



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: July 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2018.	32 072	12 852	1,0%	14 161	2,5	1,1
2.7.2018.	71 604	28 785	2,2%	31 517	2,5	1,1
3.7.2018.	68 133	27 513	2,1%	30 117	2,5	1,1
4.7.2018.	68 901	26 842	2,1%	29 436	2,6	1,1
5.7.2018.	65 633	25 977	2,0%	28 420	2,5	1,1
6.7.2018.	62 019	26 532	2,0%	26 781	2,3	1,0
7.7.2018.	33 081	12 916	1,0%	14 883	2,6	1,2
8.7.2018.	31 482	12 816	1,0%	13 916	2,5	1,1
9.7.2018.	71 039	28 305	2,2%	31 000	2,5	1,1
10.7.2018.	67 986	26 561	2,0%	29 069	2,6	1,1
11.7.2018.	70 682	26 900	2,1%	29 334	2,6	1,1
12.7.2018.	67 303	25 167	1,9%	27 569	2,7	1,1
13.7.2018.	62 279	24 053	1,8%	26 389	2,6	1,1
14.7.2018.	32 365	12 807	1,0%	14 968	2,5	1,2
15.7.2018.	31 113	12 355	0,9%	13 537	2,5	1,1
16.7.2018.	68 881	27 733	2,1%	30 366	2,5	1,1
17.7.2018.	65 202	26 767	2,1%	29 341	2,4	1,1
18.7.2018.	62 638	27 813	2,1%	27 827	2,3	1,0
19.7.2018.	59 765	24 430	1,9%	26 777	2,4	1,1
20.7.2018.	54 992	22 836	1,8%	24 979	2,4	1,1
21.7.2018.	33 536	13 086	1,0%	15 302	2,6	1,2
22.7.2018.	33 074	13 338	1,0%	14 689	2,5	1,1
23.7.2018.	70 830	28 178	2,2%	30 846	2,5	1,1
24.7.2018.	62 561	25 226	1,9%	27 633	2,5	1,1
25.7.2018.	58 858	24 421	1,9%	26 771	2,4	1,1
26.7.2018.	58 548	23 774	1,8%	25 976	2,5	1,1
27.7.2018.	53 743	23 668	1,8%	24 060	2,3	1,0
28.7.2018.	31 122	12 376	0,9%	14 164	2,5	1,1
29.7.2018.	29 805	11 517	0,9%	12 975	2,6	1,1
30.7.2018.	64 594	28 707	2,2%	28 827	2,3	1,0
31.7.2018.	59 114	24 409	1,9%	26 721	2,4	1,1

Weekly reach (Slovenian visitors)

