



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: February 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2019.	57 785	23 968	1,8%	26 200	2,4	1,1
2.2.2019.	35 386	14 140	1,1%	16 071	2,5	1,1
3.2.2019.	36 087	13 934	1,1%	15 393	2,6	1,1
4.2.2019.	72 118	29 183	2,2%	31 897	2,5	1,1
5.2.2019.	75 643	28 404	2,2%	30 950	2,7	1,1
6.2.2019.	66 633	26 488	2,0%	28 817	2,5	1,1
7.2.2019.	59 384	23 716	1,8%	25 875	2,5	1,1
8.2.2019.	33 522	12 806	1,0%	14 926	2,6	1,2
9.2.2019.	34 089	13 263	1,0%	15 039	2,6	1,1
10.2.2019.	36 262	14 848	1,1%	16 229	2,4	1,1
11.2.2019.	72 201	29 362	2,2%	32 119	2,5	1,1
12.2.2019.	69 316	27 524	2,1%	29 916	2,5	1,1
13.2.2019.	67 399	26 741	2,0%	29 146	2,5	1,1
14.2.2019.	61 122	24 765	1,9%	27 008	2,5	1,1
15.2.2019.	57 201	23 117	1,8%	25 211	2,5	1,1
16.2.2019.	33 002	12 762	1,0%	14 738	2,6	1,2
17.2.2019.	32 258	11 896	0,9%	13 504	2,7	1,1
18.2.2019.	69 154	27 862	2,1%	30 267	2,5	1,1
19.2.2019.	66 905	26 068	2,0%	28 428	2,6	1,1
20.2.2019.	64 069	25 603	1,9%	27 891	2,5	1,1
21.2.2019.	62 774	24 831	1,9%	27 106	2,5	1,1
22.2.2019.	56 069	22 419	1,7%	24 453	2,5	1,1
23.2.2019.	34 173	12 823	1,0%	14 816	2,7	1,2
24.2.2019.	34 238	12 793	1,0%	14 367	2,7	1,1
25.2.2019.	66 631	27 114	2,1%	29 667	2,5	1,1
26.2.2019.	65 915	25 921	2,0%	28 329	2,5	1,1
27.2.2019.	61 668	24 388	1,9%	26 628	2,5	1,1
28.2.2019.	56 994	23 044	1,7%	25 220	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
1.2.2019. - 3.2.2019.	129 284	47 575	3,6%	57 700	2,7	1,2
4.2.2019. - 10.2.2019.	377 864	100 821	7,7%	163 711	3,7	1,6
11.2.2019. - 17.2.2019.	392 536	105 648	8,0%	171 695	3,7	1,6
18.2.2019. - 24.2.2019.	387 456	104 550	7,9%	167 390	3,7	1,6
25.2.2019. - 28.2.2019.	251 206	84 289	6,4%	109 838	3,0	1,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2019. - 28.2.2019.	1 538 398	246 185	18,7%	670 310	6,2	2,7

