



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: March 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2019.	54 057	21 939	1,7%	23 971	2,5	1,1
2.3.2019.	30 616	12 300	0,9%	14 118	2,5	1,1
3.3.2019.	31 828	12 172	0,9%	13 564	2,6	1,1
4.3.2019.	68 496	27 240	2,1%	29 610	2,5	1,1
5.3.2019.	64 383	25 601	1,9%	27 873	2,5	1,1
6.3.2019.	65 038	26 565	2,0%	28 966	2,4	1,1
7.3.2019.	61 953	25 095	1,9%	27 403	2,5	1,1
8.3.2019.	56 963	24 248	1,8%	24 329	2,3	1,0
9.3.2019.	32 161	12 865	1,0%	14 702	2,5	1,1
10.3.2019.	33 612	12 988	1,0%	14 559	2,6	1,1
11.3.2019.	69 827	28 208	2,1%	30 680	2,5	1,1
12.3.2019.	66 006	26 480	2,0%	28 894	2,5	1,1
13.3.2019.	65 302	26 235	2,0%	28 582	2,5	1,1
14.3.2019.	61 406	24 868	1,9%	27 094	2,5	1,1
15.3.2019.	55 402	22 440	1,7%	24 588	2,5	1,1
16.3.2019.	32 152	12 515	1,0%	14 657	2,6	1,2
17.3.2019.	32 963	12 723	1,0%	14 122	2,6	1,1
18.3.2019.	73 226	29 105	2,2%	31 881	2,5	1,1
19.3.2019.	65 797	25 427	1,9%	27 759	2,6	1,1
20.3.2019.	61 810	24 031	1,8%	26 260	2,6	1,1
21.3.2019.	58 057	22 173	1,7%	24 138	2,6	1,1
22.3.2019.	51 819	19 871	1,5%	21 797	2,6	1,1
23.3.2019.	27 590	11 150	0,8%	12 715	2,5	1,1
24.3.2019.	27 867	10 497	0,8%	11 753	2,7	1,1
25.3.2019.	63 878	25 387	1,9%	27 767	2,5	1,1
26.3.2019.	64 416	25 145	1,9%	27 309	2,6	1,1
27.3.2019.	66 373	25 093	1,9%	27 316	2,6	1,1
28.3.2019.	60 965	23 986	1,8%	26 193	2,5	1,1
29.3.2019.	51 813	21 342	1,6%	23 391	2,4	1,1
30.3.2019.	29 577	11 183	0,8%	13 037	2,6	1,2
31.3.2019.	26 873	10 211	0,8%	11 454	2,6	1,1

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2019. - 3.3.2019.	116 570	42 772	3,2%	51 677	2,7	1,2
4.3.2019. - 10.2.2019.	382 698	103 717	7,9%	167 422	3,7	1,6
11.3.2019. - 17.3.2019.	383 101	104 521	7,9%	168 604	3,7	1,6
18.3.2019. - 24.3.2019.	366 299	95 906	7,3%	156 249	3,8	1,6
25.3.2019. - 31.3.2019.	363 946	96 650	7,3%	156 424	3,8	1,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2019. - 31.3.2019.	1 612 684	245 592	18,6%	700 286	6,6	2,9

