



Website: Itis.si

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/473 00 10

# 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: February 2020

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020.	31 633	12 650	1,0%	13 620	2,5	1,1
2.2.2020.	30 872	12 748	1,0%	13 425	2,4	1,1
3.2.2020.	61 628	25 524	1,9%	27 381	2,4	1,1
4.2.2020.	59 166	24 238	1,8%	25 954	2,4	1,1
5.2.2020.	58 753	23 940	1,8%	25 660	2,5	1,1
6.2.2020.	54 233	21 795	1,6%	23 352	2,5	1,1
7.2.2020.	48 606	20 307	1,5%	21 724	2,4	1,1
8.2.2020.	27 819	11 339	0,9%	12 195	2,5	1,1
9.2.2020.	29 999	12 222	0,9%	12 898	2,5	1,1
10.2.2020.	61 670	26 015	2,0%	27 833	2,4	1,1
11.2.2020.	59 012	24 300	1,8%	26 022	2,4	1,1
12.2.2020.	58 360	23 869	1,8%	25 499	2,4	1,1
13.2.2020.	54 865	22 660	1,7%	24 194	2,4	1,1
14.2.2020.	51 354	20 991	1,6%	22 559	2,4	1,1
15.2.2020.	29 950	11 928	0,9%	12 968	2,5	1,1
16.2.2020.	29 925	12 403	0,9%	12 850	2,4	1,0
17.2.2020.	60 942	25 503	1,9%	27 368	2,4	1,1
18.2.2020.	59 175	24 689	1,9%	26 506	2,4	1,1
19.2.2020.	56 582	23 227	1,7%	24 974	2,4	1,1
20.2.2020.	53 180	21 838	1,6%	23 326	2,4	1,1
21.2.2020.	47 161	19 879	1,5%	21 433	2,4	1,1
22.2.2020.	27 029	10 990	0,8%	11 988	2,5	1,1
23.2.2020.	28 477	11 627	0,9%	12 143	2,4	1,0
24.2.2020.	56 485	23 843	1,8%	25 521	2,4	1,1
25.2.2020.	51 886	21 471	1,6%	22 926	2,4	1,1
26.2.2020.	54 736	22 836	1,7%	24 340	2,4	1,1
27.2.2020.	54 184	21 939	1,7%	23 542	2,5	1,1
28.2.2020.	48 667	20 603	1,5%	22 118	2,4	1,1
29.2.2020.	29 888	12 927	1,0%	13 573	2,3	1,0

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020. - 2.2.2020.	62 504	24 302	1,8%	27 044	2,6	1,1
3.2.2020. - 9.2.2020.	340 205	97 180	7,3%	149 180	3,5	1,5
10.2.2020. - 16.2.2020.	345 141	98 859	7,4%	151 992	3,5	1,5
17.2.2020. - 23.2.2020.	332 541	95 467	7,2%	147 783	3,5	1,5
24.2.2020. - 29.2.2020.	295 834	92 768	7,0%	131 977	3,2	1,4

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020. - 29.2.2020.	1 376 221	224 046	16,9%	608 019	6,0	3,0

