



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: December 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2018.	33 692	13 511	1,0%	15 201	2,5	1,1
2.12.2018.	34 037	14 524	1,1%	15 370	2,3	1,1
3.12.2018.	75 830	29 946	2,3%	32 637	2,5	1,1
4.12.2018.	71 521	27 046	2,1%	29 465	2,6	1,1
5.12.2018.	69 868	26 126	2,0%	28 478	2,7	1,1
6.12.2018.	66 568	25 628	2,0%	27 910	2,6	1,1
7.12.2018.	62 391	23 439	1,8%	25 699	2,7	1,1
8.12.2018.	37 643	13 666	1,0%	15 637	2,8	1,1
9.12.2018.	36 207	14 489	1,1%	15 271	2,5	1,1
10.12.2018.	74 312	29 684	2,3%	32 419	2,5	1,1
11.12.2018.	70 876	27 923	2,1%	30 473	2,5	1,1
12.12.2018.	69 199	27 489	2,1%	29 993	2,5	1,1
13.12.2018.	68 828	26 278	2,0%	28 701	2,6	1,1
14.12.2018.	63 863	24 336	1,9%	26 613	2,6	1,1
15.12.2018.	40 283	13 660	1,0%	15 990	2,9	1,2
16.12.2018.	44 859	15 094	1,2%	16 425	3,0	1,1
17.12.2018.	89 274	34 401	2,6%	34 408	2,6	1,0
18.12.2018.	93 229	33 133	2,5%	33 525	2,8	1,0
19.12.2018.	102 441	34 428	2,6%	35 509	3,0	1,0
20.12.2018.	107 835	34 812	2,7%	35 785	3,1	1,0
21.12.2018.	89 491	30 338	2,3%	31 329	2,9	1,0
22.12.2018.	53 708	15 881	1,2%	19 100	3,4	1,2
23.12.2018.	42 600	13 646	1,0%	16 069	3,1	1,2
24.12.2018.	54 964	21 987	1,7%	23 477	2,5	1,1
25.12.2018.	34 185	11 478	0,9%	13 363	3,0	1,2
26.12.2018.	41 272	14 832	1,1%	16 602	2,8	1,1
27.12.2018.	66 101	26 158	2,0%	27 202	2,5	1,0
28.12.2018.	57 756	23 064	1,8%	23 968	2,5	1,0
29.12.2018.	37 832	13 871	1,1%	15 711	2,7	1,1
30.12.2018.	34 122	12 455	0,9%	14 081	2,7	1,1
31.12.2018.	41 052	17 181	1,3%	18 259	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
1.12.2018. - 2.12.2018.	67 729	25 794	2,0%	30 571	2,6	1,2
3.12.2018. - 9.12.2018.	420 047	103 667	7,9%	175 082	4,1	1,7
10.12.2018. - 16.12.2018.	432 247	106 625	8,1%	180 812	4,1	1,7
17.12.2018. - 23.12.2018.	578 641	113 089	8,6%	205 569	5,1	1,8
24.12.2018. - 30.12.2018.	326 375	72 765	5,5%	134 513	4,5	1,8
31.12.2018.	41 052	17 181	1,3%	18 259	2,4	1,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2018. - 31.12.2018.	1 866 654	238 903	18,2%	743 205	7,8	3,1

