



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: January 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2020.	29 588	9 442	0,7%	10 733	3,1	1,1
2.1.2020.	35 562	12 182	0,9%	13 024	2,9	1,1
3.1.2020.	48 120	19 212	1,4%	19 670	2,5	1,0
4.1.2020.	32 603	12 890	1,0%	13 706	2,5	1,1
5.1.2020.	31 726	12 175	0,9%	12 775	2,6	1,0
6.1.2020.	61 639	24 789	1,9%	26 635	2,5	1,1
7.1.2020.	60 188	23 422	1,8%	25 027	2,6	1,1
8.1.2020.	59 493	22 970	1,7%	24 648	2,6	1,1
9.1.2020.	57 347	23 029	1,7%	24 645	2,5	1,1
10.1.2020.	52 616	21 185	1,6%	22 740	2,5	1,1
11.1.2020.	29 814	12 537	0,9%	13 244	2,4	1,1
12.1.2020.	29 350	11 986	0,9%	12 448	2,4	1,0
13.1.2020.	60 730	25 293	1,9%	26 821	2,4	1,1
14.1.2020.	59 536	23 402	1,8%	25 086	2,5	1,1
15.1.2020.	57 670	23 321	1,8%	24 777	2,5	1,1
16.1.2020.	55 348	22 538	1,7%	24 183	2,5	1,1
17.1.2020.	49 785	21 322	1,6%	22 827	2,3	1,1
18.1.2020.	34 228	13 089	1,0%	14 282	2,6	1,1
19.1.2020.	32 202	11 992	0,9%	12 886	2,7	1,1
20.1.2020.	63 586	25 856	1,9%	27 784	2,5	1,1
21.1.2020.	62 698	24 917	1,9%	26 771	2,5	1,1
22.1.2020.	57 551	23 361	1,8%	25 016	2,5	1,1
23.1.2020.	57 408	22 659	1,7%	24 404	2,5	1,1
24.1.2020.	50 164	20 764	1,6%	22 370	2,4	1,1
25.1.2020.	32 010	12 480	0,9%	13 440	2,6	1,1
26.1.2020.	31 550	12 805	1,0%	13 474	2,5	1,1
27.1.2020.	60 483	25 047	1,9%	26 823	2,4	1,1
28.1.2020.	58 244	24 129	1,8%	25 855	2,4	1,1
29.1.2020.	57 396	23 282	1,8%	24 890	2,5	1,1
30.1.2020.	55 389	22 441	1,7%	24 081	2,5	1,1
31.1.2020.	50 702	20 880	1,6%	22 431	2,4	1,1

Weekly reach (Slovenian visitors)

