



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: December 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2019.	30 196	11 894	0,9%	12 462	2,5	1,0
2.12.2019.	62 828	24 081	1,8%	25 858	2,6	1,1
3.12.2019.	59 023	23 189	1,7%	24 684	2,5	1,1
4.12.2019.	59 385	23 815	1,8%	25 493	2,5	1,1
5.12.2019.	53 643	21 434	1,6%	22 976	2,5	1,1
6.12.2019.	49 613	19 705	1,5%	21 178	2,5	1,1
7.12.2019.	28 964	11 488	0,9%	12 764	2,5	1,1
8.12.2019.	29 848	11 619	0,9%	12 427	2,6	1,1
9.12.2019.	63 842	25 061	1,9%	26 895	2,5	1,1
10.12.2019.	60 943	23 684	1,8%	25 265	2,6	1,1
11.12.2019.	57 266	22 960	1,7%	24 595	2,5	1,1
12.12.2019.	52 630	20 852	1,6%	22 461	2,5	1,1
13.12.2019.	48 831	19 099	1,4%	20 653	2,6	1,1
14.12.2019.	29 933	10 768	0,8%	12 356	2,8	1,1
15.12.2019.	33 704	11 530	0,9%	12 927	2,9	1,1
16.12.2019.	66 268	24 612	1,9%	26 512	2,7	1,1
17.12.2019.	67 785	24 408	1,8%	26 364	2,8	1,1
18.12.2019.	75 492	25 448	1,9%	27 450	3,0	1,1
19.12.2019.	84 499	26 029	2,0%	28 311	3,2	1,1
20.12.2019.	76 997	24 285	1,8%	26 452	3,2	1,1
21.12.2019.	50 765	14 845	1,1%	17 311	3,4	1,2
22.12.2019.	54 049	14 449	1,1%	16 831	3,7	1,2
23.12.2019.	75 817	26 148	2,0%	28 237	2,9	1,1
24.12.2019.	44 639	17 365	1,3%	18 979	2,6	1,1
25.12.2019.	31 080	10 683	0,8%	11 779	2,9	1,1
26.12.2019.	33 750	12 295	0,9%	13 205	2,7	1,1
27.12.2019.	52 415	20 342	1,5%	21 037	2,6	1,0
28.12.2019.	36 151	14 398	1,1%	14 728	2,5	1,0
29.12.2019.	34 664	13 543	1,0%	13 664	2,6	1,0
30.12.2019.	51 161	20 078	1,5%	21 664	2,5	1,1
31.12.2019.	34 706	13 683	1,0%	14 974	2,5	1,1

Weekly reach (Slovenian visitors)