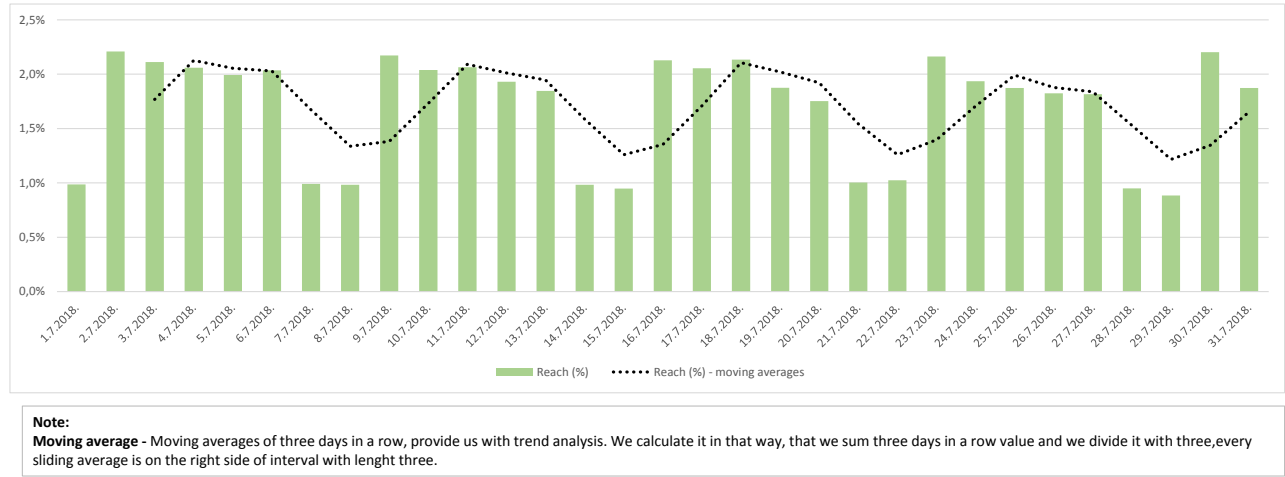
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2018.	32 072	12 852	1,0%	14 161	2,5	1,1
2.7.2018. - 8.7.2018.	400 965	101 436	7,8%	175 035	4,0	1,7
9.7.2018. - 15.7.2018.	402 985	99 449	7,6%	171 732	4,1	1,7
16.7.2018. - 22.7.2018.	378 277	97 330	7,5%	169 334	3,9	1,7
23.7.2018. - 29.7.2018.	365 739	93 724	7,2%	162 525	3,9	1,7
30.7.2018. - 31.7.2018.	123 708	49 829	3,8%	55 547	2,5	1,1

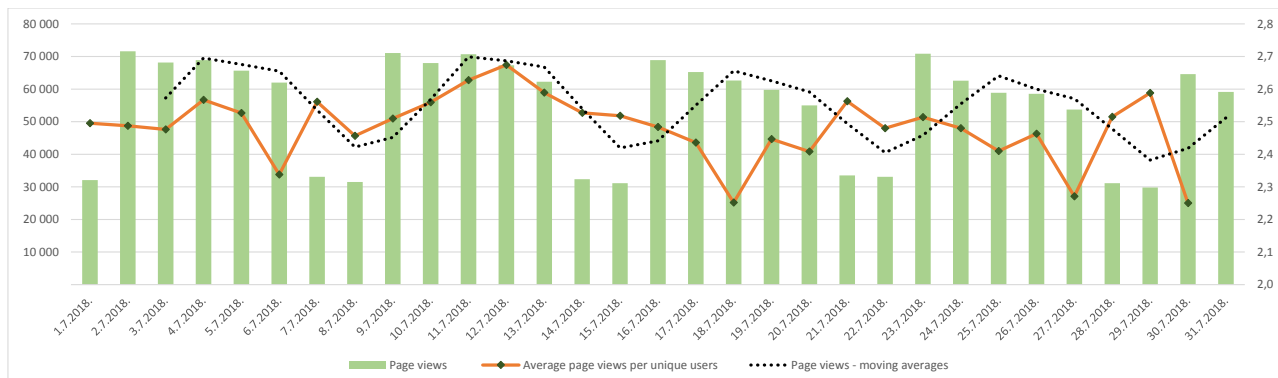
Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2018. - 30.7.2018.	1 703 917	241 719	18,5%	748 263	7,0	3,1