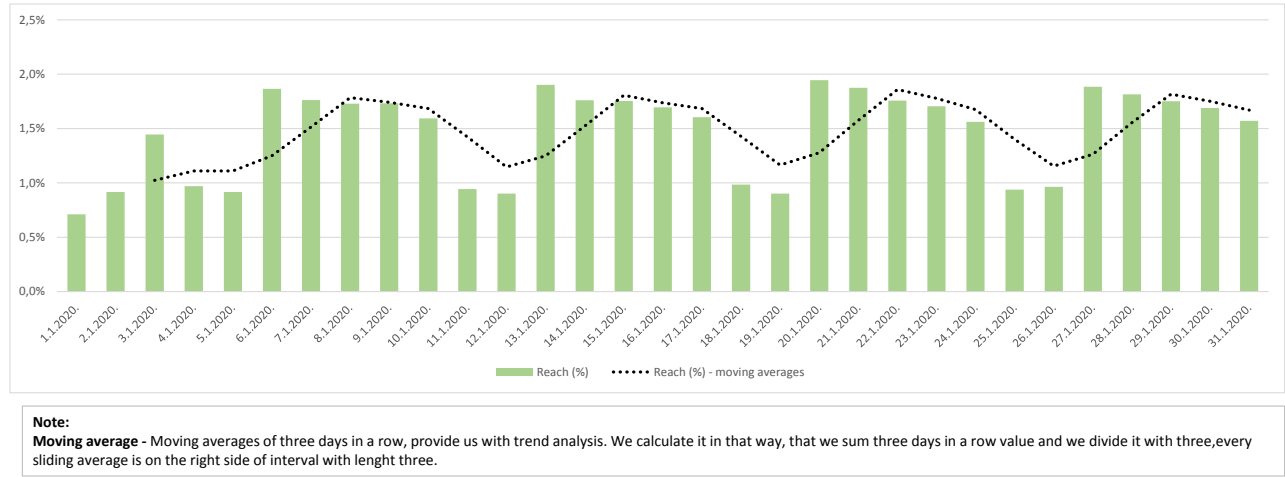
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2020. - 5.1.2020.	177 589	48 863	3,7%	69 938	3,6	1,4
6.1.2020. - 12.1.2020.	350 445	99 371	7,5%	149 306	3,5	1,5
13.1.2020. - 19.1.2020.	349 494	101 228	7,6%	150 953	3,5	1,5
20.1.2020. - 26.1.2020.	354 961	99 855	7,5%	153 288	3,6	1,5
27.1.2020. - 31.1.2020.	282 205	97 054	7,3%	124 071	2,9	1,3

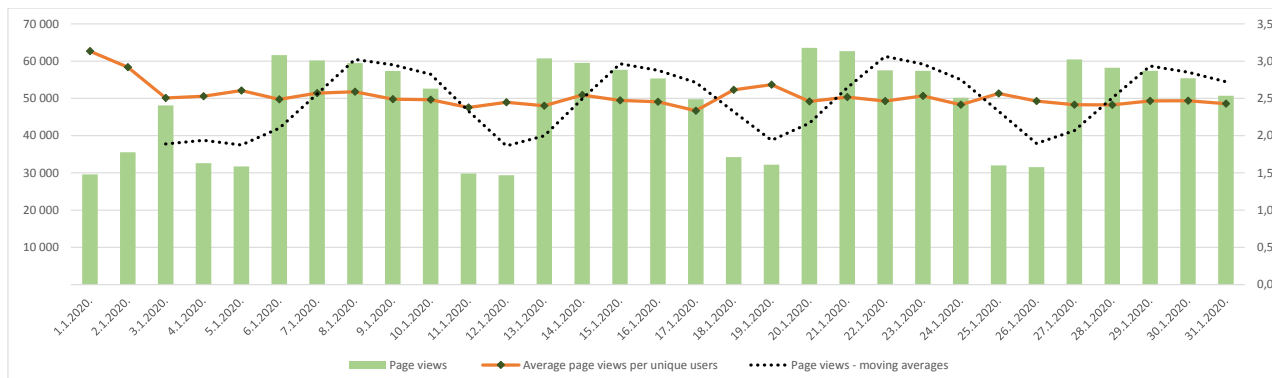
Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2020. - 31.1.2020.	1 514 692	231 688	17,4%	647 917	6,5	2,8

