



Website: Itis.si

Provider:

Company: TSmedia, d.o.o.

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City: 1000 Ljubljana

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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 izpostavitve v TIS-u se vsako leto odločijo tako velika kot srednja in mala podjetja.

## Comment:

Period: April 2019

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2019.	62 846	25 465	1,9%	27 660	2,5	1,1
2.4.2019.	61 657	23 981	1,8%	25 984	2,6	1,1
3.4.2019.	64 426	24 819	1,9%	26 914	2,6	1,1
4.4.2019.	66 670	24 830	1,9%	26 957	2,7	1,1
5.4.2019.	60 092	23 718	1,8%	25 708	2,5	1,1
6.4.2019.	33 149	13 367	1,0%	15 013	2,5	1,1
7.4.2019.	33 242	13 261	1,0%	14 517	2,5	1,1
8.4.2019.	72 181	27 643	2,1%	29 974	2,6	1,1
9.4.2019.	66 334	25 004	1,9%	27 129	2,7	1,1
10.4.2019.	64 537	25 167	1,9%	27 267	2,6	1,1
11.4.2019.	65 546	24 670	1,9%	26 744	2,7	1,1
12.4.2019.	59 885	22 350	1,7%	24 283	2,7	1,1
13.4.2019.	34 371	12 762	1,0%	14 480	2,7	1,1
14.4.2019.	35 074	13 341	1,0%	14 513	2,6	1,1
15.4.2019.	68 282	26 154	2,0%	28 503	2,6	1,1
16.4.2019.	65 994	24 112	1,8%	26 194	2,7	1,1
17.4.2019.	63 939	23 478	1,8%	25 582	2,7	1,1
18.4.2019.	58 695	22 538	1,7%	24 550	2,6	1,1
19.4.2019.	50 348	19 755	1,5%	21 543	2,5	1,1
20.4.2019.	25 427	10 146	0,8%	11 661	2,5	1,1
21.4.2019.	24 681	9 158	0,7%	10 558	2,7	1,2
22.4.2019.	29 887	11 112	0,8%	12 508	2,7	1,1
23.4.2019.	70 911	26 796	2,0%	29 165	2,6	1,1
24.4.2019.	65 065	25 597	1,9%	27 741	2,5	1,1
25.4.2019.	59 025	22 559	1,7%	24 463	2,6	1,1
26.4.2019.	51 868	20 727	1,6%	22 591	2,5	1,1
27.4.2019.	28 230	10 438	0,8%	12 185	2,7	1,2
28.4.2019.	31 525	11 538	0,9%	12 961	2,7	1,1
29.4.2019.	57 787	22 709	1,7%	24 814	2,5	1,1
30.4.2019.	44 597	18 267	1,4%	19 996	2,4	1,1

## Weekly reach (Slovenian visitors)

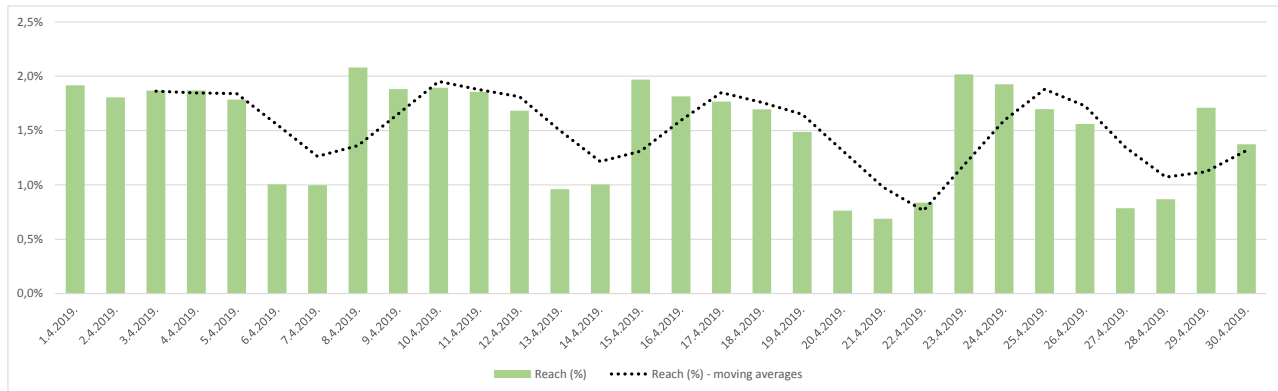
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2019. - 7.4.2019.	382 119	103 456	7,8%	162 621	3,7	1,6
8.4.2019. - 14.4.2019.	397 995	103 820	7,8%	164 389	3,8	1,6
15.4.2019. - 21.4.2019.	357 533	91 673	6,9%	148 366	3,9	1,6
22.4.2019. - 28.4.2019.	336 643	88 807	6,7%	141 638	3,8	1,6
29.4.2019. - 30.4.2019.	102 426	41 098	3,1%	44 804	2,5	1,1

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2019. - 30.4.2019.	1 576 719	237 219	17,9%	661 785	6,6	2,8