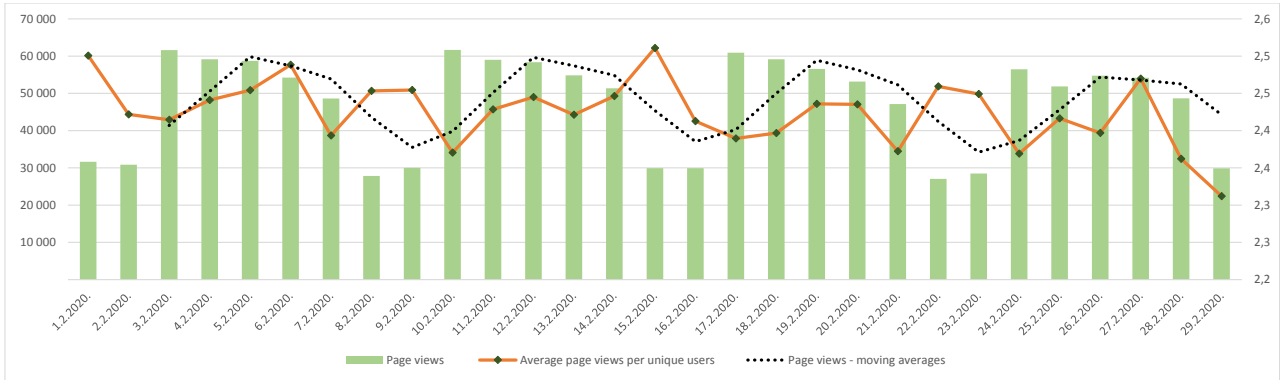
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,9%	81	13,4%
	Three-year high school	14,1%	104	15,6%
	Four-year high school	42,1%	104	39,2%
	Higher school, university, college or more	31,1%	103	30,9%
	I don't want to answer	0,8%	75	1,0%
Personal income	I have no income	8,0%	79	7,2%
	Less than 400 EUR	8,8%	91	7,9%
	400 to 800 EUR	25,9%	109	31,3%
	800 to 1200 EUR	28,6%	109	29,5%
	1200 to 1500 EUR	9,5%	101	8,9%
	1500 to 1800 EUR	4,5%	87	3,8%
	over 1800 EUR	6,5%	98	5,4%
	I don't want to answer	8,2%	92	5,9%
Region	Pomurska	5,7%	103	11,1%
	Podravska	15,2%	98	13,5%
	Koroška	2,6%	72	2,3%
	Savinjska	14,0%	108	11,4%
	Zasavska	1,8%	78	1,7%
	Spodnje-posavska	4,0%	124	7,1%
	JV Slovenija	6,5%	95	6,6%
	Osrednjeslovenska	25,5%	93	23,3%
	Gorenjska	8,8%	88	8,4%
	Notranjsko-kraška	2,9%	133	2,5%
	Goriška	6,8%	120	6,6%
	Obalno-kraška	6,3%	127	5,5%
	Gender	Male	45,7%	91
Female		54,3%	109	51,8%
Age	10 to 17 years	1,8%	57	2,6%
	18 to 24 years	7,6%	71	5,4%
	25 to 29 years	7,1%	88	8,7%
	30 to 39 years	20,5%	97	16,3%
	40 to 49 years	22,0%	94	18,9%
	50 to 59 years	21,9%	118	24,1%
	60 to 75 years	18,2%	126	23,0%
Employment status	Employed in public sector	15,8%	107	13,6%
	Employed in a private company	39,5%	99	41,6%
	Self-employed	8,1%	92	6,8%
	Unemployed	7,4%	109	6,7%
	Retired	16,1%	129	21,5%
	Pupil	4,6%	71	4,0%
	Student	7,3%	77	4,6%
	I don't want to answer	1,1%	87	1,0%



### 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.

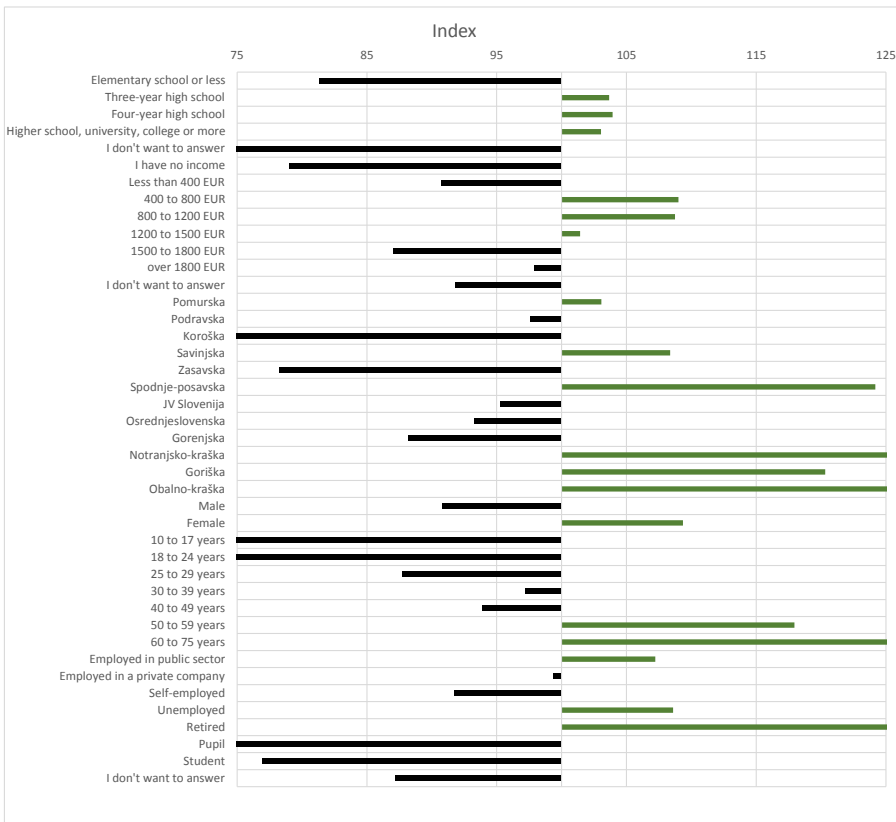


**Note:**

**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 1.2. to 29.2.2020. 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 1.2. to 29.2.2020. 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.