



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 izpostavitev v TIS-u se vsako leto odločijo tako velika kot srednja in mala podjetja.

Comment:

Period: March 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2018.	140 422	51 362	4,0%	54 504	2,7	1,1
2.3.2018.	191 727	21 847	1,7%	23 636	8,8	1,1
3.3.2018.	228 551	15 249	1,2%	16 432	15,0	1,1
4.3.2018.	201 720	10 841	0,8%	11 829	18,6	1,1
5.3.2018.	178 982	51 021	3,9%	54 897	3,5	1,1
6.3.2018.	89 705	33 009	2,5%	35 686	2,7	1,1
7.3.2018.	90 235	34 695	2,7%	37 163	2,6	1,1
8.3.2018.	68 917	26 633	2,1%	28 787	2,6	1,1
9.3.2018.	109 354	22 286	1,7%	24 113	4,9	1,1
10.3.2018.	72 723	12 417	1,0%	13 536	5,9	1,1
11.3.2018.	38 387	14 652	1,1%	16 026	2,6	1,1
12.3.2018.	78 885	30 925	2,4%	33 314	2,6	1,1
13.3.2018.	74 664	29 302	2,3%	31 560	2,5	1,1
14.3.2018.	73 921	28 787	2,2%	31 122	2,6	1,1
15.3.2018.	69 348	26 507	2,0%	28 639	2,6	1,1
16.3.2018.	66 941	26 156	2,0%	28 331	2,6	1,1
17.3.2018.	40 671	16 672	1,3%	17 474	2,4	1,0
18.3.2018.	39 115	14 604	1,1%	16 016	2,7	1,1
19.3.2018.	82 658	31 246	2,4%	33 734	2,6	1,1
20.3.2018.	78 113	29 764	2,3%	32 008	2,6	1,1
21.3.2018.	74 143	28 912	2,2%	31 159	2,6	1,1
22.3.2018.	68 241	27 301	2,1%	29 511	2,5	1,1
23.3.2018.	64 494	25 079	1,9%	27 249	2,6	1,1
24.3.2018.	35 518	14 930	1,2%	15 830	2,4	1,1
25.3.2018.	34 979	14 023	1,1%	14 570	2,5	1,0
26.3.2018.	75 384	29 536	2,3%	31 946	2,6	1,1
27.3.2018.	74 674	28 793	2,2%	31 081	2,6	1,1
28.3.2018.	74 174	28 287	2,2%	30 603	2,6	1,1
29.3.2018.	70 098	27 619	2,1%	29 825	2,5	1,1
30.3.2018.	55 027	22 118	1,7%	24 057	2,5	1,1
31.3.2018.	34 897	14 455	1,1%	15 057	2,4	1,0

Weekly reach (Slovenian visitors)

