



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: May 2020

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2020.	28 006	10 511	0,8%	11 936	2,7	1,1
2.5.2020.	31 358	10 524	0,8%	12 499	3,0	1,2
3.5.2020.	32 705	12 184	0,9%	13 780	2,7	1,1
4.5.2020.	66 725	26 896	1,9%	29 500	2,5	1,1
5.5.2020.	60 704	25 413	1,8%	27 534	2,4	1,1
6.5.2020.	57 418	23 311	1,7%	25 290	2,5	1,1
7.5.2020.	60 873	21 134	1,5%	23 117	2,9	1,1
8.5.2020.	49 522	20 839	1,5%	22 632	2,4	1,1
9.5.2020.	30 714	10 955	0,8%	13 329	2,8	1,2
10.5.2020.	29 693	11 288	0,8%	12 936	2,6	1,1
11.5.2020.	67 278	27 108	2,0%	29 259	2,5	1,1
12.5.2020.	63 246	25 239	1,8%	27 301	2,5	1,1
13.5.2020.	57 645	23 820	1,7%	25 691	2,4	1,1
14.5.2020.	55 499	21 950	1,6%	23 869	2,5	1,1
15.5.2020.	53 715	21 892	1,6%	23 799	2,5	1,1
16.5.2020.	33 468	11 700	0,8%	14 197	2,9	1,2
17.5.2020.	30 361	11 624	0,8%	13 087	2,6	1,1
18.5.2020.	62 940	24 914	1,8%	27 076	2,5	1,1
19.5.2020.	68 693	26 039	1,9%	28 273	2,6	1,1
20.5.2020.	65 082	24 463	1,8%	26 464	2,7	1,1
21.5.2020.	59 312	21 321	1,5%	23 307	2,8	1,1
22.5.2020.	50 562	20 707	1,5%	22 458	2,4	1,1
23.5.2020.	31 139	10 065	0,7%	12 541	3,1	1,2
24.5.2020.	30 732	11 110	0,8%	12 816	2,8	1,2
25.5.2020.	61 010	24 326	1,8%	26 321	2,5	1,1
26.5.2020.	60 035	23 422	1,7%	25 662	2,6	1,1
27.5.2020.	58 057	24 305	1,8%	24 317	2,4	1,0
28.5.2020.	55 339	21 719	1,6%	23 612	2,5	1,1
29.5.2020.	54 227	21 722	1,6%	22 786	2,5	1,0
30.5.2020.	31 488	10 737	0,8%	13 012	2,9	1,2
31.5.2020.	35 564	10 365	0,7%	12 617	3,4	1,2

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2020. - 3.5.2020.	92 069	30 293	2,2%	38 209	3,0	1,3
4.5.2020. - 10.5.2020.	355 623	95 889	6,9%	154 187	3,7	1,6
11.5.2020. - 17.5.2020.	361 242	100 873	7,3%	157 256	3,6	1,6
18.5.2020. - 24.5.2020.	368 491	95 079	6,9%	152 922	3,9	1,6
25.5.2020. - 31.5.2020.	355 717	93 853	6,8%	148 446	3,8	1,6

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2020. - 31.5.2020.	1 533 134	239 587	17,3%	651 068	6,4	2,7