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,8%	100	18,6%
	Three-year high school	12,7%	94	11,5%
	Four-year high school	42,4%	105	41,8%
	Higher school, university, college or more	29,2%	96	27,3%
	I don't want to answer	0,8%	84	0,9%
Personal income	I have no income	8,9%	87	8,2%
	Less than 400 EUR	9,7%	100	9,8%
	400 to 800 EUR	25,9%	110	31,9%
	800 to 1200 EUR	27,4%	104	24,4%
	1200 to 1500 EUR	9,6%	103	11,1%
	1500 to 1800 EUR	4,9%	94	3,5%
	over 1800 EUR	5,4%	81	4,4%
	I don't want to answer	8,1%	91	6,6%
Region	Pomurska	7,7%	141	15,0%
	Podravska	15,7%	100	14,2%
	Koroška	3,3%	92	3,8%
	Savinjska	11,5%	88	10,7%
	Zasavska	2,5%	111	1,6%
	Spodnje-posavska	3,6%	116	4,2%
	JV Slovenija	5,4%	81	5,0%
	Osrednjeslovenska	25,3%	92	24,0%
	Gorenjska	9,6%	96	10,0%
	Notranjsko-kraška	2,6%	120	1,8%
	Goriška	6,4%	115	4,4%
	Obalno-kraška	6,5%	129	5,4%
Gender	Male	46,3%	92	46,5%
	Female	53,7%	108	53,5%
Age	10 to 17 years	2,7%	94	1,5%
	18 to 24 years	7,5%	70	7,2%
	25 to 29 years	6,8%	86	5,1%
	30 to 39 years	17,7%	83	13,4%
	40 to 49 years	23,2%	99	20,6%
	50 to 59 years	21,7%	116	25,8%
	60 to 75 years	19,5%	136	25,6%
Employment status	Employed in public sector	15,2%	103	15,4%
	Employed in a private company	38,7%	98	33,7%
	Self-employed	8,8%	98	8,1%
	Unemployed	7,6%	109	8,3%
	Retired	16,5%	133	24,0%
	Pupil	5,9%	91	4,6%
	Student	6,3%	67	5,3%
	I don't want to answer	0,8%	65	0,7%



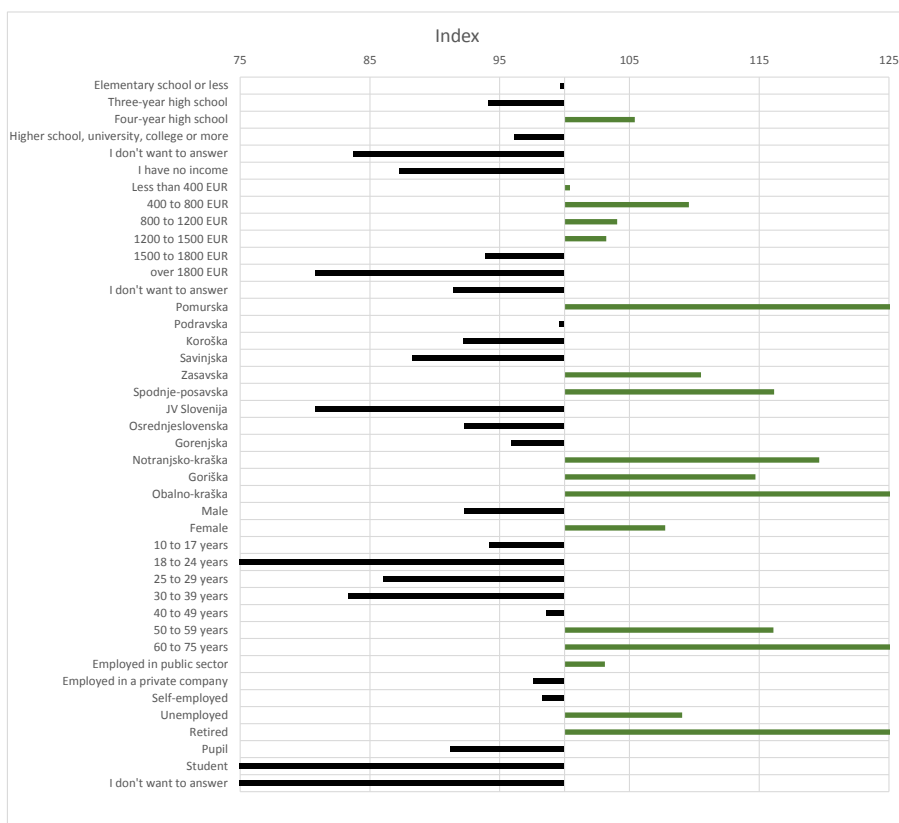


Note:

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 1.1. to 31.1.2020. 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 1.1. to 31.1.2020. 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.