



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: June 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2020.	63 056	23 685	1,7%	25 624	2,7	1,1
2.6.2020.	55 338	22 521	1,6%	24 255	2,5	1,1
3.6.2020.	57 489	23 062	1,7%	24 877	2,5	1,1
4.6.2020.	56 397	23 103	1,7%	24 941	2,4	1,1
5.6.2020.	54 036	22 075	1,6%	23 695	2,4	1,1
6.6.2020.	31 055	11 125	0,8%	13 296	2,8	1,2
7.6.2020.	29 603	10 920	0,8%	12 574	2,7	1,2
8.6.2020.	65 339	26 720	1,9%	29 011	2,4	1,1
9.6.2020.	62 713	25 699	1,9%	27 797	2,4	1,1
10.6.2020.	58 643	23 719	1,7%	25 972	2,5	1,1
11.6.2020.	50 637	20 505	1,5%	22 438	2,5	1,1
12.6.2020.	46 961	21 343	1,5%	21 479	2,2	1,0
13.6.2020.	26 152	9 014	0,7%	11 160	2,9	1,2
14.6.2020.	30 964	10 716	0,8%	12 748	2,9	1,2
15.6.2020.	63 932	26 502	1,9%	28 580	2,4	1,1
16.6.2020.	57 080	23 608	1,7%	25 524	2,4	1,1
17.6.2020.	57 086	23 260	1,7%	25 060	2,5	1,1
18.6.2020.	53 179	22 846	1,6%	22 966	2,3	1,0
19.6.2020.	49 368	21 127	1,5%	21 780	2,3	1,0
20.6.2020.	30 319	11 254	0,8%	13 560	2,7	1,2
21.6.2020.	32 504	11 497	0,8%	13 543	2,8	1,2
22.6.2020.	59 956	23 816	1,7%	25 825	2,5	1,1
23.6.2020.	54 623	21 970	1,6%	23 809	2,5	1,1
24.6.2020.	49 773	20 974	1,5%	22 885	2,4	1,1
25.6.2020.	31 193	11 577	0,8%	13 451	2,7	1,2
26.6.2020.	45 759	19 151	1,4%	21 402	2,4	1,1
27.6.2020.	27 958	10 187	0,7%	12 266	2,7	1,2
28.6.2020.	27 860	10 171	0,7%	12 017	2,7	1,2
29.6.2020.	60 240	23 778	1,7%	25 786	2,5	1,1
30.6.2020.	56 366	22 748	1,6%	24 695	2,5	1,1

Weekly reach (Slovenian visitors)

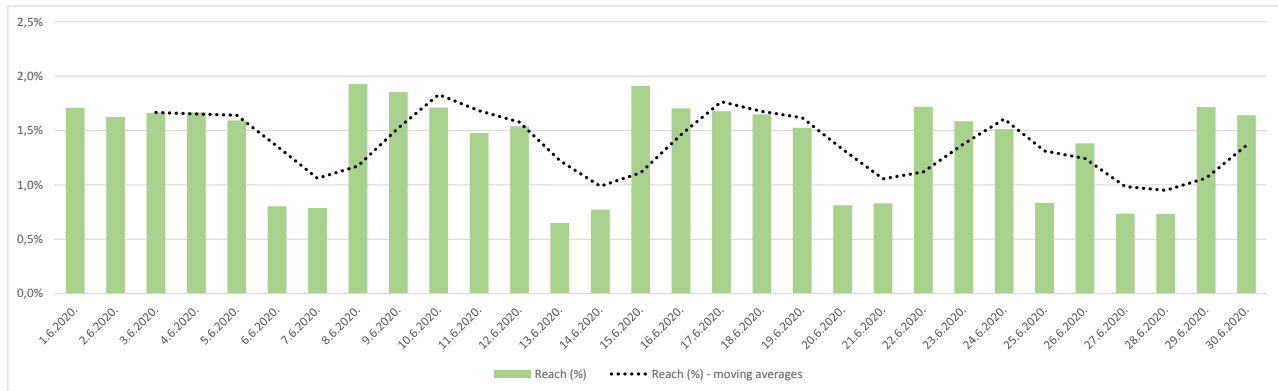
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2020. - 7.6.2020.	346 954	96 690	7,0%	149 220	3,6	1,5
8.6.2020. - 14.6.2020.	341 394	96 411	7,0%	150 723	3,5	1,6
15.6.2020. - 21.6.2020.	343 460	97 312	7,0%	151 056	3,5	1,6
22.6.2020. - 28.6.2020.	297 097	81 409	5,9%	131 653	3,6	1,6
29.6.2020. - 30.6.2020.	116 610	48 496	3,5%	50 479	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
1.6.2020. - 30.6.2020.	1 445 516	237 001	17,1%	633 060	6,1	2,7

