



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:

On September 11, 2018 due to a technical failure, data was not measured on any website included in the MOSS survey.

Period: September 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2018.	40 399	15 773	1,2%	17 654	2,6	1,1
2.9.2018.	38 317	14 957	1,1%	16 651	2,6	1,1
3.9.2018.	75 421	31 797	2,4%	34 818	2,4	1,1
4.9.2018.	73 470	29 873	2,3%	32 606	2,5	1,1
5.9.2018.	68 743	28 220	2,2%	30 805	2,4	1,1
6.9.2018.	64 759	27 176	2,1%	29 633	2,4	1,1
7.9.2018.	61 695	28 293	2,2%	28 316	2,2	1,0
8.9.2018.	35 022	13 523	1,0%	15 678	2,6	1,2
9.9.2018.	33 548	12 869	1,0%	14 445	2,6	1,1
10.9.2018.	74 268	30 490	2,3%	33 356	2,4	1,1
11.9.2018.			0,0%		0,0	0,0
12.9.2018.	51 112	21 315	1,6%	23 151	2,4	1,1
13.9.2018.	64 388	26 522	2,0%	29 007	2,4	1,1
14.9.2018.	59 248	24 505	1,9%	26 855	2,4	1,1
15.9.2018.	33 724	13 334	1,0%	15 237	2,5	1,1
16.9.2018.	33 159	13 067	1,0%	14 537	2,5	1,1
17.9.2018.	72 872	30 403	2,3%	33 158	2,4	1,1
18.9.2018.	70 428	28 503	2,2%	31 119	2,5	1,1
19.9.2018.	70 830	28 481	2,2%	31 138	2,5	1,1
20.9.2018.	67 120	26 973	2,1%	29 521	2,5	1,1
21.9.2018.	60 875	27 355	2,1%	27 426	2,2	1,0
22.9.2018.	38 141	15 204	1,2%	16 641	2,5	1,1
23.9.2018.	35 339	13 948	1,1%	15 287	2,5	1,1
24.9.2018.	76 711	31 325	2,4%	34 228	2,4	1,1
25.9.2018.	72 129	28 855	2,2%	31 452	2,5	1,1
26.9.2018.	70 753	28 351	2,2%	30 968	2,5	1,1
27.9.2018.	66 017	26 698	2,0%	29 196	2,5	1,1
28.9.2018.	62 569	26 598	2,0%	29 118	2,4	1,1
29.9.2018.	34 806	13 970	1,1%	15 964	2,5	1,1
30.9.2018.	33 385	13 357	1,0%	14 723	2,5	1,1

Weekly reach (Slovenian visitors)

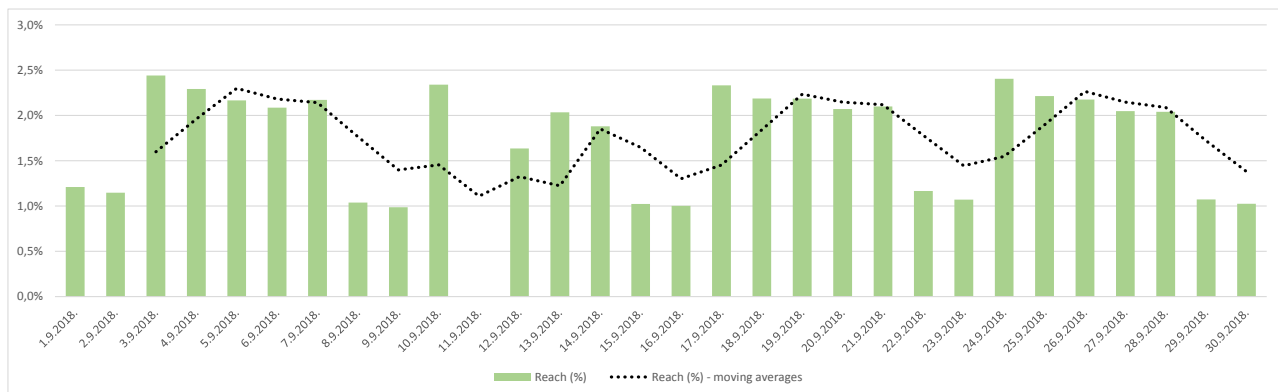
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2018. - 2.9.2018.	78 715	28 139	2,2%	34 304	2,8	1,2
3.9.2018. - 9.9.2018.	412 751	109 293	8,4%	186 419	3,8	1,7
10.9.2018. - 16.9.2018.	315 912	85 684	6,6%	142 157	3,7	1,7
17.9.2018. - 23.9.2018.	415 667	107 714	8,3%	184 369	3,9	1,7
24.9.2018. - 30.9.2018.	416 413	109 151	8,4%	185 596	3,8	1,7

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2018. - 30.9.2018.	1 639 508	244 624	18,8%	732 866	6,7	3,0