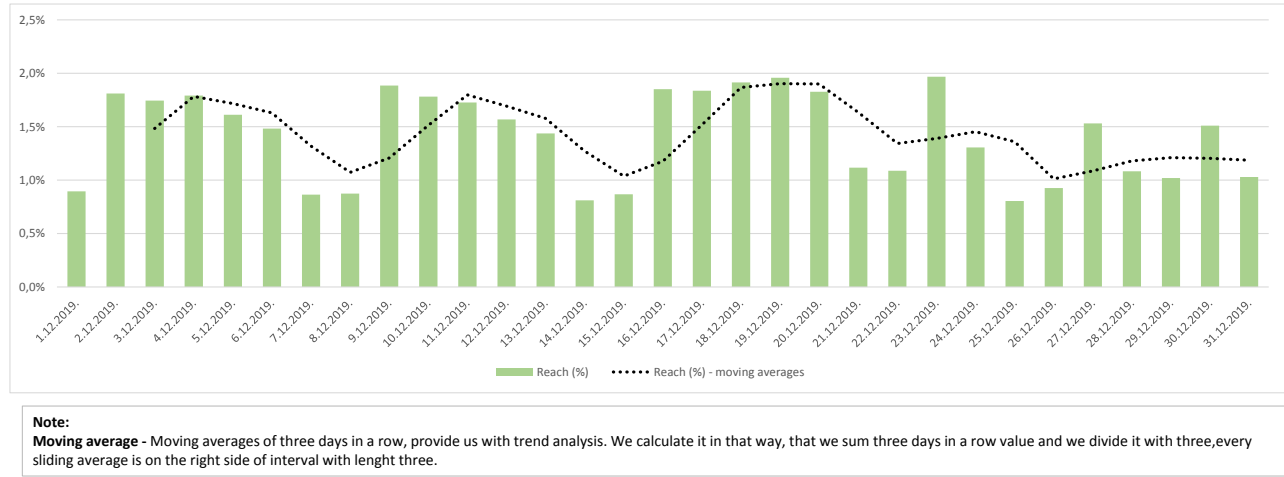
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2019. - 1.12.2019.	30 196	11 894	0,9%	12 462	2,5	1,0
2.12.2019. - 8.12.2019.	343 332	95 035	7,1%	145 347	3,6	1,5
9.12.2019. - 15.12.2019.	347 164	92 376	6,9%	145 180	3,8	1,6
16.12.2019. - 22.12.2019.	475 837	101 107	7,6%	169 407	4,7	1,7
23.12.2019. - 29.12.2019.	308 853	74 260	5,6%	121 584	4,2	1,6
30.12.2019. - 31.12.2019.	85 880	35 814	2,7%	36 629	2,4	1,0

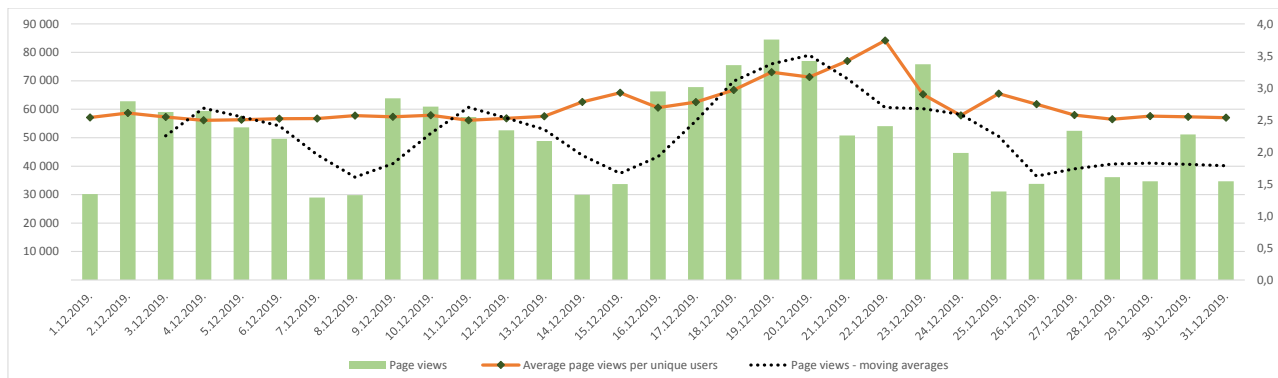
Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2019. - 31.12.2019.	1 591 547	225 985	17,0%	629 730	7,0	2,8

