



Website: Itis.si

Provider:

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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: November 2018

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018.	36 673	13 964	1,1%	15 384	2,6	1,1
2.11.2018.	58 651	24 682	1,9%	25 859	2,4	1,0
3.11.2018.	37 687	13 995	1,1%	15 788	2,7	1,1
4.11.2018.	37 944	14 673	1,1%	15 595	2,6	1,1
5.11.2018.	78 650	31 765	2,4%	34 762	2,5	1,1
6.11.2018.	73 539	29 139	2,2%	31 763	2,5	1,1
7.11.2018.	70 668	28 552	2,2%	31 150	2,5	1,1
8.11.2018.	67 293	27 041	2,1%	29 397	2,5	1,1
9.11.2018.	62 054	25 010	1,9%	27 312	2,5	1,1
10.11.2018.	35 579	14 191	1,1%	15 846	2,5	1,1
11.11.2018.	36 557	14 122	1,1%	15 591	2,6	1,1
12.11.2018.	75 762	30 025	2,3%	32 809	2,5	1,1
13.11.2018.	70 765	27 901	2,1%	30 485	2,5	1,1
14.11.2018.	70 435	27 500	2,1%	30 055	2,6	1,1
15.11.2018.	65 574	26 113	2,0%	28 529	2,5	1,1
16.11.2018.	58 038	24 093	1,8%	26 333	2,4	1,1
17.11.2018.	33 193	13 546	1,0%	15 408	2,5	1,1
18.11.2018.	32 340	13 427	1,0%	14 768	2,4	1,1
19.11.2018.	69 240	28 839	2,2%	31 507	2,4	1,1
20.11.2018.	71 130	28 139	2,1%	30 538	2,5	1,1
21.11.2018.	70 130	27 842	2,1%	30 312	2,5	1,1
22.11.2018.	66 389	26 348	2,0%	28 774	2,5	1,1
23.11.2018.	59 950	24 690	1,9%	26 812	2,4	1,1
24.11.2018.	37 273	13 980	1,1%	15 899	2,7	1,1
25.11.2018.	35 851	14 179	1,1%	15 503	2,5	1,1
26.11.2018.	78 193	30 822	2,4%	33 661	2,5	1,1
27.11.2018.	72 402	27 883	2,1%	30 366	2,6	1,1
28.11.2018.	68 910	26 919	2,1%	29 384	2,6	1,1
29.11.2018.	65 398	25 327	1,9%	27 666	2,6	1,1
30.11.2018.	58 454	23 798	1,8%	26 021	2,5	1,1

## Weekly reach (Slovenian visitors)

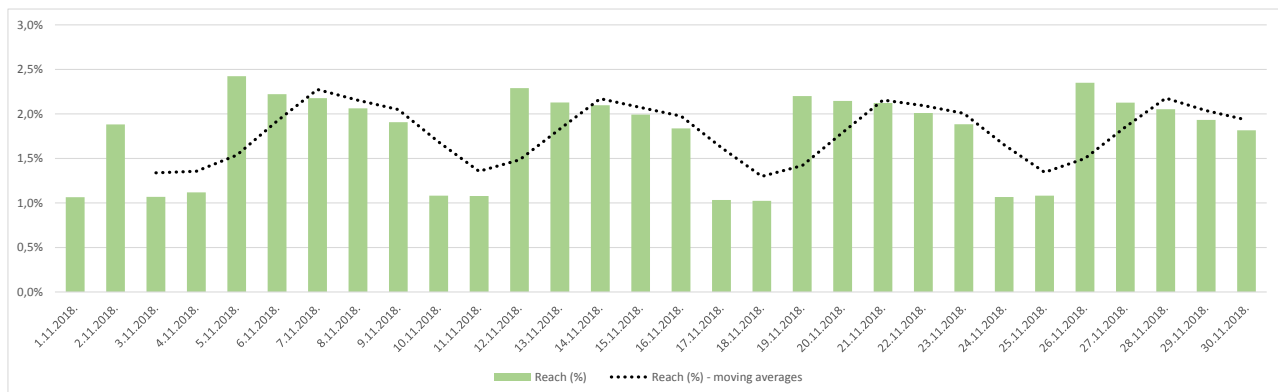
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018. - 4.11.2018.	171 006	51 573	3,9%	72 726	3,3	1,4
5.11.2018. - 11.11.2018.	424 433	110 391	8,4%	185 878	3,8	1,7
12.11.2018. - 18.11.2018.	406 111	103 908	7,9%	178 161	3,9	1,7
19.11.2018. - 25.11.2018.	409 901	107 672	8,2%	179 370	3,8	1,7
26.11.2018. - 30.11.2018.	343 377	101 846	7,8%	147 081	3,4	1,4

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018. - 30.11.2018.	1 754 760	253 533	19,3%	763 240	6,9	3,0

