



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: September 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2019.	29 865	11 257	0,8%	12 717	2,7	1,1
2.9.2019.	61 548	25 455	1,9%	27 421	2,4	1,1
3.9.2019.	60 915	25 187	1,9%	26 863	2,4	1,1
4.9.2019.	60 019	23 897	1,8%	25 619	2,5	1,1
5.9.2019.	54 463	22 662	1,7%	24 315	2,4	1,1
6.9.2019.	52 978	22 057	1,7%	23 680	2,4	1,1
7.9.2019.	31 402	12 148	0,9%	13 539	2,6	1,1
8.9.2019.	31 254	12 574	0,9%	13 648	2,5	1,1
9.9.2019.	65 487	26 292	2,0%	28 249	2,5	1,1
10.9.2019.	60 691	24 325	1,8%	26 124	2,5	1,1
11.9.2019.	58 766	23 939	1,8%	25 705	2,5	1,1
12.9.2019.	55 769	22 971	1,7%	24 534	2,4	1,1
13.9.2019.	51 593	20 901	1,6%	22 420	2,5	1,1
14.9.2019.	27 455	10 918	0,8%	12 485	2,5	1,1
15.9.2019.	26 865	10 726	0,8%	11 838	2,5	1,1
16.9.2019.	61 347	24 835	1,9%	26 795	2,5	1,1
17.9.2019.	61 748	24 244	1,8%	26 104	2,5	1,1
18.9.2019.	59 240	24 635	1,9%	26 461	2,4	1,1
19.9.2019.	49 637	19 824	1,5%	21 291	2,5	1,1
20.9.2019.	49 183	20 409	1,5%	22 020	2,4	1,1
21.9.2019.	27 152	10 625	0,8%	12 107	2,6	1,1
22.9.2019.	27 887	10 955	0,8%	11 932	2,5	1,1
23.9.2019.	65 862	25 892	1,9%	27 841	2,5	1,1
24.9.2019.	59 964	24 311	1,8%	26 076	2,5	1,1
25.9.2019.	64 557	25 705	1,9%	27 664	2,5	1,1
26.9.2019.	55 233	22 342	1,7%	24 021	2,5	1,1
27.9.2019.	47 753	19 621	1,5%	21 217	2,4	1,1
28.9.2019.	29 408	11 549	0,9%	12 866	2,5	1,1
29.9.2019.	28 731	10 886	0,8%	11 747	2,6	1,1
30.9.2019.	60 302	24 394	1,8%	26 214	2,5	1,1

Weekly reach (Slovenian visitors)

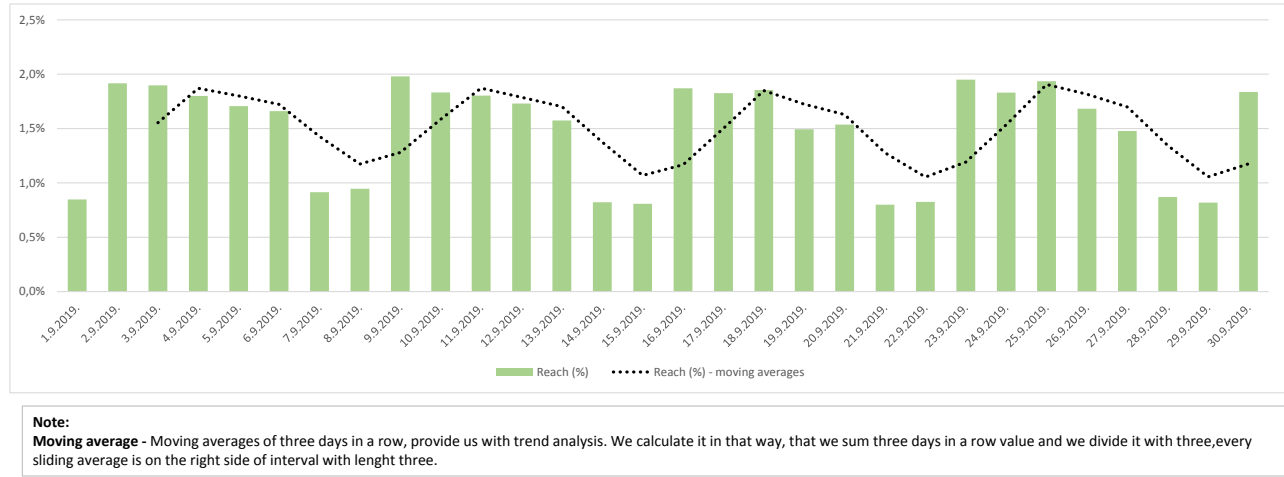
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2019. - 1.9.2019.	29 865	11 257	0,8%	12 717	2,7	1,1
2.9.2019. - 8.9.2019.	352 596	101 506	7,6%	155 115	3,5	1,5
9.9.2019. - 15.9.2019.	346 732	97 708	7,4%	151 301	3,5	1,5
16.9.2019. - 22.9.2019.	336 256	93 655	7,1%	146 722	3,6	1,6
23.9.2019. - 29.9.2019.	351 568	97 434	7,3%	151 490	3,6	1,6
30.9.2019. - 30.9.2019.	60 302	24 394	1,8%	26 214	2,5	1,1