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,0%	78	11,3%
	Three-year high school	13,8%	100	9,5%
	Four-year high school	42,6%	104	53,6%
	Higher school, university, college or more	31,7%	106	25,1%
	I don't want to answer	0,9%	85	0,5%
Personal income	I have no income	8,8%	83	9,2%
	Less than 400 EUR	8,8%	87	27,1%
	400 to 800 EUR	25,4%	105	24,6%
	800 to 1200 EUR	28,8%	112	22,0%
	1200 to 1500 EUR	8,5%	94	5,7%
	1500 to 1800 EUR	5,2%	99	2,8%
	over 1800 EUR	5,5%	86	2,9%
	I don't want to answer	9,1%	103	5,9%
Region	Pomurska	6,4%	111	5,6%
	Podravska	15,4%	99	33,0%
	Koroška	3,2%	93	2,9%
	Savinjska	12,0%	95	7,6%
	Zasavska	2,6%	116	1,6%
	Spodnje-posavska	3,3%	105	4,4%
	JV Slovenija	6,0%	89	3,9%
	Osrednjeslovenska	26,4%	95	20,5%
	Gorenjska	9,5%	95	6,4%
	Notranjsko-kraška	2,0%	93	1,6%
	Goriška	7,7%	136	8,8%
	Obalno-kraška	5,4%	112	3,7%
Gender	Male	44,2%	90	35,0%
	Female	55,8%	109	65,0%
Age	10 to 17 years	1,1%	43	0,8%
	18 to 24 years	7,8%	69	25,6%
	25 to 29 years	6,9%	85	7,2%
	30 to 39 years	19,2%	88	10,5%
	40 to 49 years	23,2%	98	15,1%
	50 to 59 years	21,0%	114	20,2%
	60 to 75 years	19,7%	145	19,1%
Employment status	Employed in public sector	15,7%	108	9,9%
	Employed in a private company	39,8%	99	30,3%
	Self-employed	9,5%	105	7,0%
	Unemployed	7,1%	99	7,7%
	Retired	16,2%	138	17,2%
	Pupil	3,6%	56	3,5%
	Student	6,5%	66	23,7%
	I don't want to answer	1,6%	130	0,8%



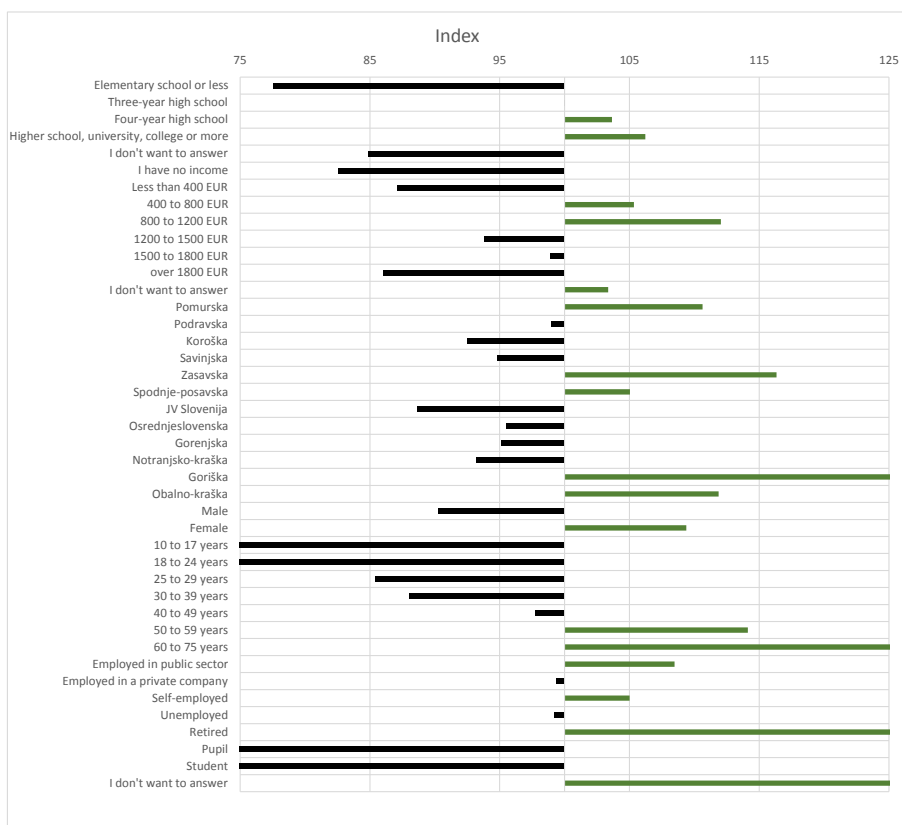


Note:

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 1.12. to 31.12.2019. 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 1.12. to 31.12.2019. 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.