



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: October 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2019.	61 227	23 819	1,8%	25 686	2,6	1,1
2.10.2019.	61 418	24 555	1,8%	26 410	2,5	1,1
3.10.2019.	57 691	22 708	1,7%	24 313	2,5	1,1
4.10.2019.	50 442	20 108	1,5%	21 544	2,5	1,1
5.10.2019.	29 021	11 421	0,9%	12 628	2,5	1,1
6.10.2019.	29 545	11 151	0,8%	11 940	2,6	1,1
7.10.2019.	60 615	24 514	1,8%	26 358	2,5	1,1
8.10.2019.	58 457	23 095	1,7%	24 955	2,5	1,1
9.10.2019.	56 527	23 024	1,7%	24 668	2,5	1,1
10.10.2019.	57 449	23 193	1,7%	24 835	2,5	1,1
11.10.2019.	48 030	19 835	1,5%	21 435	2,4	1,1
12.10.2019.	27 397	11 290	0,8%	12 296	2,4	1,1
13.10.2019.	27 353	10 874	0,8%	11 571	2,5	1,1
14.10.2019.	59 839	24 540	1,8%	26 293	2,4	1,1
15.10.2019.	57 707	23 462	1,8%	25 158	2,5	1,1
16.10.2019.	57 087	24 163	1,8%	25 804	2,4	1,1
17.10.2019.	53 821	22 099	1,7%	23 550	2,4	1,1
18.10.2019.	48 858	20 072	1,5%	21 658	2,4	1,1
19.10.2019.	28 670	11 708	0,9%	12 631	2,4	1,1
20.10.2019.	29 764	11 686	0,9%	12 369	2,5	1,1
21.10.2019.	60 737	24 238	1,8%	26 007	2,5	1,1
22.10.2019.	57 924	23 077	1,7%	24 763	2,5	1,1
23.10.2019.	58 943	23 482	1,8%	25 201	2,5	1,1
24.10.2019.	54 895	21 764	1,6%	23 375	2,5	1,1
25.10.2019.	48 032	19 229	1,4%	20 748	2,5	1,1
26.10.2019.	27 195	10 792	0,8%	11 883	2,5	1,1
27.10.2019.	27 291	10 793	0,8%	11 556	2,5	1,1
28.10.2019.	56 627	22 082	1,7%	23 898	2,6	1,1
29.10.2019.	56 029	22 201	1,7%	23 883	2,5	1,1
30.10.2019.	47 101	19 619	1,5%	21 084	2,4	1,1
31.10.2019.	27 644	11 045	0,8%	11 590	2,5	1,0

Weekly reach (Slovenian visitors)

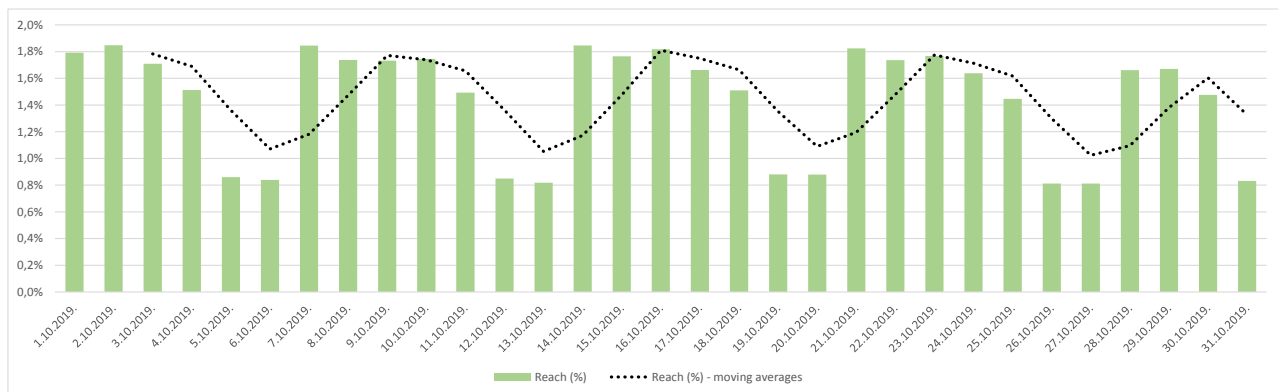
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2019. - 6.10.2019.	289 348	85 105	6,4%	122 532	3,4	1,4
7.10.2019. - 13.10.2019.	335 879	93 496	7,0%	146 112	3,6	1,6
14.10.2019. - 20.10.2019.	335 723	96 537	7,3%	147 509	3,5	1,5
21.10.2019. - 27.10.2019.	334 947	92 374	6,9%	143 494	3,6	1,6
28.10.2019. - 31.10.2019.	187 491	65 747	4,9%	80 465	2,9	1,2

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2019. - 31.10.2019.	1 483 424	223 676	16,8%	640 089	6,6	2,9