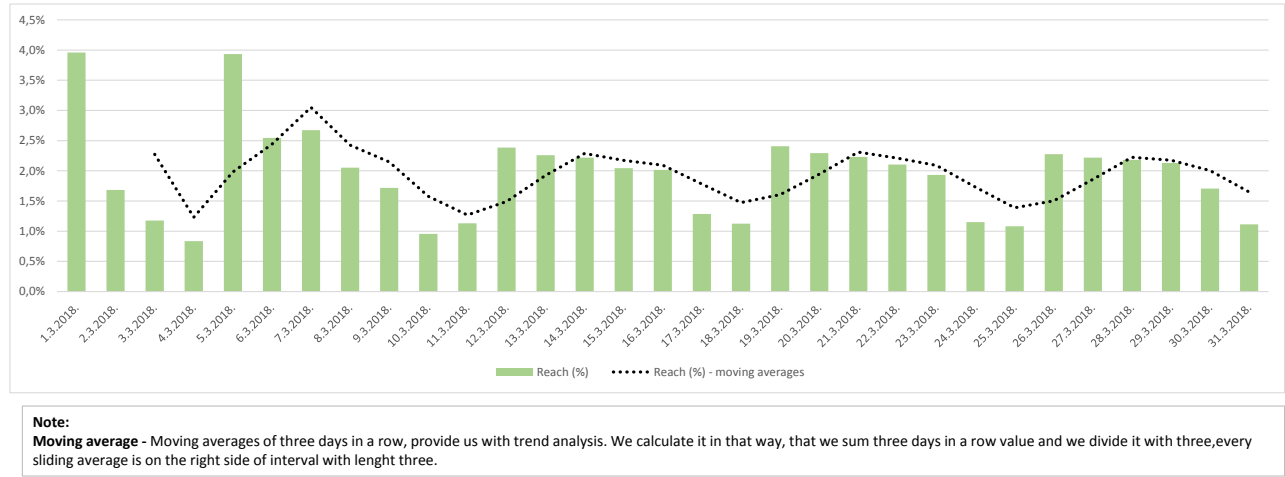
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2018. - 4.3.2018.	769 839	68 163	5,3%	88 156	11,3	1,3
5.3.2018. - 11.3.2018.	659 450	128 124	9,9%	209 588	5,1	1,6
12.3.2018. - 18.3.2018.	443 535	112 712	8,7%	186 442	3,9	1,7
19.3.2018. - 25.3.2018.	438 129	111 376	8,6%	183 904	3,9	1,7
26.3.2018. - 31.3.2018.	384 136	105 308	8,1%	162 512	3,6	1,5

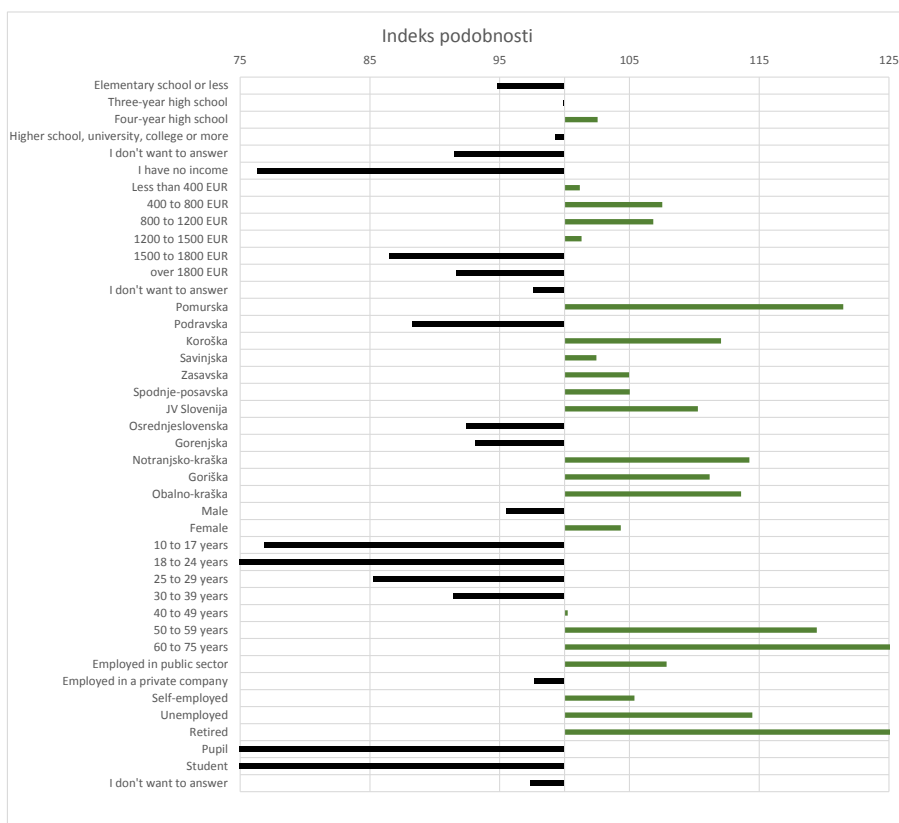
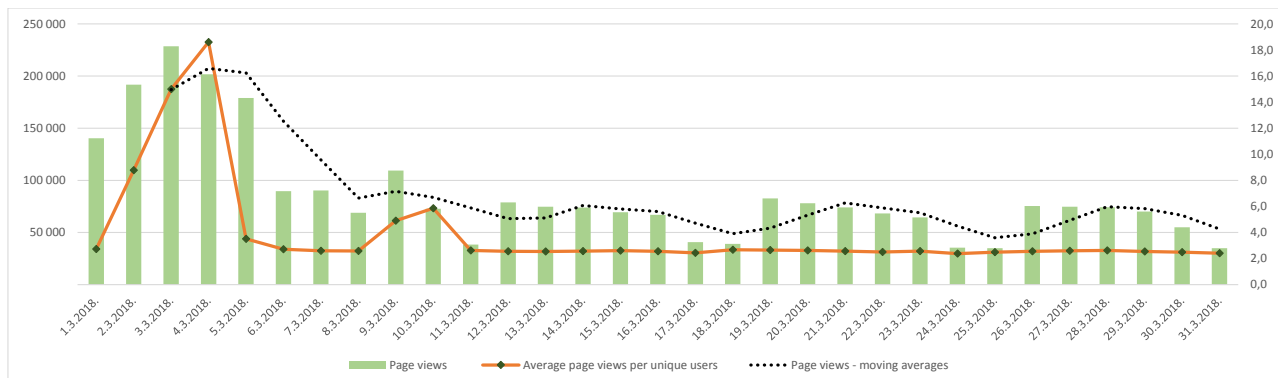
Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2018. - 31.3.2018.	2 729 373	278 992	21,5%	841 247	9,8	3,0