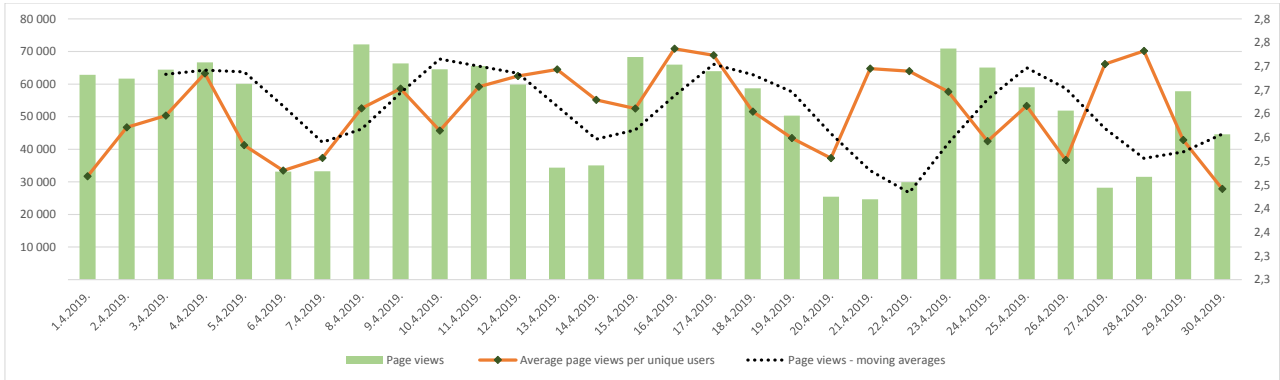
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,2%	90	14,6%
	Three-year high school	13,6%	102	13,2%
	Four-year high school	42,7%	102	41,9%
	Higher school, university, college or more	29,6%	102	29,5%
	I don't want to answer	0,8%	86	0,7%
Personal income	I have no income	9,4%	85	8,3%
	Less than 400 EUR	10,1%	95	13,7%
	400 to 800 EUR	25,5%	105	25,7%
	800 to 1200 EUR	27,0%	104	29,0%
	1200 to 1500 EUR	9,4%	107	7,5%
	1500 to 1800 EUR	5,0%	105	4,2%
	over 1800 EUR	5,1%	85	3,4%
	I don't want to answer	8,4%	99	8,3%
Region	Pomurska	6,5%	111	8,6%
	Podravska	16,1%	103	15,0%
	Koroška	3,7%	101	2,5%
	Savinjska	12,6%	96	14,0%
	Zasavska	2,7%	117	1,8%
	Spodnje-posavska	4,4%	136	5,6%
	JV Slovenija	6,4%	96	7,8%
	Osrednjeslovenska	24,8%	93	25,8%
	Gorenjska	9,9%	98	8,1%
	Notranjsko-kraška	2,2%	107	1,6%
	Goriška	6,4%	111	5,3%
	Obalno-kraška	4,3%	89	3,8%
	Gender	Male	47,1%	96
Female		52,9%	104	52,2%
Age	10 to 17 years	2,7%	79	1,4%
	18 to 24 years	9,8%	75	9,2%
	25 to 29 years	7,9%	86	6,4%
	30 to 39 years	22,4%	95	26,5%
	40 to 49 years	22,7%	101	18,7%
	50 to 59 years	19,3%	118	19,0%
	60 to 75 years	14,7%	129	18,4%
Employment status	Employed in public sector	14,5%	102	12,1%
	Employed in a private company	39,7%	99	40,6%
	Self-employed	9,6%	110	10,8%
	Unemployed	8,1%	113	10,3%
	Retired	13,8%	128	15,4%
	Pupil	5,3%	76	3,9%
	Student	7,7%	72	5,9%
		I don't want to answer	1,3%	113

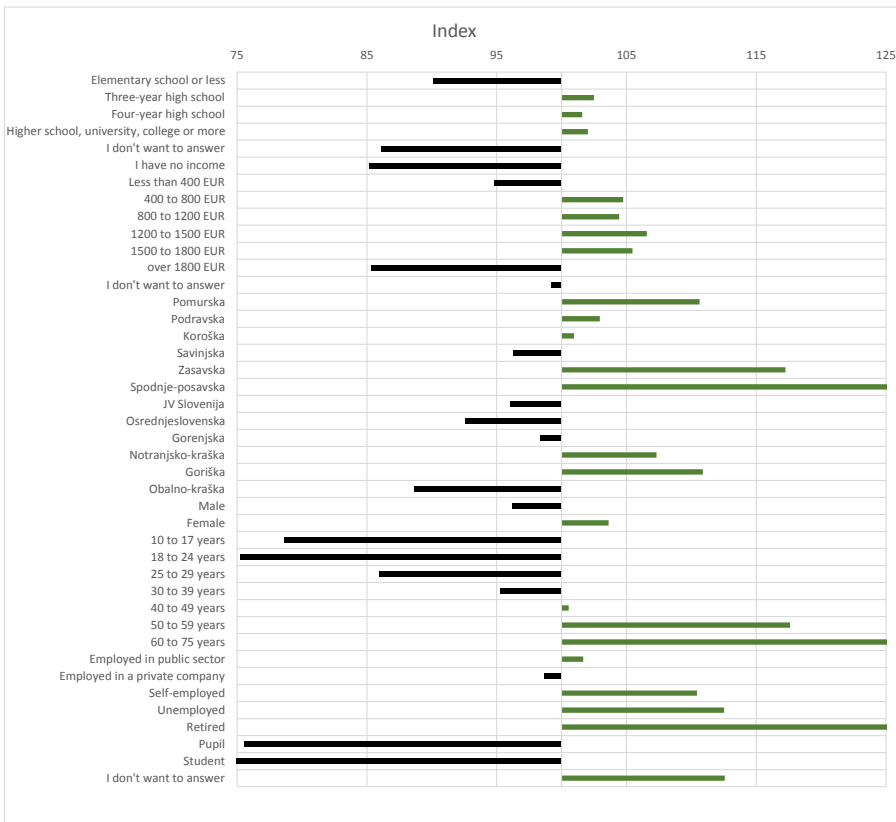


### Note:

**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 1.4. to 30.4.2019. 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 1.4. to 30.4.2019. 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.