



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: May 2019

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2019.	24 623	8 331	0,6%	9 784	3,0	1,2
2.5.2019.	26 819	9 452	0,7%	11 237	2,8	1,2
3.5.2019.	46 273	18 755	1,4%	19 817	2,5	1,1
4.5.2019.	33 795	12 836	1,0%	14 564	2,6	1,1
5.5.2019.	35 428	13 328	1,0%	14 434	2,7	1,1
6.5.2019.	74 892	27 764	2,1%	30 142	2,7	1,1
7.5.2019.	64 437	24 320	1,8%	26 408	2,6	1,1
8.5.2019.	63 694	23 789	1,8%	25 781	2,7	1,1
9.5.2019.	63 704	23 892	1,8%	25 883	2,7	1,1
10.5.2019.	53 347	21 150	1,6%	22 981	2,5	1,1
11.5.2019.	29 996	11 451	0,9%	13 015	2,6	1,1
12.5.2019.	33 821	12 554	0,9%	13 896	2,7	1,1
13.5.2019.	77 467	29 100	2,2%	31 544	2,7	1,1
14.5.2019.	69 003	25 630	1,9%	27 717	2,7	1,1
15.5.2019.	65 961	24 580	1,8%	26 664	2,7	1,1
16.5.2019.	58 495	22 658	1,7%	24 595	2,6	1,1
17.5.2019.	51 398	20 033	1,5%	21 783	2,6	1,1
18.5.2019.	30 391	11 298	0,9%	13 072	2,7	1,2
19.5.2019.	31 123	11 799	0,9%	12 986	2,6	1,1
20.5.2019.	68 344	25 993	2,0%	28 239	2,6	1,1
21.5.2019.	65 512	24 500	1,8%	26 648	2,7	1,1
22.5.2019.	61 487	23 556	1,8%	25 496	2,6	1,1
23.5.2019.	56 484	21 809	1,6%	23 573	2,6	1,1
24.5.2019.	49 641	19 177	1,4%	20 878	2,6	1,1
25.5.2019.	29 372	10 327	0,8%	12 303	2,8	1,2
26.5.2019.	27 987	10 473	0,8%	11 772	2,7	1,1
27.5.2019.	67 268	25 341	1,9%	27 537	2,7	1,1
28.5.2019.	61 644	23 997	1,8%	26 086	2,6	1,1
29.5.2019.	66 400	24 506	1,8%	26 688	2,7	1,1
30.5.2019.	58 803	22 859	1,7%	24 811	2,6	1,1
31.5.2019.	48 099	19 175	1,4%	20 895	2,5	1,1

## Weekly reach (Slovenian visitors)

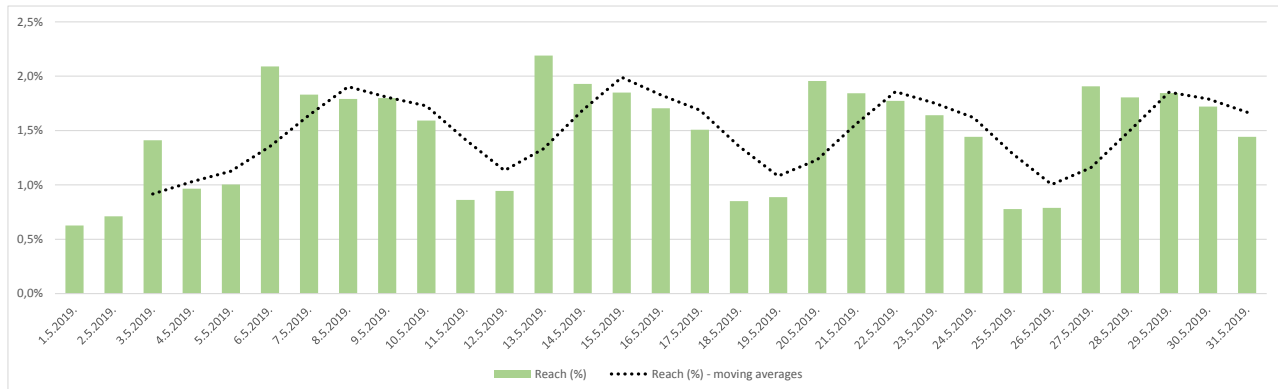
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2019. - 5.5.2019.	167 092	47 614	3,6%	69 972	3,5	1,5
6.5.2019. - 12.5.2019.	383 965	98 837	7,4%	158 004	3,9	1,6
13.5.2019. - 19.5.2019.	383 977	100 423	7,6%	158 303	3,8	1,6
20.5.2019. - 26.5.2019.	358 893	93 761	7,1%	148 875	3,8	1,6
27.5.2019. - 31.5.2019.	302 233	91 248	6,9%	125 967	3,3	1,4

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2019. - 31.5.2019.	1 596 483	236 204	17,8%	661 206	6,8	2,8