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,6%	97	7,0%
	Three-year high school	12,8%	99	9,3%
	Four-year high school	44,2%	106	67,1%
	Higher school, university, college or more	27,5%	94	16,4%
	I don't want to answer	0,9%	94	0,4%
Personal income	I have no income	10,7%	97	7,5%
	Less than 400 EUR	10,0%	91	5,4%
	400 to 800 EUR	27,7%	107	22,2%
	800 to 1200 EUR	25,6%	101	50,9%
	1200 to 1500 EUR	8,5%	100	4,8%
	1500 to 1800 EUR	4,2%	97	2,1%
	over 1800 EUR	4,3%	79	2,4%
	I don't want to answer	9,1%	106	4,7%
Region	Pomurska	8,1%	131	5,9%
	Podravska	14,7%	94	32,8%
	Koroška	3,9%	111	2,2%
	Savinjska	12,9%	102	7,8%
	Zasavska	2,4%	103	1,6%
	Spodnje-posavska	3,5%	116	8,1%
	JV Slovenija	6,5%	99	4,1%
	Osrednjeslovenska	25,1%	92	23,1%
	Gorenjska	9,9%	99	5,7%
	Notranjsko-kraška	2,2%	104	1,3%
	Goriška	5,9%	100	3,6%
	Obalno-kraška	4,8%	102	3,7%
Gender	Male	44,6%	91	61,7%
	Female	55,4%	109	38,3%
Age	10 to 17 years	3,2%	86	1,1%
	18 to 24 years	9,9%	85	6,8%
	25 to 29 years	8,2%	88	9,7%
	30 to 39 years	20,9%	87	41,3%
	40 to 49 years	22,2%	99	13,2%
	50 to 59 years	20,5%	122	15,2%
	60 to 75 years	14,8%	123	12,1%
Employment status	Employed in public sector	14,5%	98	9,2%
	Employed in a private company	38,4%	99	57,5%
	Self-employed	9,4%	101	7,9%
	Unemployed	8,2%	111	5,5%
	Retired	14,1%	120	11,7%
	Pupil	5,5%	81	1,8%
	Student	8,8%	88	6,2%
	I don't want to answer	1,1%	100	0,4%



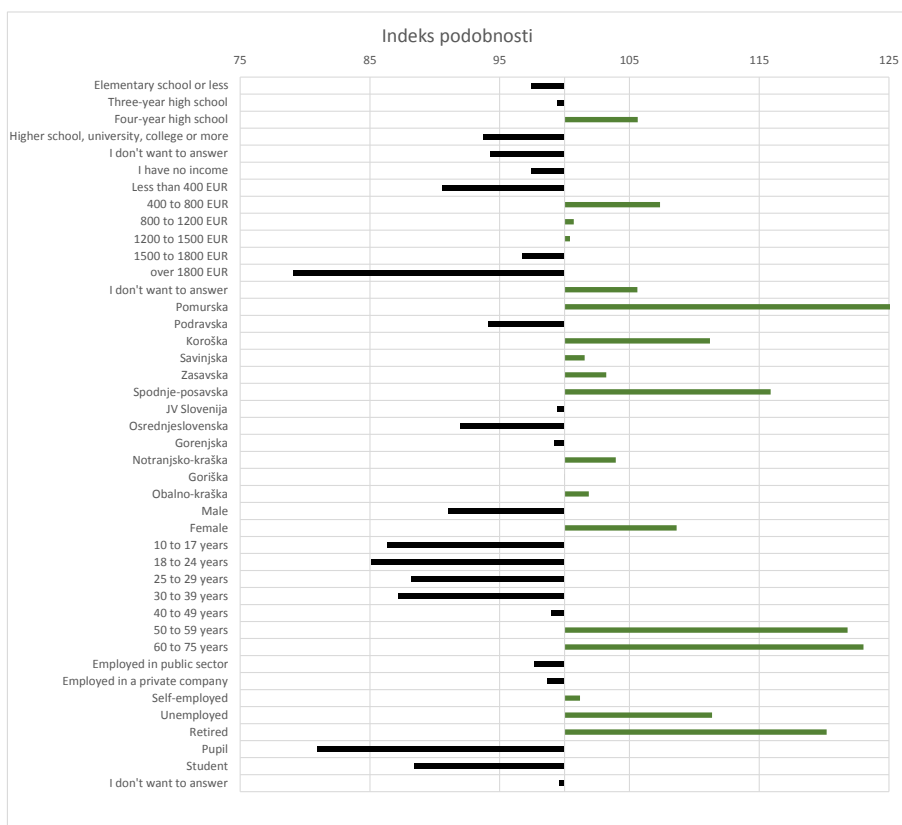


Note:

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 1.7. to 31.7.2018. 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 1.7. to 31.7.2018. 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.