



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: July 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2019.	58 518	24 299	1,8%	26 138	2,4	1,1
2.7.2019.	56 826	22 819	1,7%	24 439	2,5	1,1
3.7.2019.	58 663	22 391	1,7%	24 190	2,6	1,1
4.7.2019.	55 896	21 227	1,6%	22 867	2,6	1,1
5.7.2019.	48 641	19 740	1,5%	21 402	2,5	1,1
6.7.2019.	27 150	10 436	0,8%	11 788	2,6	1,1
7.7.2019.	28 369	10 436	0,8%	11 924	2,7	1,1
8.7.2019.	60 365	24 250	1,8%	26 170	2,5	1,1
9.7.2019.	57 357	22 237	1,7%	24 017	2,6	1,1
10.7.2019.	52 978	21 162	1,6%	22 777	2,5	1,1
11.7.2019.	50 615	19 944	1,5%	21 558	2,5	1,1
12.7.2019.	48 748	19 243	1,4%	20 892	2,5	1,1
13.7.2019.	29 516	11 041	0,8%	12 652	2,7	1,1
14.7.2019.	27 571	10 556	0,8%	11 653	2,6	1,1
15.7.2019.	56 758	22 951	1,7%	24 800	2,5	1,1
16.7.2019.	52 564	21 669	1,6%	23 338	2,4	1,1
17.7.2019.	51 854	20 900	1,6%	22 604	2,5	1,1
18.7.2019.	51 019	20 631	1,6%	22 168	2,5	1,1
19.7.2019.	48 248	19 398	1,5%	20 891	2,5	1,1
20.7.2019.	28 088	11 049	0,8%	12 413	2,5	1,1
21.7.2019.	26 126	9 966	0,8%	11 136	2,6	1,1
22.7.2019.	55 893	22 577	1,7%	24 404	2,5	1,1
23.7.2019.	53 562	20 962	1,6%	22 601	2,6	1,1
24.7.2019.	51 100	20 639	1,6%	22 252	2,5	1,1
25.7.2019.	48 730	19 426	1,5%	21 026	2,5	1,1
26.7.2019.	45 302	17 865	1,3%	19 304	2,5	1,1
27.7.2019.	28 633	11 245	0,8%	12 587	2,5	1,1
28.7.2019.	31 470	12 195	0,9%	13 140	2,6	1,1
29.7.2019.	57 596	23 319	1,8%	25 157	2,5	1,1
30.7.2019.	54 364	21 478	1,6%	23 211	2,5	1,1
31.7.2019.	52 197	20 846	1,6%	22 594	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
1.7.2019. - 7.7.2019.	334 154	91 014	6,9%	142 778	3,7	1,6
8.7.2019. - 14.7.2019.	326 945	87 247	6,6%	139 630	3,7	1,6
15.7.2019. - 21.7.2019.	314 625	86 306	6,5%	137 348	3,6	1,6
22.7.2019. - 28.7.2019.	314 795	85 029	6,4%	135 369	3,7	1,6
29.7.2019. - 31.7.2019.	164 166	62 100	4,7%	70 974	2,6	1,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2019. - 31.7.2019.	1 454 604	215 892	16,3%	626 034	6,7	2,9