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,0%	95	17,9%
	Three-year high school	12,8%	100	10,1%
	Four-year high school	43,2%	103	49,6%
	Higher school, university, college or more	29,1%	99	21,5%
	I don't want to answer	1,0%	92	0,8%
Personal income	I have no income	8,7%	76	7,4%
	Less than 400 EUR	10,9%	101	11,8%
	400 to 800 EUR	28,1%	108	30,3%
	800 to 1200 EUR	26,9%	107	31,2%
	1200 to 1500 EUR	8,3%	101	6,0%
	1500 to 1800 EUR	3,8%	86	3,2%
	over 1800 EUR	4,5%	92	3,9%
	I don't want to answer	8,7%	98	6,2%
Region	Pomurska	7,7%	121	11,5%
	Podravska	14,1%	88	19,3%
	Koroška	3,7%	112	2,7%
	Savinjska	13,1%	102	13,9%
	Zasavska	2,6%	105	1,7%
	Spodnje-posavska	3,0%	105	2,5%
	JV Slovenija	7,4%	110	6,0%
	Osrednjeslovenska	25,3%	92	23,9%
	Gorenjska	9,0%	93	7,9%
	Notranjsko-kraška	2,6%	114	1,7%
	Goriška	6,4%	111	5,5%
	Obalno-kraška	5,3%	114	3,5%
Gender	Male	46,7%	95	53,5%
	Female	53,3%	104	46,5%
Age	10 to 17 years	2,5%	77	1,9%
	18 to 24 years	8,7%	73	4,9%
	25 to 29 years	7,4%	85	4,8%
	30 to 39 years	21,8%	91	29,8%
	40 to 49 years	22,8%	100	19,0%
	50 to 59 years	20,3%	119	20,1%
	60 to 75 years	16,1%	132	19,1%
Employment status	Employed in public sector	16,5%	108	12,6%
	Employed in a private company	37,5%	98	41,9%
	Self-employed	9,5%	105	13,0%
	Unemployed	8,5%	114	11,3%
	Retired	15,0%	131	13,8%
	Pupil	4,4%	69	2,8%
	Student	7,3%	68	3,5%
	I don't want to answer	1,2%	97	1,0%





Legend and notes:**Description of MOSS measurement:**

MOSS certificate relating to the period from 01.03. to 31.03.2018. 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 01.03. to 31.03.2018. 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),