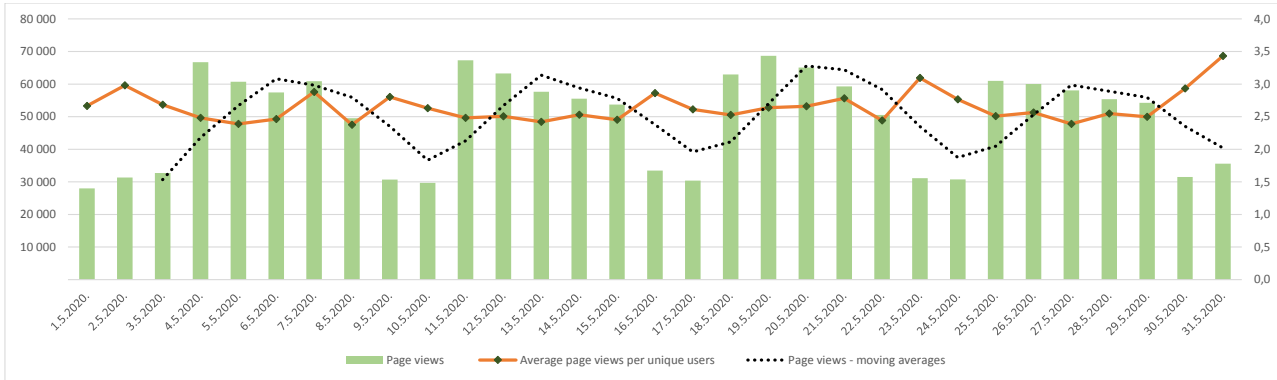
## Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,0%	85	14,0%	
	Three-year high school	13,4%	101	15,6%	
	Four-year high school	44,2%	110	44,3%	
	Higher school, university, college or more	28,7%	95	25,1%	
	I don't want to answer	0,8%	74	1,1%	
Personal income	I have no income	8,2%	78	6,5%	
	Less than 400 EUR	8,0%	81	8,7%	
	400 to 800 EUR	26,4%	113	30,8%	
	800 to 1200 EUR	28,9%	111	30,6%	
	1200 to 1500 EUR	9,6%	104	8,3%	
	1500 to 1800 EUR	5,2%	99	4,3%	
	over 1800 EUR	5,6%	83	4,0%	
	I don't want to answer	8,2%	91	6,7%	
Region	Pomurska	6,6%	118	13,6%	
	Podravska	14,7%	94	13,9%	
	Koroška	3,6%	100	3,1%	
	Savinjska	12,3%	95	10,3%	
	Zasavska	3,2%	131	4,6%	
	Spodnje-posavska	4,0%	122	4,9%	
	JV Slovenija	7,2%	104	6,8%	
	Osrednjeslovenska	24,2%	89	22,2%	
	Gorenjska	9,3%	95	8,0%	
	Notranjsko-kraška	2,4%	110	1,8%	
	Goriška	6,1%	109	5,3%	
	Obalno-kraška	6,6%	133	5,4%	
	Gender	Male	47,7%	95	50,4%
		Female	52,3%	104	49,6%
Age	10 to 17 years	1,7%	52	1,9%	
	18 to 24 years	8,5%	78	5,4%	
	25 to 29 years	6,8%	89	6,4%	
	30 to 39 years	17,1%	83	15,1%	
	40 to 49 years	24,5%	106	29,5%	
	50 to 59 years	21,6%	113	22,4%	
	60 to 75 years	19,1%	130	18,0%	
Employment status	Employed in public sector	15,8%	107	12,3%	
	Employed in a private company	39,0%	99	41,6%	
	Self-employed	9,6%	108	11,4%	
	Unemployed	5,9%	88	6,5%	
	Retired	16,7%	131	19,2%	
	Pupil	4,2%	60	2,9%	
	Student	7,5%	81	4,4%	
	I don't want to answer	1,3%	104	1,7%	

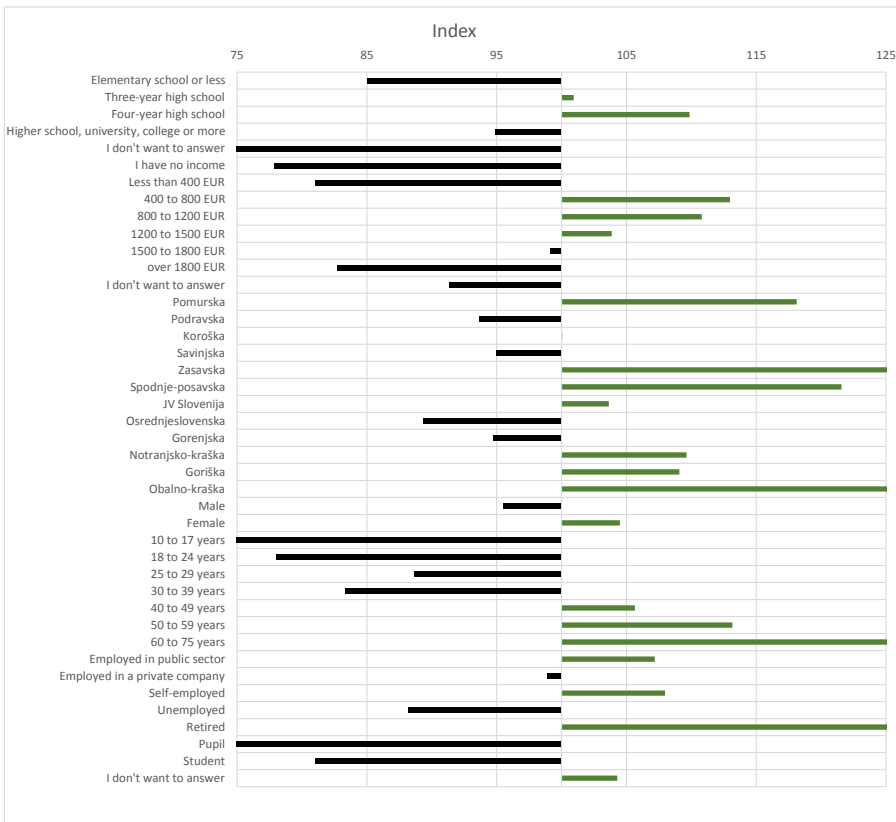


**Note:**

**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 site 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 1.5. to 31.5.2020. 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 1.5. to 31.5.2020. 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.