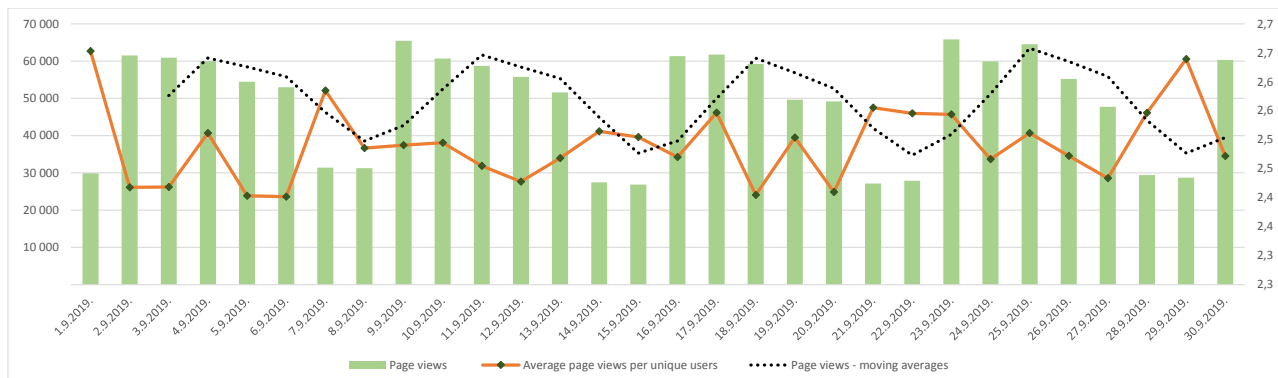
Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2019. - 30.9.2019.	1 477 313	228 643	17,2%	643 583	6,5	2,8