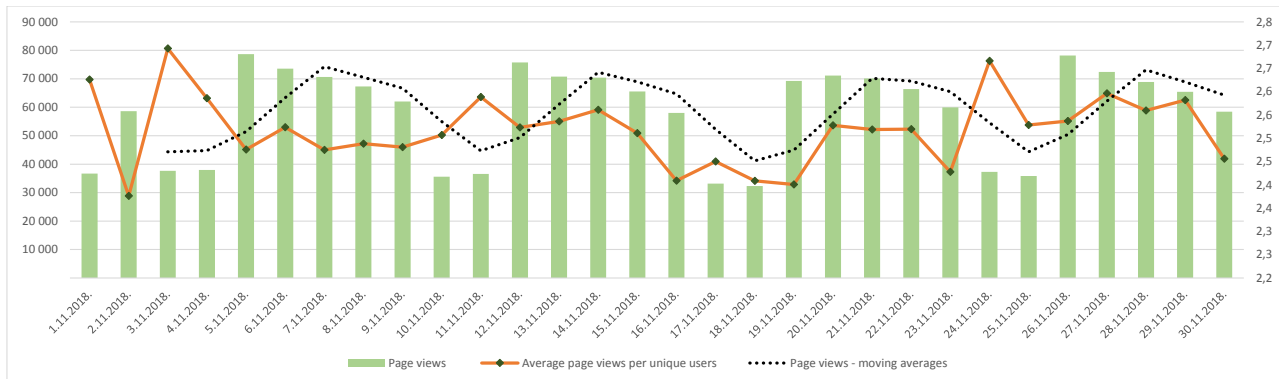
## Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,4%	85	11,7%	
	Three-year high school	13,4%	103	13,9%	
	Four-year high school	42,3%	102	45,9%	
	Higher school, university, college or more	29,7%	103	27,5%	
	I don't want to answer	1,1%	117	1,0%	
Personal income	I have no income	8,1%	72	8,0%	
	Less than 400 EUR	10,5%	94	8,7%	
	400 to 800 EUR	27,7%	110	28,7%	
	800 to 1200 EUR	26,1%	102	28,8%	
	1200 to 1500 EUR	8,3%	100	7,4%	
	1500 to 1800 EUR	5,0%	113	4,3%	
	over 1800 EUR	4,8%	87	3,6%	
	I don't want to answer	9,4%	112	10,5%	
Region	Pomurska	6,5%	113	6,7%	
	Podravska	17,2%	108	17,6%	
	Koroška	4,2%	113	3,5%	
	Savinjska	12,5%	97	11,6%	
	Zasavska	2,1%	96	1,3%	
	Spodnje-posavska	3,3%	101	3,1%	
	JV Slovenija	6,6%	102	5,7%	
	Osrednjeslovenska	24,4%	91	27,6%	
	Gorenjska	8,7%	85	8,0%	
	Notranjsko-kraška	2,2%	107	2,0%	
	Goriška	7,6%	134	8,0%	
	Obalno-kraška	4,7%	96	4,7%	
	Gender	Male	45,7%	93	46,6%
		Female	54,3%	107	53,4%
Age	10 to 17 years	3,3%	69	2,6%	
	18 to 24 years	9,9%	74	8,4%	
	25 to 29 years	7,6%	83	7,7%	
	30 to 39 years	23,0%	95	23,7%	
	40 to 49 years	22,1%	103	20,9%	
	50 to 59 years	19,4%	121	19,6%	
	60 to 75 years	14,7%	134	16,9%	
Employment status	Employed in public sector	15,5%	109	13,8%	
	Employed in a private company	38,4%	98	40,1%	
	Self-employed	9,4%	104	10,4%	
	Unemployed	7,3%	104	7,7%	
	Retired	14,9%	133	15,4%	
	Pupil	5,2%	70	4,0%	
	Student	7,8%	73	7,3%	
	I don't want to answer	1,4%	131	1,3%	

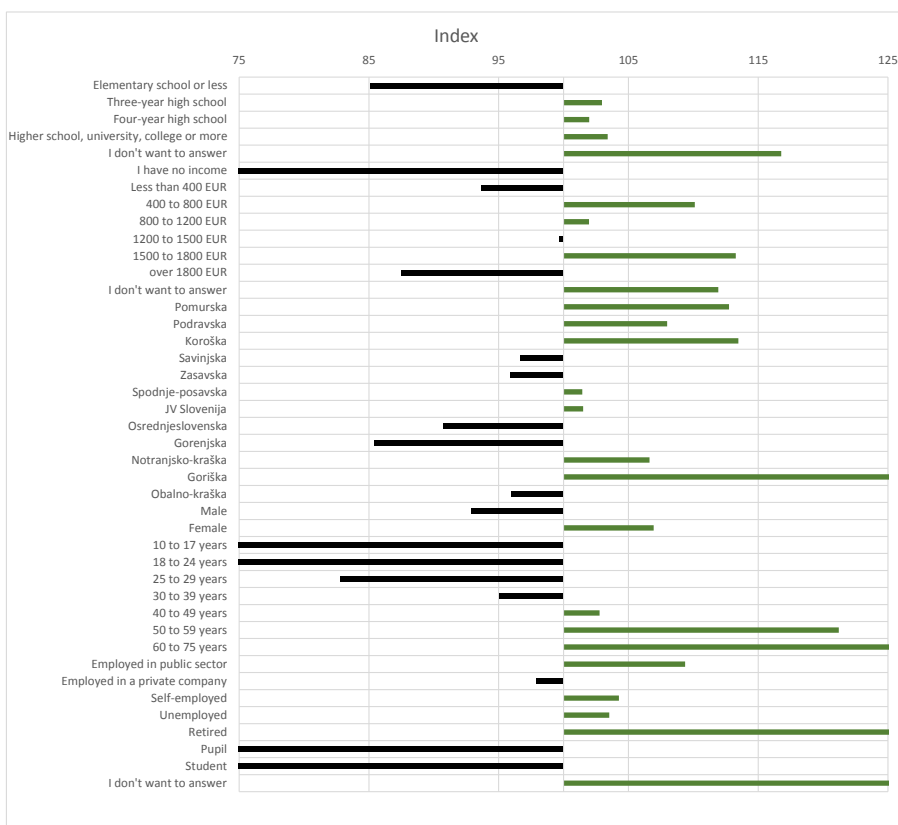


### Note:

**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 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 1.11. to 30.11.2018. 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 1.11. to 30.11.2018. 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.