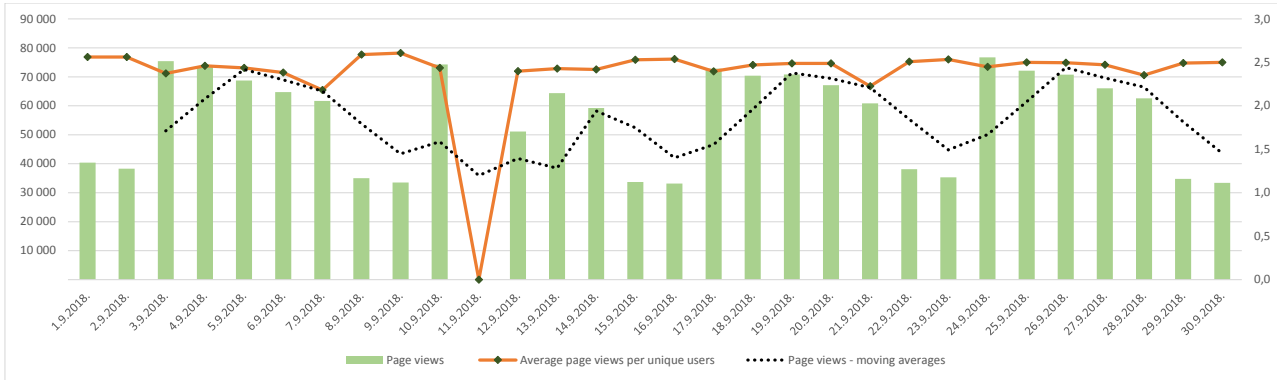
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,6%	88	10,1%	
	Three-year high school	12,7%	99	10,1%	
	Four-year high school	43,3%	104	55,6%	
	Higher school, university, college or more	29,5%	101	23,4%	
	I don't want to answer	0,9%	87	0,7%	
Personal income	I have no income	9,0%	81	6,1%	
	Less than 400 EUR	10,4%	93	9,5%	
	400 to 800 EUR	28,6%	113	28,7%	
	800 to 1200 EUR	25,9%	101	34,2%	
	1200 to 1500 EUR	7,5%	91	6,3%	
	1500 to 1800 EUR	4,7%	101	3,8%	
	over 1800 EUR	5,4%	98	4,2%	
	I don't want to answer	8,6%	101	7,3%	
Region	Pomurska	7,2%	120	6,7%	
	Podravska	15,9%	102	21,0%	
	Koroška	4,2%	112	3,4%	
	Savinjska	12,7%	99	8,8%	
	Zasavska	2,2%	99	1,2%	
	Spodnje-posavska	4,1%	136	4,4%	
	JV Slovenija	6,8%	104	6,5%	
	Osrednjeslovenska	23,4%	85	26,5%	
	Gorenjska	10,1%	100	8,2%	
	Notranjsko-kraška	2,1%	100	1,7%	
	Goriška	6,6%	118	7,1%	
	Obalno-kraška	4,8%	97	4,4%	
	Gender	Male	43,5%	89	47,5%
		Female	56,5%	111	52,5%
Age	10 to 17 years	3,1%	73	1,8%	
	18 to 24 years	9,2%	74	6,3%	
	25 to 29 years	9,3%	99	9,3%	
	30 to 39 years	21,1%	89	30,6%	
	40 to 49 years	23,5%	106	18,5%	
	50 to 59 years	19,7%	119	19,4%	
	60 to 75 years	13,8%	121	13,8%	
Employment status	Employed in public sector	15,3%	105	12,1%	
	Employed in a private company	39,3%	100	44,2%	
	Self-employed	9,0%	98	10,9%	
	Unemployed	8,5%	120	7,4%	
	Retired	14,3%	124	15,6%	
	Pupil	4,2%	58	2,0%	
	Student	8,2%	81	6,9%	
	I don't want to answer	1,1%	103	0,8%	

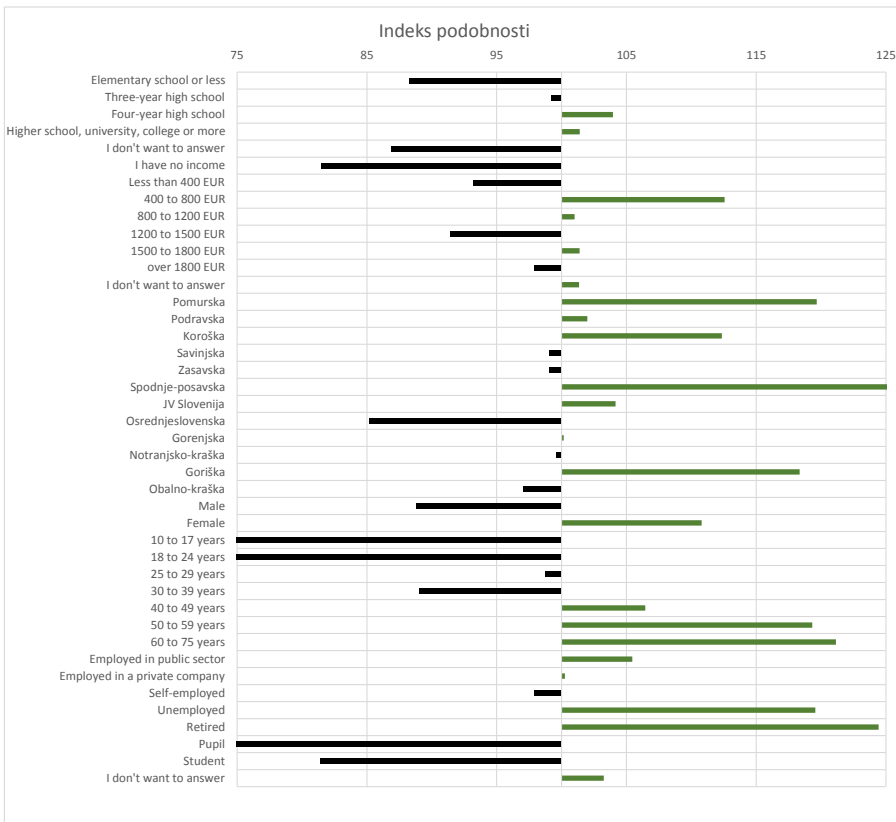


Note:

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 1.9. to 30.9.2018. 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 1.9. to 30.9.2018. 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.