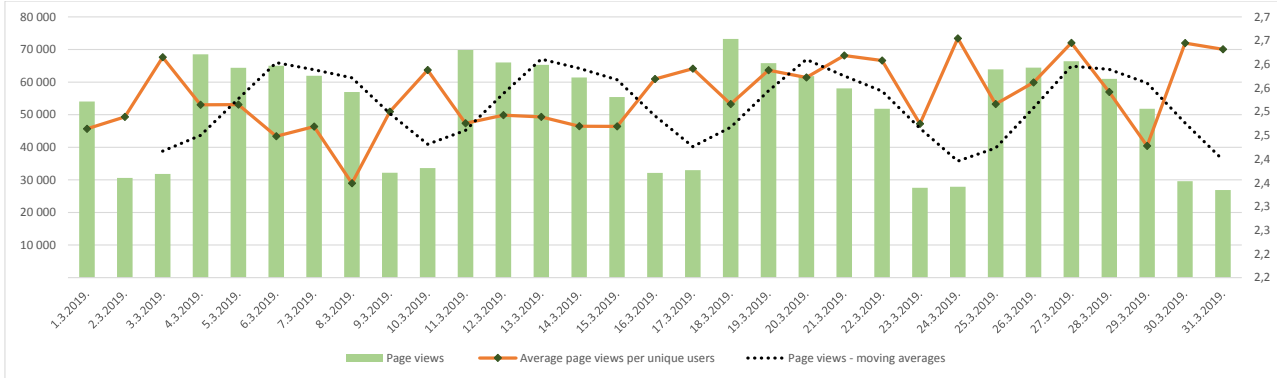
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,1%	90	26,4%	
	Three-year high school	13,6%	106	9,8%	
	Four-year high school	43,0%	103	35,9%	
	Higher school, university, college or more	28,5%	99	26,7%	
	I don't want to answer	0,9%	88	1,2%	
Personal income	I have no income	9,3%	82	4,6%	
	Less than 400 EUR	10,2%	90	11,0%	
	400 to 800 EUR	27,1%	108	40,2%	
	800 to 1200 EUR	26,3%	104	25,0%	
	1200 to 1500 EUR	8,2%	98	5,7%	
	1500 to 1800 EUR	4,9%	108	4,0%	
	over 1800 EUR	4,9%	86	3,0%	
Region	I don't want to answer	9,2%	108	6,7%	
	Pomurska	6,6%	111	7,9%	
	Podravska	15,6%	99	12,6%	
	Koroška	4,6%	118	2,9%	
	Savinjska	13,2%	102	14,2%	
	Zasavska	2,1%	93	1,2%	
	Spodnje-posavska	3,6%	116	3,5%	
	JV Slovenija	6,4%	96	20,0%	
	Osrednjeslovenska	24,2%	90	21,0%	
	Gorenjska	9,7%	98	6,9%	
	Notranjsko-kraška	2,3%	110	1,3%	
	Goriška	7,0%	121	6,0%	
	Obalno-kraška	4,7%	98	2,5%	
	Gender	Male	46,9%	97	55,9%
		Female	53,1%	103	44,1%
Age	10 to 17 years	1,9%	53	0,9%	
	18 to 24 years	10,8%	84	6,8%	
	25 to 29 years	6,6%	73	6,0%	
	30 to 39 years	21,5%	93	21,5%	
	40 to 49 years	23,4%	105	16,7%	
	50 to 59 years	21,1%	126	32,2%	
	60 to 75 years	14,4%	119	15,5%	
Employment status	Employed in public sector	15,7%	110	26,0%	
	Employed in a private company	40,2%	103	37,1%	
	Self-employed	8,7%	98	7,2%	
	Unemployed	8,0%	117	5,9%	
	Retired	13,6%	121	15,3%	
	Pupil	4,7%	61	2,5%	
	Student	7,8%	72	5,3%	
	I don't want to answer	1,2%	109	0,8%	

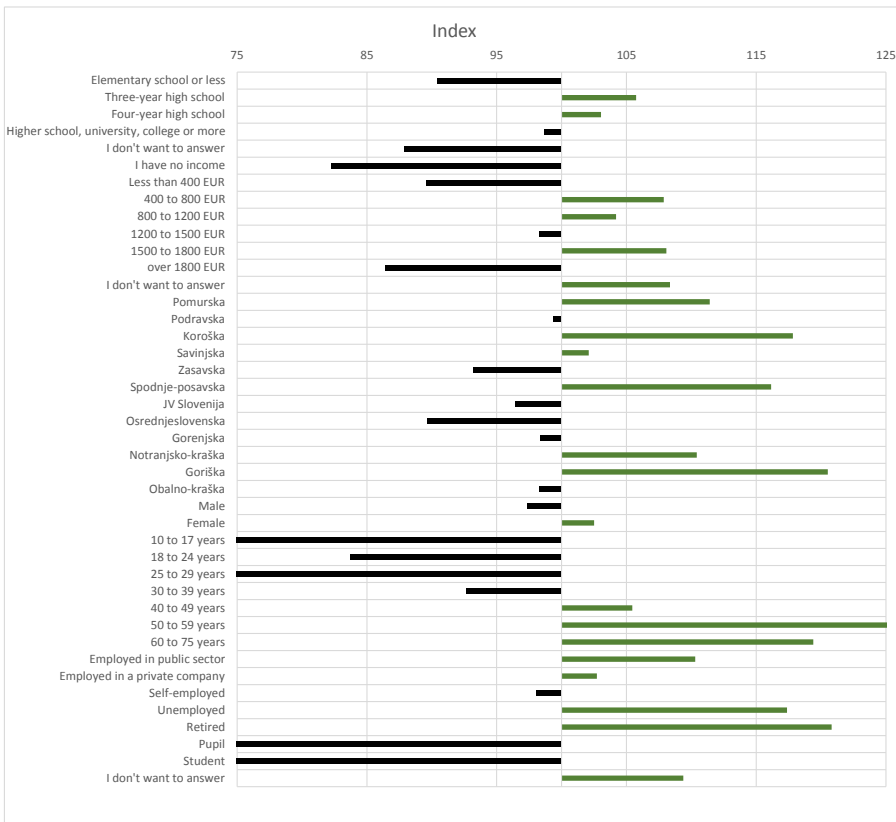


Note:

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 1.3. to 31.3.2019. 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 1.3. to 31.3.2019. 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.