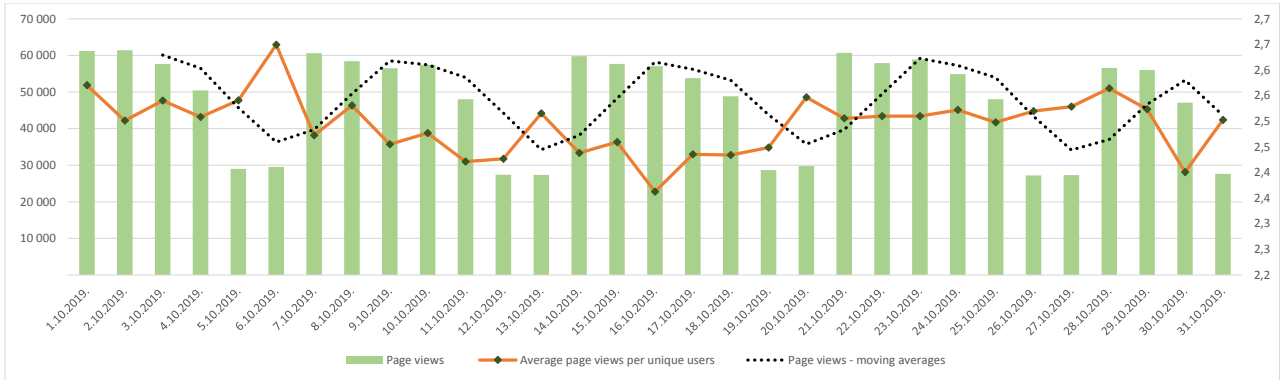
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,0%	90	12,9%	
	Three-year high school	14,5%	108	13,5%	
	Four-year high school	43,4%	105	41,8%	
	Higher school, university, college or more	28,2%	95	31,0%	
	I don't want to answer	0,9%	85	0,8%	
Personal income	I have no income	8,0%	75	7,1%	
	Less than 400 EUR	9,8%	94	9,8%	
	400 to 800 EUR	25,8%	107	28,1%	
	800 to 1200 EUR	26,6%	103	27,4%	
	1200 to 1500 EUR	9,3%	105	8,9%	
	1500 to 1800 EUR	5,1%	101	4,8%	
	over 1800 EUR	5,6%	89	5,3%	
	I don't want to answer	9,9%	113	8,5%	
Region	Pomurska	7,1%	127	8,0%	
	Podravska	15,1%	95	14,3%	
	Koroška	3,8%	112	4,4%	
	Savinjska	13,7%	107	12,6%	
	Zasavska	2,3%	100	1,7%	
	Spodnje-posavska	3,4%	108	5,8%	
	JV Slovenija	5,6%	87	5,4%	
	Osrednjeslovenska	25,0%	91	25,4%	
	Gorenjska	9,4%	94	8,4%	
	Notranjsko-kraška	2,1%	103	1,3%	
	Goriška	7,2%	124	7,1%	
	Obalno-kraška	5,3%	103	5,6%	
	Gender	Male	46,3%	95	51,8%
		Female	53,7%	105	48,2%
Age	10 to 17 years	2,9%	74	2,5%	
	18 to 24 years	9,6%	78	8,9%	
	25 to 29 years	7,1%	82	9,7%	
	30 to 39 years	20,2%	88	15,9%	
	40 to 49 years	24,9%	109	22,0%	
	50 to 59 years	19,8%	117	22,2%	
Employment status	60 to 75 years	14,7%	122	17,6%	
	Employed in public sector	14,8%	101	12,9%	
	Employed in a private company	41,0%	103	41,9%	
	Self-employed	9,0%	103	8,9%	
	Unemployed	7,8%	108	6,5%	
	Retired	13,8%	121	17,3%	
	Pupil	5,4%	80	5,3%	
	Student	7,2%	69	6,3%	
	I don't want to answer	1,0%	87	0,8%	

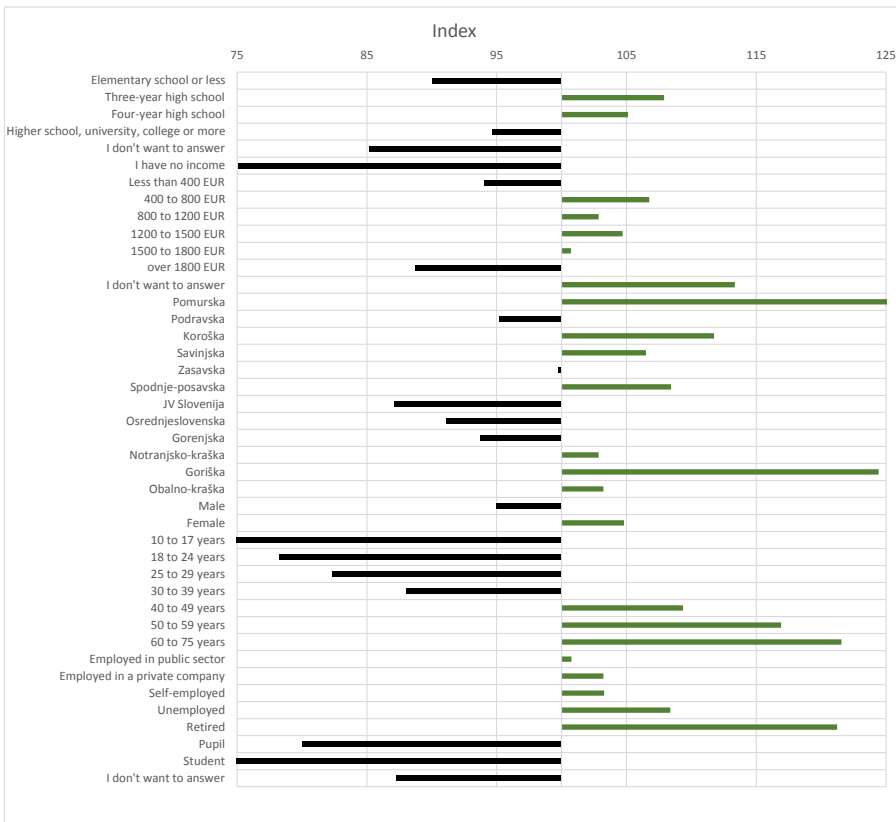


Note:

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 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 1.10. to 31.10.2019. 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 1.10. to 31.10.2019. 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.