



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: January 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2018.	40 048	12 866	1,0%	14 514	3,1	1,1
2.1.2018.	46 817	18 285	1,4%	18 298	2,6	1,0
3.1.2018.	81 387	32 297	2,5%	34 838	2,5	1,1
4.1.2018.	80 096	30 892	2,4%	33 159	2,6	1,1
5.1.2018.	73 267	28 878	2,2%	31 264	2,5	1,1
6.1.2018.	41 989	16 155	1,2%	17 703	2,6	1,1
7.1.2018.	40 818	15 611	1,2%	17 012	2,6	1,1
8.1.2018.	83 192	33 659	2,6%	36 275	2,5	1,1
9.1.2018.	78 655	31 142	2,4%	33 534	2,5	1,1
10.1.2018.	76 391	30 846	2,4%	33 122	2,5	1,1
11.1.2018.	75 265	30 127	2,3%	32 469	2,5	1,1
12.1.2018.	69 655	27 093	2,1%	29 277	2,6	1,1
13.1.2018.	40 537	16 050	1,2%	16 713	2,5	1,0
14.1.2018.	41 054	16 043	1,2%	16 136	2,6	1,0
15.1.2018.	77 074	31 389	2,4%	33 793	2,5	1,1
16.1.2018.	75 978	30 988	2,4%	33 321	2,5	1,1
17.1.2018.	74 406	29 963	2,3%	32 177	2,5	1,1
18.1.2018.	70 364	27 823	2,1%	29 993	2,5	1,1
19.1.2018.	67 465	27 757	2,1%	29 886	2,4	1,1
20.1.2018.	38 212	16 409	1,3%	16 873	2,3	1,0
21.1.2018.	37 338	15 317	1,2%	15 401	2,4	1,0
22.1.2018.	80 270	32 717	2,5%	35 256	2,5	1,1
23.1.2018.	73 611	29 244	2,3%	31 584	2,5	1,1
24.1.2018.	73 157	28 832	2,2%	31 072	2,5	1,1
25.1.2018.	73 370	28 935	2,2%	31 168	2,5	1,1
26.1.2018.	67 752	26 822	2,1%	28 930	2,5	1,1
27.1.2018.	39 280	16 341	1,3%	16 911	2,4	1,0
28.1.2018.	37 432	14 535	1,1%	15 855	2,6	1,1
29.1.2018.	80 032	31 617	2,4%	34 115	2,5	1,1
30.1.2018.	75 378	29 921	2,3%	32 165	2,5	1,1
31.1.2018.	75 046	29 956	2,3%	32 318	2,5	1,1

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2018. - 7.1.2018.	404 618	102 988	7,9%	167 093	4,0	2,0
8.1.2018. - 14.1.2018.	464 781	121 404	9,4%	197 684	4,0	2,0
15.1.2018. - 21.1.2018.	440 815	119 112	9,2%	191 462	4,0	2,0
22.1.2018. - 28.1.2018.	444 981	116 548	9,0%	190 831	4,0	2,0
29.1.2018. - 31.1.2018.	230 462	86 559	6,7%	98 596	3,0	1,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2018. - 31.1.2018.	1 985 650	283 541	21,9%	845 745	7,0	3,0