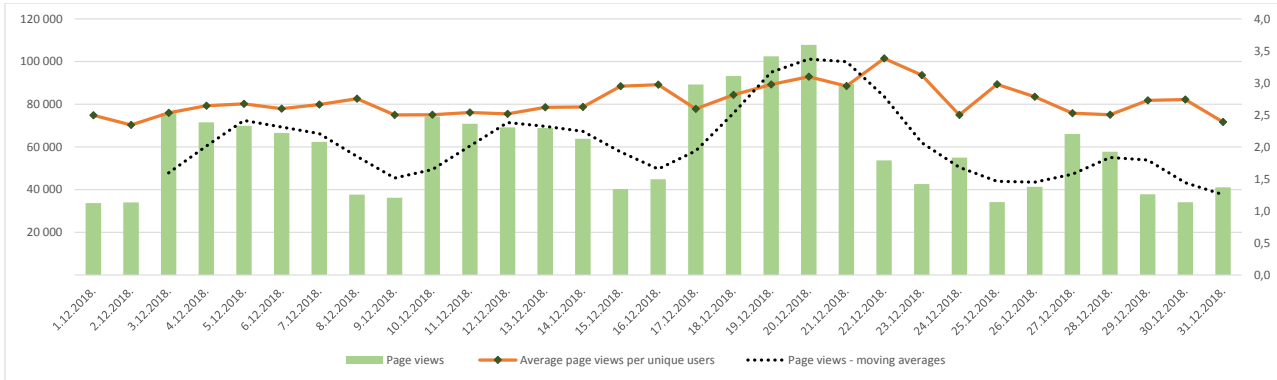
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,8%	94	14,4%
	Three-year high school	13,9%	107	14,3%
	Four-year high school	42,2%	101	44,1%
	Higher school, university, college or more	28,1%	98	26,4%
	I don't want to answer	1,0%	105	0,7%
Personal income	I have no income	9,2%	82	7,2%
	Less than 400 EUR	10,4%	92	14,3%
	400 to 800 EUR	26,8%	107	26,0%
	800 to 1200 EUR	26,1%	102	30,2%
	1200 to 1500 EUR	8,6%	102	6,6%
	1500 to 1800 EUR	4,2%	95	3,5%
	over 1800 EUR	5,1%	90	3,1%
	I don't want to answer	9,6%	114	9,0%
Region	Pomurska	6,3%	108	7,5%
	Podravska	16,0%	101	20,3%
	Koroška	3,9%	106	3,4%
	Savinjska	13,2%	104	15,5%
	Zasavska	2,2%	99	2,2%
	Spodnje-posavska	3,5%	108	4,4%
	JV Slovenija	6,1%	93	5,4%
	Osrednjeslovenska	25,3%	94	21,7%
	Gorenjska	9,4%	94	7,9%
	Notranjsko-kraška	2,0%	99	1,7%
	Goriška	7,2%	124	6,5%
	Obalno-kraška	4,8%	98	3,5%
	Gender	Male	46,7%	95
Female		53,3%	105	52,2%
Age	10 to 17 years	3,5%	102	1,9%
	18 to 24 years	9,3%	71	9,1%
	25 to 29 years	6,8%	75	5,8%
	30 to 39 years	21,2%	90	25,3%
	40 to 49 years	22,5%	102	18,3%
	50 to 59 years	20,2%	122	19,0%
	60 to 75 years	15,9%	131	20,0%
Employment status	Employed in public sector	14,2%	100	11,7%
	Employed in a private company	39,4%	100	41,9%
	Self-employed	9,0%	101	7,6%
	Unemployed	7,5%	109	7,7%
	Retired	15,2%	134	18,9%
	Pupil	6,0%	80	4,4%
	Student	7,8%	72	7,0%
	I don't want to answer	0,9%	83	0,6%

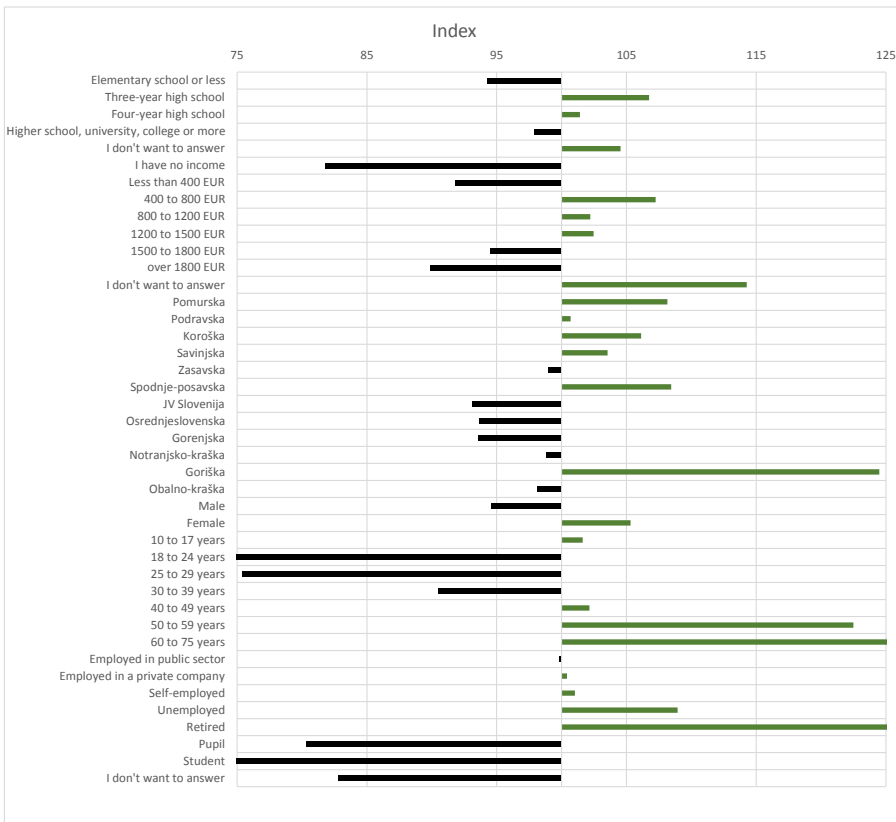


Note:

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 1.12. to 31.12.2018. 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 1.12. to 31.12.2018. 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.