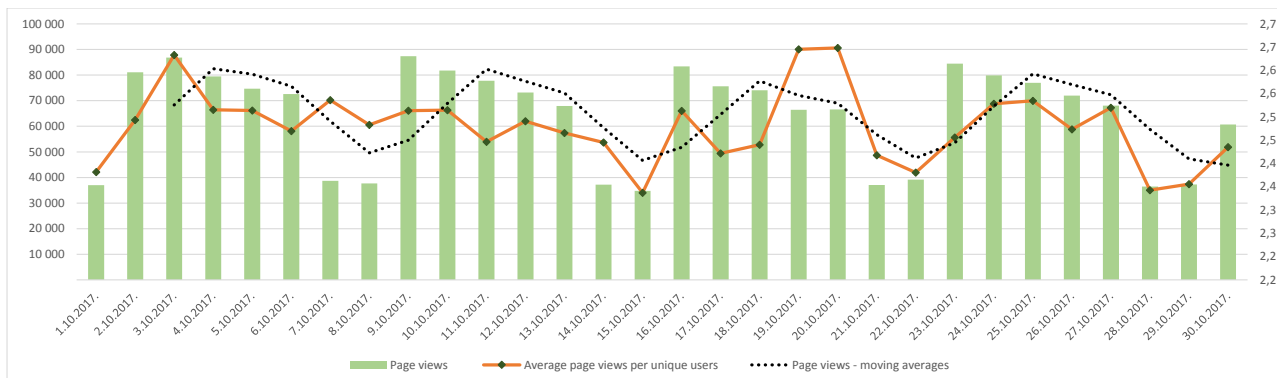
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2017. - 31.10.2017.	1 963 643	289 321	22,5%	848 756	6,8	2,9

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,0%	91	16,0%
	Three-year high school	13,5%	101	11,5%
	Four-year high school	43,9%	102	45,7%
	Higher school, university, college or more	29,1%	99	25,3%
Personal income	I don't want to answer	1,5%	136	1,4%
	I have no income	7,6%	73	7,0%
	Less than 400 EUR	10,3%	98	11,7%
	400 to 800 EUR	27,5%	104	31,5%
	800 to 1200 EUR	27,9%	108	23,2%
	1200 to 1500 EUR	8,6%	102	6,3%
	1500 to 1800 EUR	4,8%	112	4,5%
	over 1800 EUR	4,2%	80	3,6%
	I don't want to answer	9,1%	102	12,3%
Region	Pomurska	7,1%	100	6,2%
	Podravska	16,1%	102	16,0%
	Koroška	3,2%	103	2,9%
	Savinjska	13,6%	108	17,5%
	Zasavska	3,1%	115	2,5%
	Spodnje-posavska	2,6%	101	1,3%
	JV Slovenija	7,0%	102	7,6%
	Osrednjeslovenska	24,7%	92	22,6%
	Gorenjska	8,4%	91	6,9%
	Notranjsko-kraška	2,7%	110	1,7%
	Goriška	6,6%	104	10,8%
	Obalno-kraška	5,0%	110	4,0%
	I don't want to answer	1,5%	112	1,0%
Gender	Male	46,6%	94	41,2%
	Female	53,4%	106	58,8%
Age	10 to 17 years	3,0%	79	2,6%
	18 to 24 years	8,3%	75	4,7%
	25 to 29 years	7,4%	84	10,0%
	30 to 39 years	23,0%	90	21,8%
	40 to 49 years	25,5%	110	25,4%
	50 to 59 years	19,6%	119	22,2%
	60 to 75 years	13,3%	118	13,4%
Employment status	Employed in public sector	15,7%	101	21,7%
	Employed in a private company	39,2%	101	35,7%
	Self-employed	10,5%	110	8,6%
	Unemployed	8,3%	105	10,9%
	Retired	13,8%	119	14,5%
	Pupil	3,6%	72	2,9%
	Student	7,3%	72	4,7%
	I don't want to answer	1,5%	112	1,0%



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.

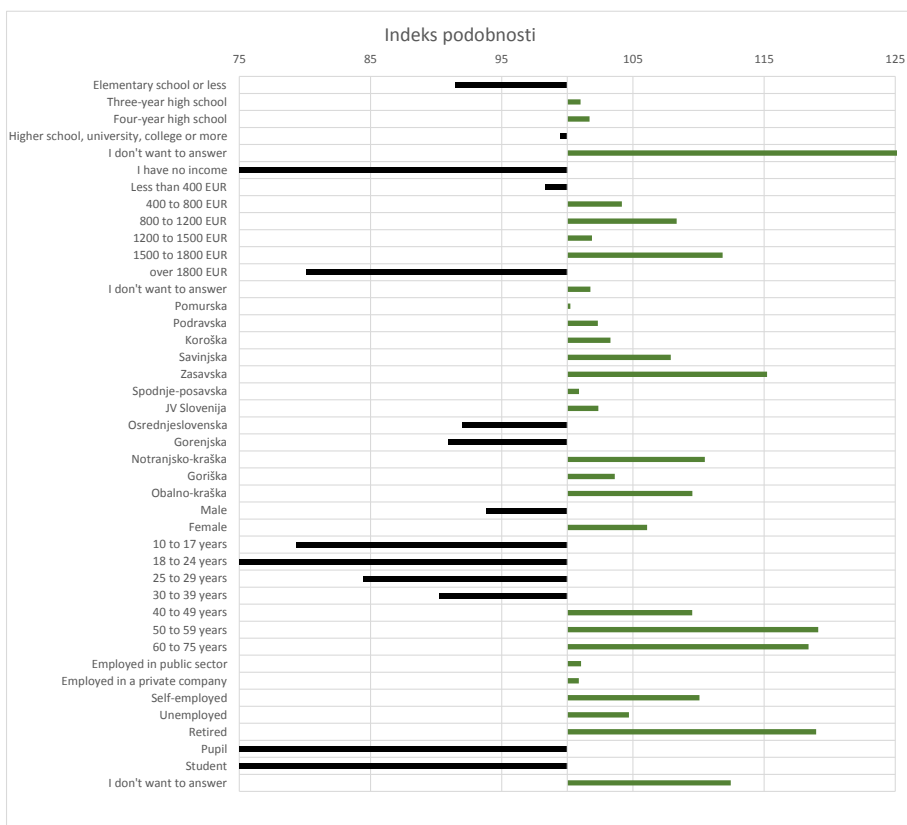


Note:

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 side 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 01.10. to 31.10.2017. 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 01.10. to 31.10.2017. 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),