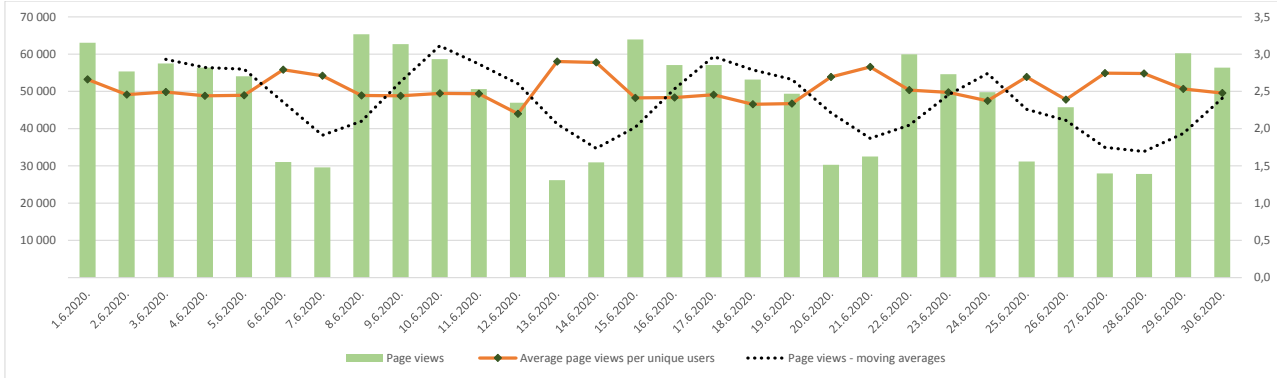
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,2%	99	15,8%
	Three-year high school	12,2%	92	13,9%
	Four-year high school	43,9%	108	43,4%
	Higher school, university, college or more	28,8%	94	25,3%
	I don't want to answer	0,8%	79	1,5%
Personal income	I have no income	7,0%	70	7,7%
	Less than 400 EUR	9,1%	98	8,0%
	400 to 800 EUR	26,5%	111	23,7%
	800 to 1200 EUR	27,6%	104	35,7%
	1200 to 1500 EUR	9,1%	99	8,0%
	1500 to 1800 EUR	5,4%	101	4,3%
	over 1800 EUR	6,0%	86	4,6%
	I don't want to answer	9,3%	104	7,9%
Region	Pomurska	7,3%	132	11,6%
	Podravska	15,4%	98	14,3%
	Koroška	3,8%	109	3,6%
	Savinjska	12,1%	95	11,4%
	Zasavska	2,6%	112	2,2%
	Spodnje-posavska	4,8%	145	6,6%
	JV Slovenija	6,0%	92	6,1%
	Osrednjeslovenska	25,2%	93	22,5%
	Gorenjska	9,3%	90	7,3%
	Notranjsko-kraška	2,4%	113	1,5%
	Goriška	5,6%	100	7,6%
	Obalno-kraška	5,4%	108	5,3%
	Gender	Male	46,7%	93
Female		53,3%	107	55,0%
Age	10 to 17 years	1,6%	52	1,6%
	18 to 24 years	7,1%	70	5,5%
	25 to 29 years	6,7%	86	7,5%
	30 to 39 years	18,9%	91	18,1%
	40 to 49 years	23,7%	100	19,8%
	50 to 59 years	22,1%	115	28,7%
	60 to 75 years	19,1%	129	17,9%
Employment status	Employed in public sector	16,1%	107	12,9%
	Employed in a private company	38,8%	98	42,8%
	Self-employed	9,5%	104	11,3%
	Unemployed	7,7%	113	8,1%
	Retired	16,8%	133	16,1%
	Pupil	3,4%	56	4,0%
	Student	6,3%	68	4,0%
	I don't want to answer	1,4%	111	0,8%

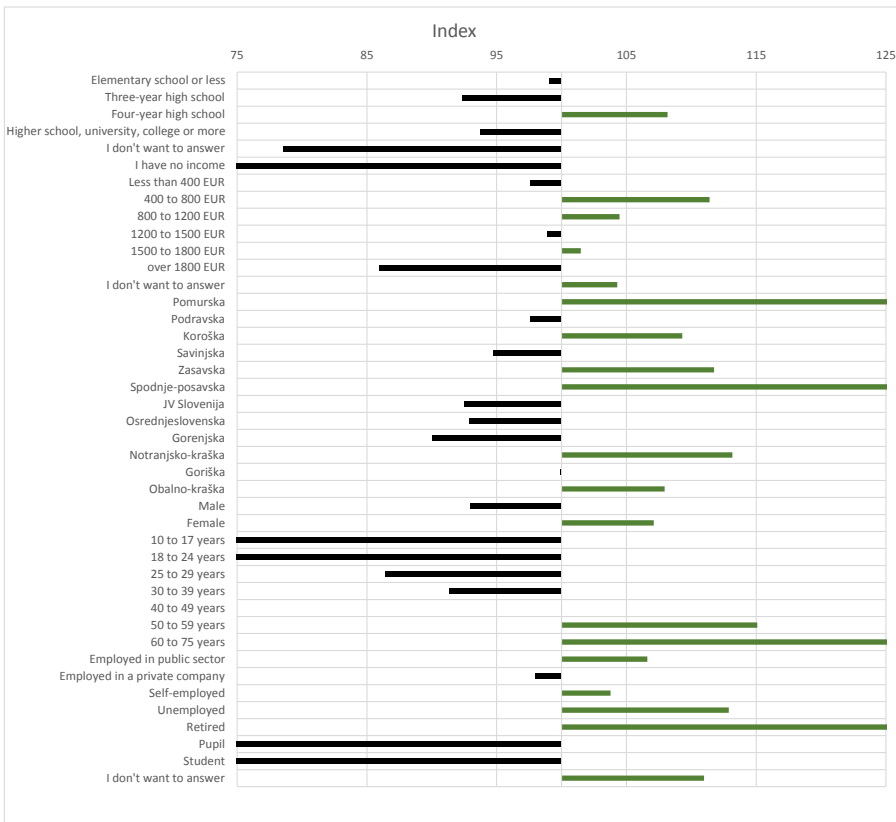


Note:

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 1.6. to 30.6.2020. 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 1.6. to 30.6.2020. 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.