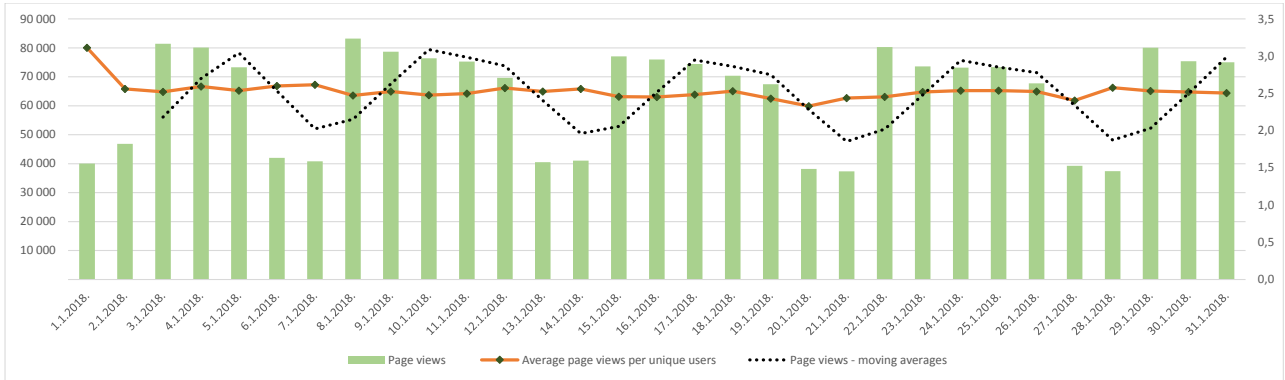
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,8%	87	11,8%
	Three-year high school	13,1%	101	14,1%
	Four-year high school	44,9%	107	51,3%
	Higher school, university, college or more	28,0%	96	22,0%
	I don't want to answer	1,1%	113	0,8%
Personal income	I have no income	8,8%	79	8,4%
	less than 400 EUR	10,1%	91	8,4%
	400 to 800 EUR	29,5%	113	31,5%
	800 to 1200 EUR	26,2%	104	32,1%
	1200 to 1500 EUR	7,6%	93	6,7%
	1500 to 1800 EUR	3,9%	90	2,4%
	over 1800 EUR	4,8%	97	3,4%
	I don't want to answer	9,2%	103	7,1%
Region	Pomurska	7,6%	119	9,7%
	Podravska	17,0%	107	20,3%
	Koroška	3,7%	109	5,5%
	Savinjska	12,6%	101	10,3%
	Zasavska	2,1%	83	1,3%
	Spodnje-posavska	3,0%	103	2,1%
	JV Slovenija	6,5%	97	7,7%
	Osrednjeslovenska	24,5%	90	23,4%
	Gorenjska	9,7%	99	7,7%
	Notranjsko-kraška	2,1%	91	1,5%
	Goriška	6,4%	108	5,9%
	Obalno-kraška	4,9%	106	4,5%
	Gender	Male	46,1%	94
Female		53,9%	106	46,1%
Age	10 to 17 years	1,9%	57	1,1%
	18 to 24 years	8,4%	71	5,9%
	25 to 29 years	7,8%	88	6,6%
	30 to 39 years	22,5%	95	26,3%
	40 to 49 years	22,6%	99	18,4%
	50 to 59 years	21,5%	126	19,8%
	60 to 75 years	15,0%	124	21,5%
Employment status	Employed in public sector	15,9%	104	12,2%
	Employed in a private company	38,2%	99	41,3%
	Self-employed	9,6%	106	10,1%
	Unemployed	8,4%	111	9,5%
	Retired	14,7%	128	17,7%
	Pupil	3,8%	60	2,5%
	Student	8,1%	76	5,5%
	I don't want to answer	1,4%	111	1,2%

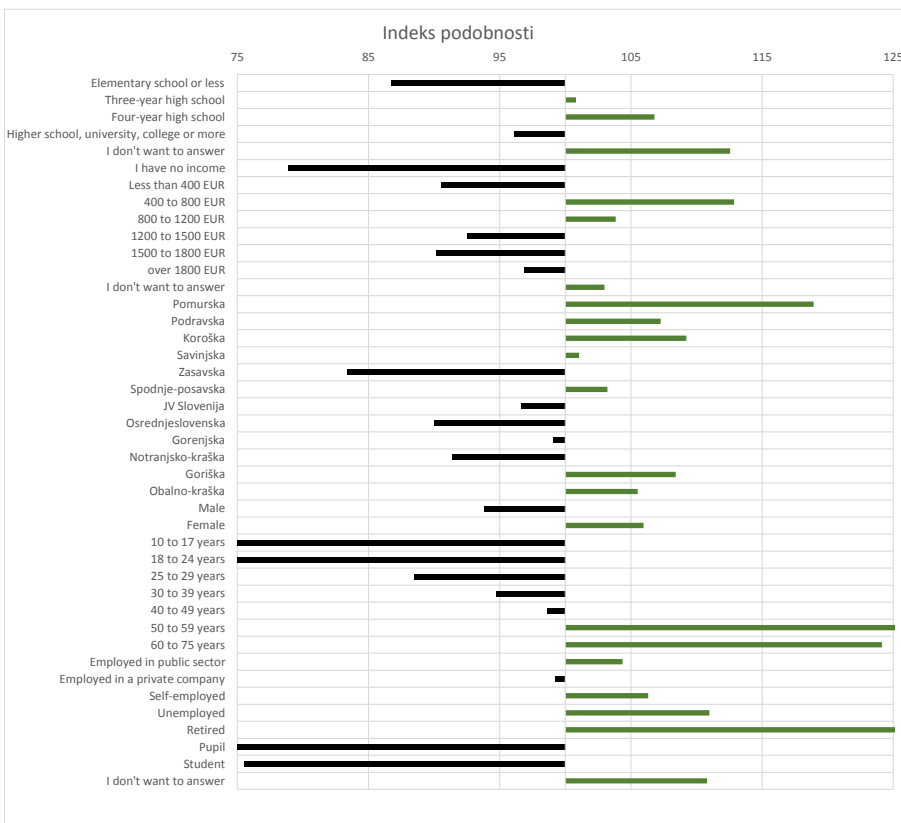


Note:

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 01.01. to 31.01.2018. 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 01.01. to 31.01.2018. Reach shows n umber 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 de vices 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 perio d. 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. Vi sits 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 us er.

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 spec ified 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 view s (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 condtion must be fulfilled(n=80),