



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: January 2019

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2019.	34 231	11 176	0,8%	13 292	3,1	1,2
2.1.2019.	43 421	15 474	1,2%	17 526	2,8	1,1
3.1.2019.	73 843	29 264	2,2%	32 054	2,5	1,1
4.1.2019.	67 226	25 893	2,0%	28 319	2,6	1,1
5.1.2019.	40 235	15 773	1,2%	17 263	2,6	1,1
6.1.2019.	35 515	13 729	1,0%	14 632	2,6	1,1
7.1.2019.	76 465	30 435	2,3%	33 183	2,5	1,1
8.1.2019.	73 512	28 568	2,2%	31 114	2,6	1,1
9.1.2019.	71 269	27 777	2,1%	30 339	2,6	1,1
10.1.2019.	66 224	26 159	2,0%	28 558	2,5	1,1
11.1.2019.	59 876	24 130	1,8%	26 363	2,5	1,1
12.1.2019.	45 980	18 565	1,4%	19 271	2,5	1,0
13.1.2019.	35 369	13 215	1,0%	14 809	2,7	1,1
14.1.2019.	71 764	28 882	2,2%	31 483	2,5	1,1
15.1.2019.	70 319	27 618	2,1%	30 072	2,5	1,1
16.1.2019.	69 174	27 855	2,1%	30 259	2,5	1,1
17.1.2019.	66 921	26 419	2,0%	28 777	2,5	1,1
18.1.2019.	61 884	24 558	1,9%	26 824	2,5	1,1
19.1.2019.	37 102	13 898	1,1%	16 050	2,7	1,2
20.1.2019.	34 997	13 733	1,0%	15 265	2,5	1,1
21.1.2019.	76 903	29 345	2,2%	32 048	2,6	1,1
22.1.2019.	67 565	27 366	2,1%	29 786	2,5	1,1
23.1.2019.	65 410	26 766	2,0%	29 089	2,4	1,1
24.1.2019.	66 582	26 065	2,0%	28 390	2,6	1,1
25.1.2019.	61 266	24 279	1,8%	26 615	2,5	1,1
26.1.2019.	36 085	14 318	1,1%	16 120	2,5	1,1
27.1.2019.	34 927	13 793	1,0%	15 330	2,5	1,1
28.1.2019.	75 038	30 378	2,3%	33 173	2,5	1,1
29.1.2019.	69 099	28 154	2,1%	30 688	2,5	1,1
30.1.2019.	68 571	27 684	2,1%	30 228	2,5	1,1
31.1.2019.	64 953	26 288	2,0%	28 744	2,5	1,1

## Weekly reach (Slovenian visitors)

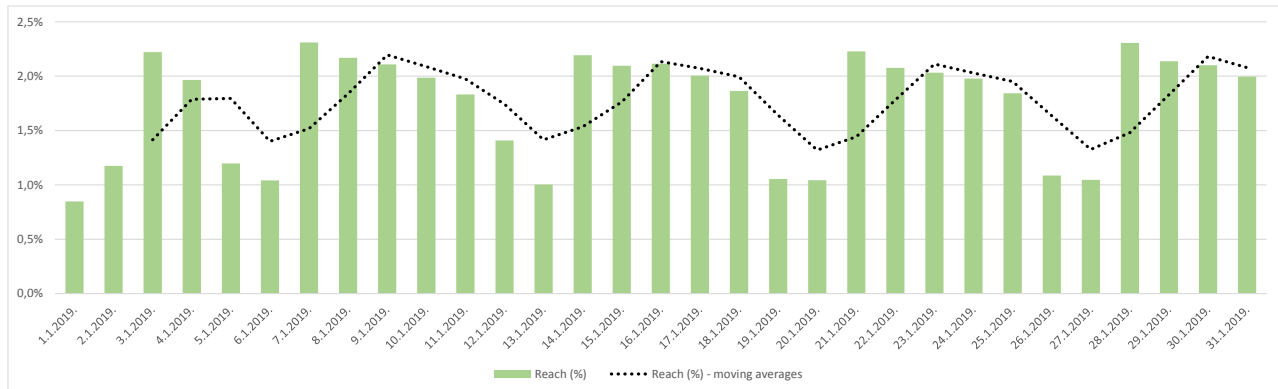
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2019. - 6.1.2019.	294 650	79 011	6,0%	123 345	3,7	1,6
7.1.2019. - 13.1.2019.	428 918	114 130	8,7%	183 878	3,8	1,6
14.1.2019. - 20.1.2019.	412 220	110 737	8,4%	178 758	3,7	1,6
21.1.2019. - 27.1.2019.	408 752	109 143	8,3%	177 275	3,7	1,6
28.1.2019. - 31.1.2019.	277 661	94 843	7,2%	122 833	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
1.1.2019. - 31.1.2019.	1 822 199	271 289	20,6%	786 295	6,7	2,9