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,6%	89	12,1%
	Three-year high school	13,4%	98	14,1%
	Four-year high school	42,5%	103	39,3%
	Higher school, university, college or more	30,6%	103	33,4%
	I don't want to answer	0,9%	92	1,1%
Personal income	I have no income	8,5%	80	9,9%
	Less than 400 EUR	8,0%	76	7,3%
	400 to 800 EUR	26,0%	108	27,1%
	800 to 1200 EUR	29,8%	116	29,1%
	1200 to 1500 EUR	8,5%	96	10,0%
	1500 to 1800 EUR	5,1%	102	4,4%
	over 1800 EUR	5,4%	86	4,5%
	I don't want to answer	8,6%	99	7,6%
Region	Pomurska	6,7%	116	6,4%
	Podravska	15,0%	96	13,9%
	Koroška	3,5%	101	3,5%
	Savinjska	11,4%	88	9,9%
	Zasavska	2,1%	94	1,7%
	Spodnje-posavska	2,8%	86	5,2%
	JV Slovenija	7,0%	106	5,7%
	Osrednjeslovenska	26,3%	97	29,9%
	Gorenjska	10,4%	104	10,0%
	Notranjsko-kraška	2,5%	113	2,2%
	Goriška	7,5%	129	6,6%
	Obalno-kraška	4,9%	99	4,9%
Gender	Male	46,1%	94	47,4%
	Female	53,9%	106	52,6%
Age	10 to 17 years	2,2%	60	1,3%
	18 to 24 years	8,4%	67	6,9%
	25 to 29 years	7,9%	90	10,9%
	30 to 39 years	22,6%	96	18,0%
	40 to 49 years	24,5%	107	21,8%
	50 to 59 years	19,4%	115	21,7%
	60 to 75 years	14,6%	128	18,8%
Employment status	Employed in public sector	15,5%	106	13,8%
	Employed in a private company	42,0%	105	39,7%
	Self-employed	9,3%	105	10,2%
	Unemployed	7,5%	101	7,6%
	Retired	13,3%	123	17,0%
	Pupil	4,1%	61	3,6%
	Student	7,0%	69	7,0%
	I don't want to answer	1,3%	107	1,1%



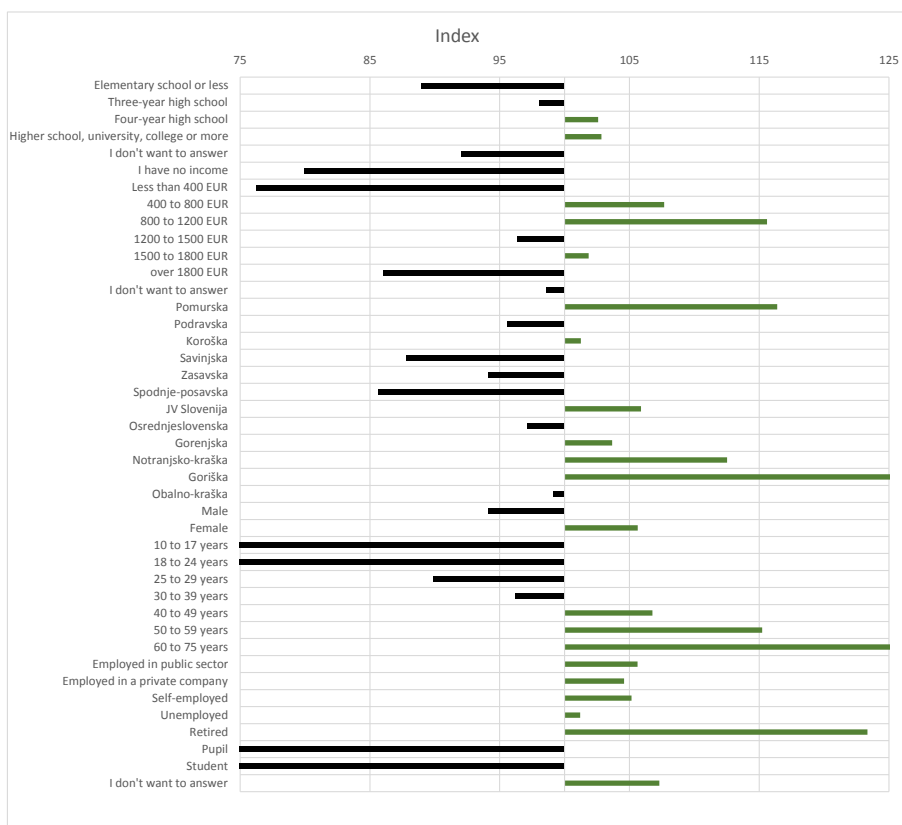


Note:

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 1.9. to 30.9.2019. 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 1.9. to 30.9.2019. 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.