



Website: Itis.si

Provider:

Company: TSmedia, d.o.o.

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City: 1000 Ljubljana

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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: May 2018

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2018.	29 422	11 582	0,9%	12 905	2,5	1,1
2.5.2018.	36 901	15 229	1,2%	16 145	2,4	1,1
3.5.2018.	74 321	29 298	2,3%	31 937	2,5	1,1
4.5.2018.	69 064	26 957	2,1%	29 412	2,6	1,1
5.5.2018.	39 898	15 548	1,2%	17 156	2,6	1,1
6.5.2018.	35 460	14 080	1,1%	14 687	2,5	1,0
7.5.2018.	79 674	31 260	2,4%	33 979	2,5	1,1
8.5.2018.	76 612	29 552	2,3%	32 137	2,6	1,1
9.5.2018.	73 341	28 948	2,2%	31 533	2,5	1,1
10.5.2018.	71 656	28 652	2,2%	31 264	2,5	1,1
11.5.2018.	64 646	26 721	2,1%	29 191	2,4	1,1
12.5.2018.	37 115	15 101	1,2%	16 538	2,5	1,1
13.5.2018.	35 336	13 831	1,1%	14 500	2,6	1,0
14.5.2018.	84 057	32 935	2,5%	35 802	2,6	1,1
15.5.2018.	78 869	30 863	2,4%	33 618	2,6	1,1
16.5.2018.	73 881	29 607	2,3%	32 234	2,5	1,1
17.5.2018.	71 933	28 632	2,2%	31 130	2,5	1,1
18.5.2018.	63 777	25 793	2,0%	28 145	2,5	1,1
19.5.2018.	33 888	13 894	1,1%	15 665	2,4	1,1
20.5.2018.	35 245	14 374	1,1%	15 518	2,5	1,1
21.5.2018.	74 532	30 443	2,3%	33 102	2,4	1,1
22.5.2018.	77 871	30 557	2,4%	33 253	2,5	1,1
23.5.2018.	74 073	29 407	2,3%	32 065	2,5	1,1
24.5.2018.	70 599	28 774	2,2%	31 389	2,5	1,1
25.5.2018.	62 440	25 858	2,0%	28 337	2,4	1,1
26.5.2018.	34 077	13 214	1,0%	15 119	2,6	1,1
27.5.2018.	33 162	12 396	1,0%	13 888	2,7	1,1
28.5.2018.	75 625	30 979	2,4%	33 669	2,4	1,1
29.5.2018.	72 319	29 233	2,3%	31 828	2,5	1,1
30.5.2018.	72 561	29 379	2,3%	32 003	2,5	1,1
31.5.2018.	71 228	29 206	2,3%	31 739	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
1.5.2018. - 6.5.2018.	285 288	78 306	6,0%	122 302	3,6	1,6
7.5.2018. - 13.5.2018.	438 381	113 471	8,7%	189 105	3,9	1,7
14.5.2018. - 20.5.2018.	441 713	115 213	8,9%	191 961	3,8	1,7
21.5.2018. - 27.5.2018.	426 779	111 270	8,6%	187 195	3,8	1,7
28.5.2018. - 31.5.2018.	291 670	99 734	7,7%	129 194	2,9	1,3

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2018. - 1.5.2018.	1 883 875	270 434	20,8%	819 837	7,0	3,0