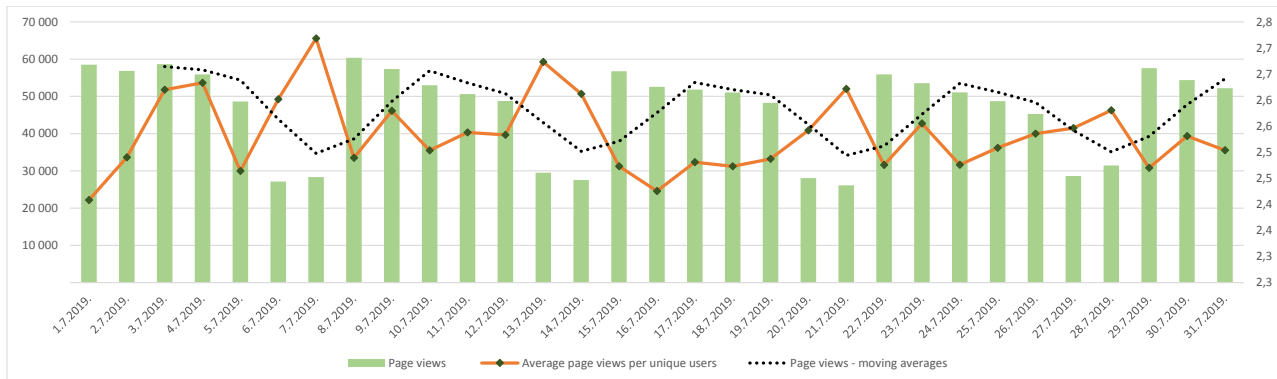
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,7%	83	10,1%	
	Three-year high school	14,8%	110	16,3%	
	Four-year high school	42,6%	102	42,3%	
	Higher school, university, college or more	29,9%	102	30,6%	
	I don't want to answer	0,9%	92	0,6%	
Personal income	I have no income	9,3%	86	8,4%	
	Less than 400 EUR	8,8%	85	7,0%	
	400 to 800 EUR	25,8%	104	26,4%	
	800 to 1200 EUR	28,1%	109	31,0%	
	1200 to 1500 EUR	9,5%	108	9,1%	
	1500 to 1800 EUR	4,6%	95	4,4%	
	over 1800 EUR	5,0%	83	5,1%	
	I don't want to answer	8,9%	104	8,7%	
Region	Pomurska	6,8%	118	6,0%	
	Podravska	16,1%	100	13,9%	
	Koroška	3,0%	84	3,5%	
	Savinjska	12,3%	95	11,1%	
	Zasavska	2,8%	127	2,1%	
	Spodnje-posavska	3,1%	99	8,2%	
	JV Slovenija	6,7%	101	6,8%	
	Osrednjeslovenska	24,3%	91	24,3%	
	Gorenjska	9,5%	95	9,0%	
	Notranjsko-kraška	2,6%	131	2,5%	
	Goriška	7,6%	129	8,3%	
	Obalno-kraška	5,2%	104	4,2%	
	Gender	Male	44,0%	90	48,1%
		Female	56,0%	110	51,9%
	Age	10 to 17 years	3,0%	86	2,5%
18 to 24 years		9,3%	76	7,3%	
25 to 29 years		7,7%	85	11,0%	
30 to 39 years		20,4%	87	16,6%	
40 to 49 years		24,4%	108	25,2%	
50 to 59 years		20,2%	121	21,0%	
60 to 75 years		14,4%	121	15,7%	
Employment status	Employed in public sector	14,9%	102	14,0%	
	Employed in a private company	41,2%	103	43,3%	
	Self-employed	9,2%	102	9,5%	
	Unemployed	8,1%	107	6,8%	
	Retired	12,7%	114	15,0%	
	Pupil	5,1%	78	4,0%	
	Student	7,9%	77	5,7%	
	I don't want to answer	1,0%	93	1,8%	



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.

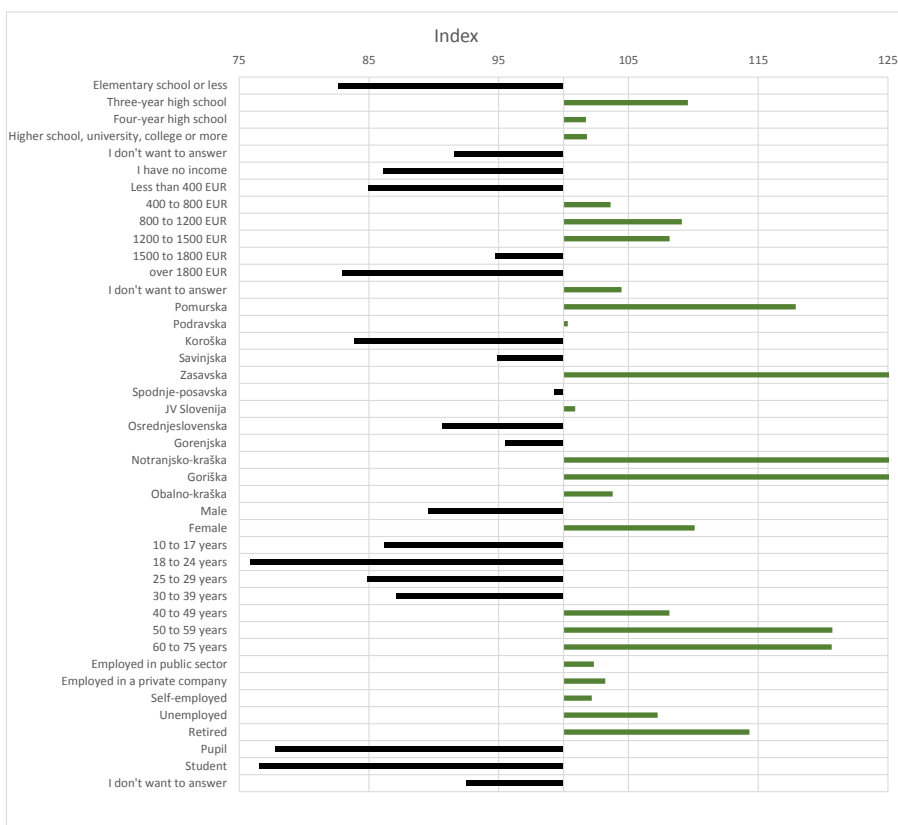


Note:

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 1.7. to 31.7.2019. 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 1.7. to 31.7.2019. 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.