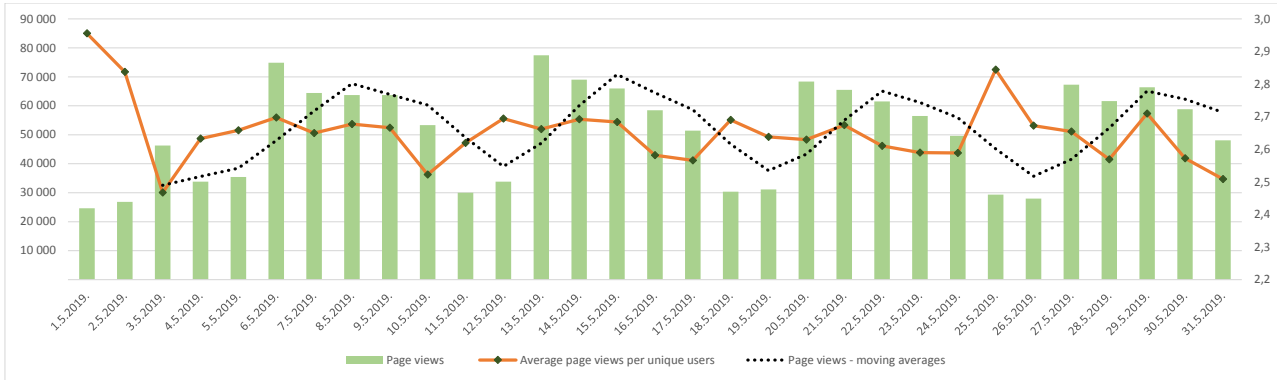
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,4%	97	15,0%	
	Three-year high school	13,3%	100	12,3%	
	Four-year high school	43,7%	105	49,9%	
	Higher school, university, college or more	27,7%	95	21,9%	
	I don't want to answer	1,0%	100	0,9%	
Personal income	I have no income	9,4%	86	7,4%	
	Less than 400 EUR	10,1%	95	8,0%	
	400 to 800 EUR	25,4%	103	31,0%	
	800 to 1200 EUR	28,1%	109	33,0%	
	1200 to 1500 EUR	9,0%	104	7,1%	
	1500 to 1800 EUR	4,8%	101	3,3%	
	over 1800 EUR	4,6%	77	2,9%	
	I don't want to answer	8,4%	100	7,2%	
Region	Pomurska	7,1%	125	9,6%	
	Podravska	15,9%	102	14,1%	
	Koroška	3,9%	108	4,1%	
	Savinjska	13,1%	101	11,6%	
	Zasavska	2,8%	123	2,4%	
	Spodnje-posavska	3,9%	127	3,6%	
	JV Slovenija	5,8%	85	4,6%	
	Osrednjeslovenska	24,6%	91	30,6%	
	Gorenjska	9,6%	96	7,1%	
	Notranjsko-kraška	2,2%	105	1,9%	
	Goriška	6,5%	112	6,8%	
	Obalno-kraška	4,5%	90	3,6%	
	Gender	Male	46,0%	94	52,2%
		Female	54,0%	106	47,8%
Age	10 to 17 years	2,8%	81	1,4%	
	18 to 24 years	11,2%	88	8,0%	
	25 to 29 years	8,2%	89	8,8%	
	30 to 39 years	20,2%	86	23,5%	
	40 to 49 years	23,5%	104	17,7%	
	50 to 59 years	19,9%	121	22,4%	
	60 to 75 years	13,7%	118	17,6%	
Employment status	Employed in public sector	15,5%	107	11,4%	
	Employed in a private company	39,9%	100	43,5%	
	Self-employed	8,7%	99	10,6%	
	Unemployed	8,0%	107	7,8%	
	Retired	12,7%	117	15,8%	
	Pupil	5,0%	72	4,1%	
	Student	9,1%	87	6,1%	
	I don't want to answer	1,1%	96	0,8%	

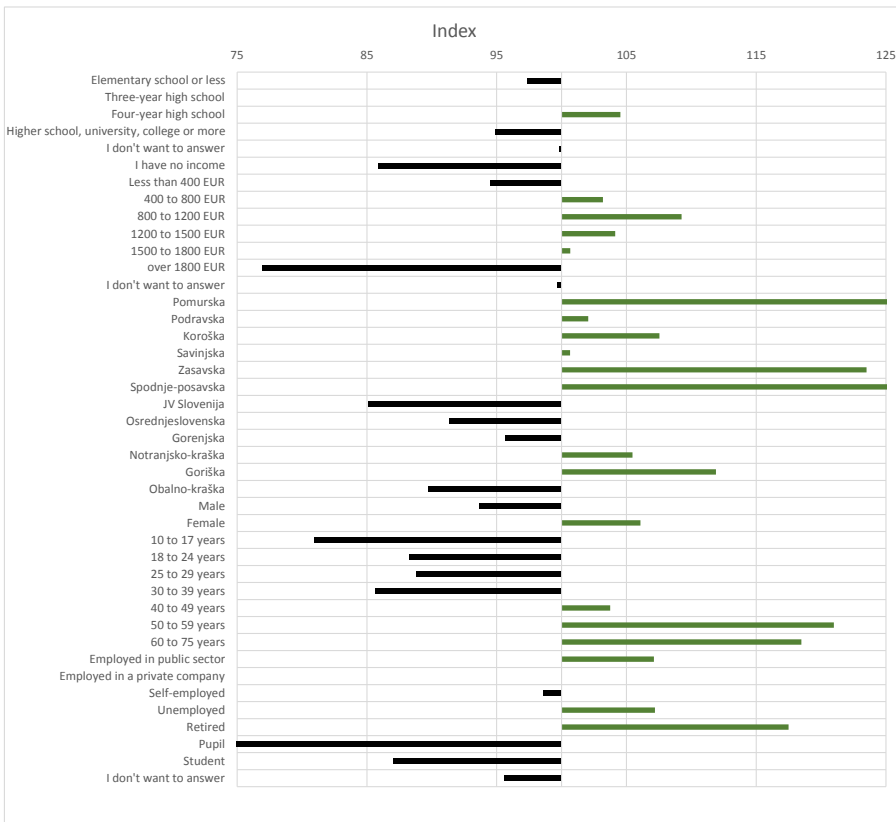


### Note:

**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 1.5. to 31.5.2019. 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 1.5. to 31.5.2019. 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.