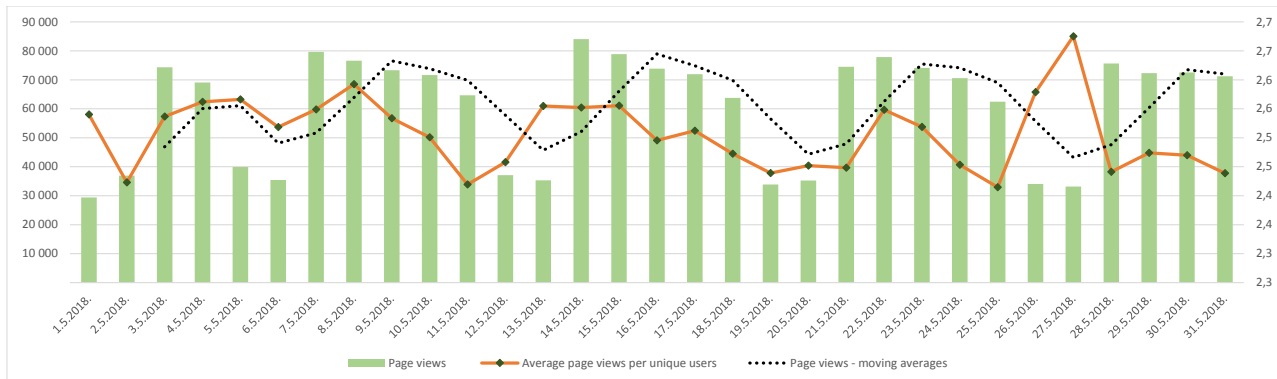
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,6%	89	9,7%	
	Three-year high school	12,6%	97	9,4%	
	Four-year high school	44,1%	106	61,4%	
	Higher school, university, college or more	28,6%	98	18,7%	
	I don't want to answer	1,0%	94	0,7%	
Personal income	I have no income	10,2%	88	16,4%	
	Less than 400 EUR	10,5%	94	5,7%	
	400 to 800 EUR	26,7%	104	21,9%	
	800 to 1200 EUR	26,5%	105	39,0%	
	1200 to 1500 EUR	8,1%	99	6,0%	
	1500 to 1800 EUR	4,1%	95	2,3%	
	over 1800 EUR	4,8%	92	2,2%	
Region	I don't want to answer	9,1%	106	6,4%	
	Pomurska	7,1%	114	6,3%	
	Podravska	16,1%	102	35,5%	
	Koroška	3,4%	96	3,0%	
	Savinjska	12,6%	99	8,6%	
	Zasavska	2,4%	100	1,3%	
	Spodnje-posavska	2,9%	98	5,4%	
	JV Slovenija	7,2%	109	6,3%	
	Osrednjeslovenska	25,5%	94	18,2%	
	Gorenjska	9,0%	90	6,3%	
	Notranjsko-kraška	2,5%	113	1,3%	
	Goriška	6,3%	111	4,5%	
	Obalno-kraška	5,0%	108	3,2%	
	Gender	Male	45,8%	93	53,4%
		Female	54,2%	107	46,6%
Age	10 to 17 years	2,8%	70	1,9%	
	18 to 24 years	9,4%	78	14,7%	
	25 to 29 years	8,1%	88	8,6%	
	30 to 39 years	22,1%	92	29,2%	
	40 to 49 years	23,1%	104	15,5%	
	50 to 59 years	20,2%	122	15,7%	
Employment status	60 to 75 years	14,1%	120	14,2%	
	Employed in public sector	15,2%	103	9,6%	
	Employed in a private company	39,5%	102	46,3%	
	Self-employed	9,1%	100	8,7%	
	Unemployed	8,2%	113	6,1%	
	Retired	13,9%	122	12,2%	
	Pupil	5,3%	73	3,9%	
	Student	7,7%	75	12,3%	
	I don't want to answer	1,1%	102	0,9%	



### 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.

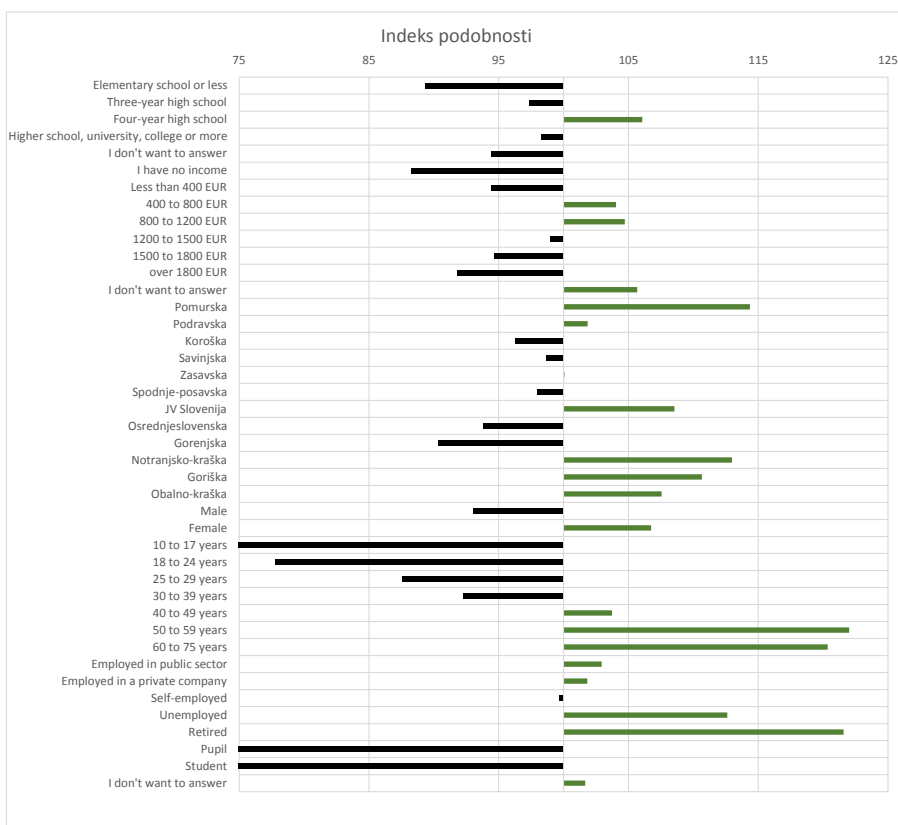


**Note:**

**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 1.5. to 31.5.2018. 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 1.5. to 31.5.2018. 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), meaning that at least 80 visitors visited chosen web site and that they have fulfilled MOSS questionnaire on at least one web site that is participating in MOSS.