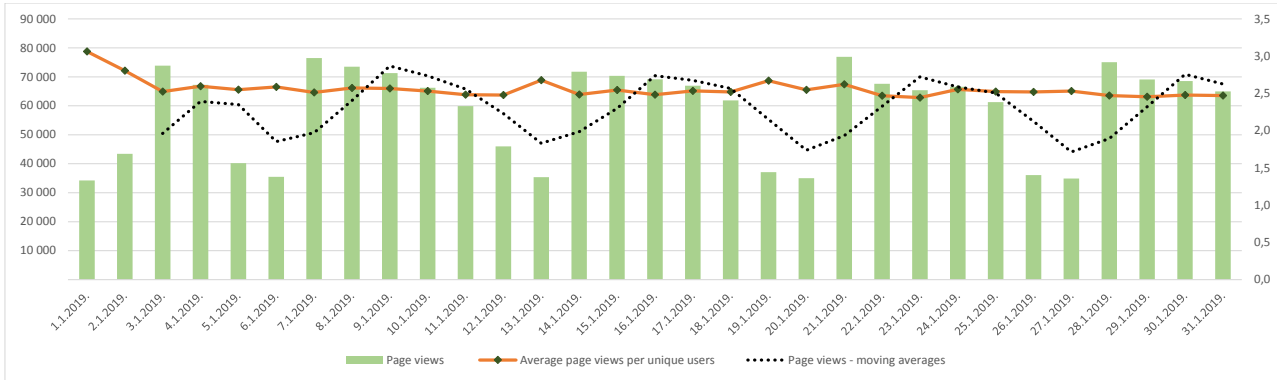
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	15,2%	98	16,4%
	Three-year high school	13,4%	104	13,2%
	Four-year high school	42,2%	101	41,9%
	Higher school, university, college or more	28,5%	98	27,8%
	I don't want to answer	0,7%	73	0,6%
Personal income	I have no income	9,4%	84	9,0%
	Less than 400 EUR	10,8%	96	11,8%
	400 to 800 EUR	26,2%	105	28,3%
	800 to 1200 EUR	26,3%	102	28,2%
	1200 to 1500 EUR	8,5%	101	7,4%
	1500 to 1800 EUR	5,2%	117	4,9%
	over 1800 EUR	4,7%	85	3,1%
	I don't want to answer	8,9%	104	7,3%
Region	Pomurska	6,9%	120	8,1%
	Podravska	15,6%	98	15,1%
	Koroška	3,6%	96	4,2%
	Savinjska	13,6%	104	13,8%
	Zasavska	2,1%	92	1,7%
	Spodnje-posavska	3,3%	104	3,4%
	JV Slovenija	6,6%	100	6,6%
	Osrednjeslovenska	27,4%	101	27,7%
	Gorenjska	9,2%	93	7,7%
	Notranjsko-kraška	1,9%	92	1,6%
	Goriška	5,7%	101	6,8%
	Obalno-kraška	4,2%	88	3,3%
	Gender	Male	47,0%	97
Female		53,0%	103	53,0%
Age	10 to 17 years	3,1%	92	3,0%
	18 to 24 years	9,3%	72	7,2%
	25 to 29 years	7,8%	86	6,1%
	30 to 39 years	21,6%	92	23,1%
	40 to 49 years	21,7%	98	18,5%
	50 to 59 years	20,5%	123	23,1%
	60 to 75 years	15,4%	129	18,2%
Employment status	Employed in public sector	14,1%	99	11,6%
	Employed in a private company	39,1%	99	40,0%
	Self-employed	10,0%	111	11,5%
	Unemployed	7,9%	116	8,0%
	Retired	14,6%	130	17,2%
	Pupil	5,4%	72	4,6%
	Student	8,0%	73	6,5%
	I don't want to answer	1,0%	92	0,6%

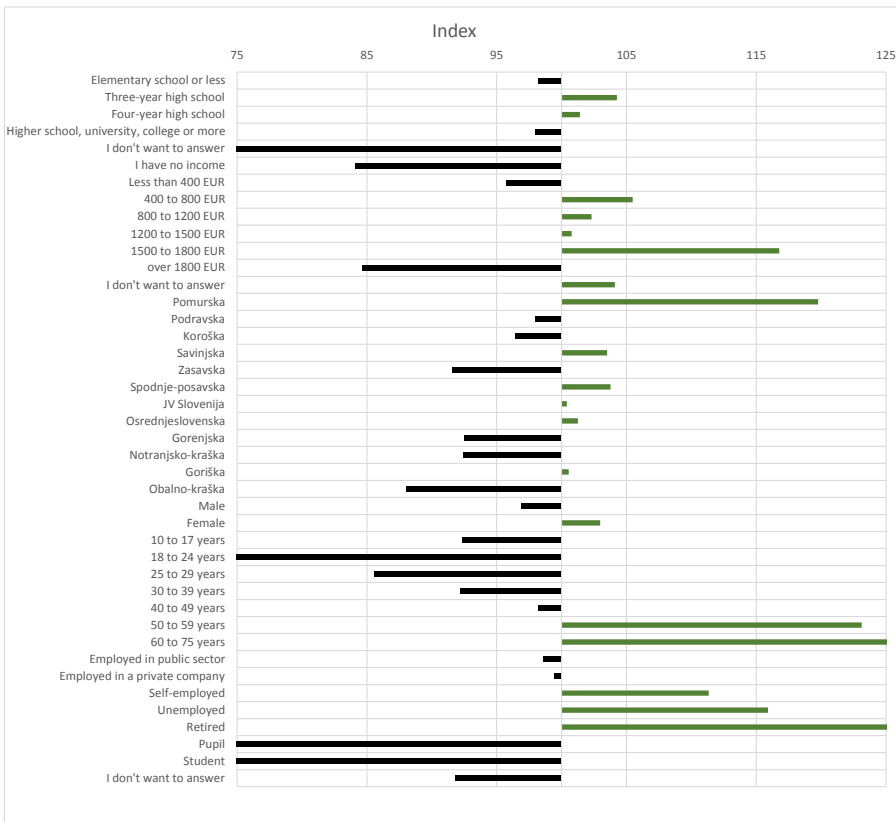


### Note:

**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 1.1. to 31.1.2019. 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 1.1. to 31.1.2019. 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.