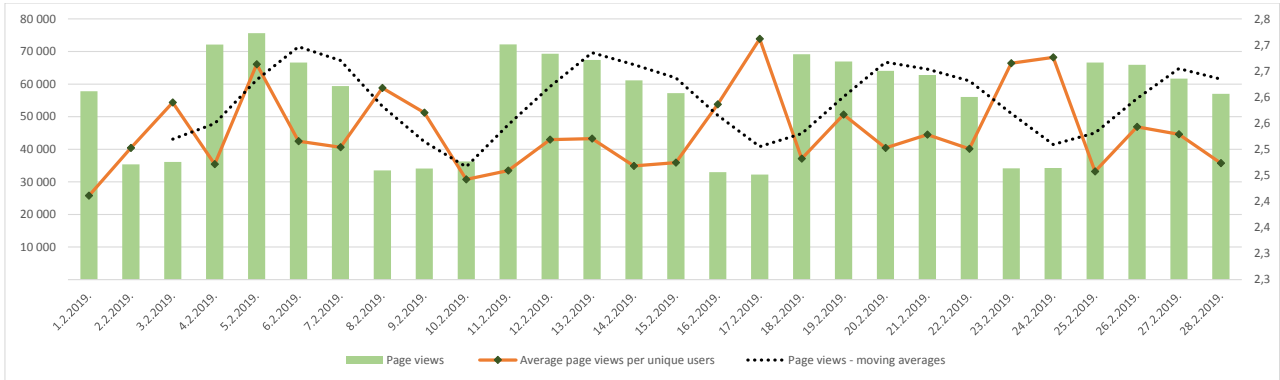
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,3%	86	11,3%
	Three-year high school	14,1%	108	14,5%
	Four-year high school	42,2%	101	42,5%
	Higher school, university, college or more	29,5%	102	31,0%
	I don't want to answer	1,0%	95	0,7%
Personal income	I have no income	9,2%	81	7,5%
	Less than 400 EUR	9,3%	84	12,6%
	400 to 800 EUR	27,1%	109	27,2%
	800 to 1200 EUR	27,5%	107	30,8%
	1200 to 1500 EUR	8,3%	100	6,9%
	1500 to 1800 EUR	4,8%	108	3,6%
	over 1800 EUR	4,7%	83	3,3%
Region	I don't want to answer	9,1%	106	8,1%
	Pomurska	8,2%	137	8,9%
	Podravska	13,9%	88	14,0%
	Koroška	3,8%	99	3,0%
	Savinjska	14,0%	109	18,2%
	Zasavska	1,8%	82	2,1%
	Spodnje-posavska	3,7%	119	3,3%
	JV Slovenija	5,9%	90	5,0%
	Osrednjeslovenska	24,9%	92	25,7%
	Gorenjska	9,7%	97	8,0%
	Notranjsko-kraška	2,2%	108	1,7%
	Goriška	7,2%	127	6,9%
	Obalno-kraška	4,5%	94	3,3%
	Gender	Male	45,4%	93
Female		54,6%	106	52,4%
Age	10 to 17 years	2,5%	73	1,3%
	18 to 24 years	8,4%	65	5,8%
	25 to 29 years	8,3%	91	6,3%
	30 to 39 years	22,4%	96	28,0%
	40 to 49 years	22,7%	103	20,9%
	50 to 59 years	20,1%	120	21,0%
Employment status	60 to 75 years	15,1%	126	16,1%
	Employed in public sector	14,0%	98	12,4%
	Employed in a private company	41,4%	105	46,4%
	Self-employed	9,1%	102	9,3%
	Unemployed	8,0%	116	8,3%
	Retired	14,0%	126	14,4%
	Pupil	4,5%	60	2,6%
	Student	7,7%	71	5,5%
	I don't want to answer	1,3%	118	1,1%



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.

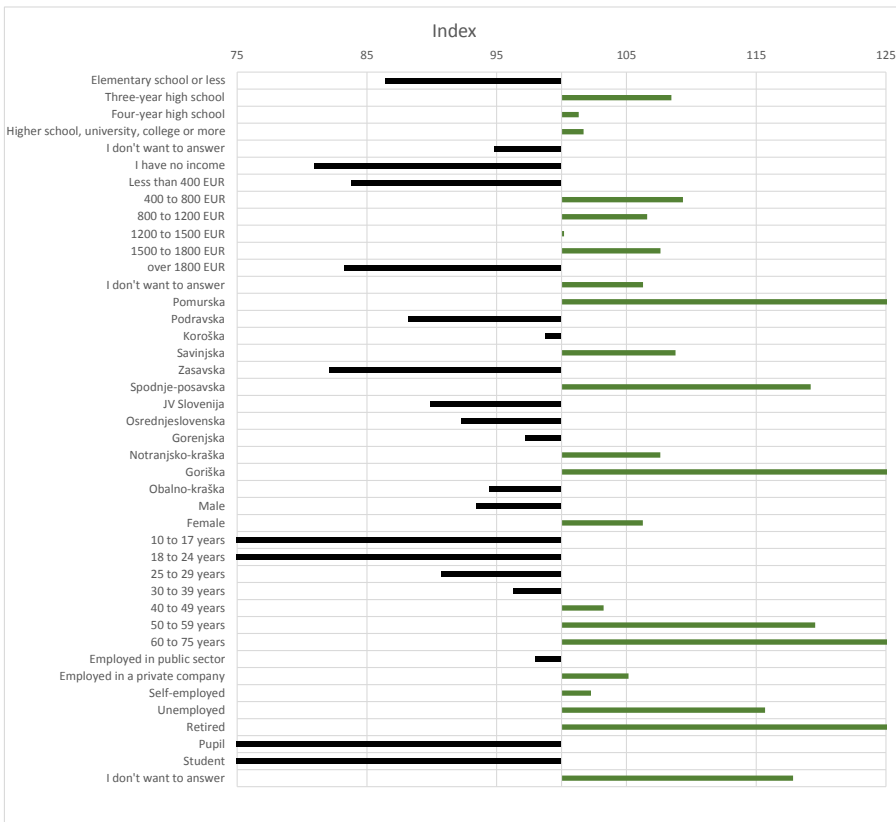


Note:

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 1.2. to 28.2.2019. 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 1.2. to 28.2.2019. 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.