



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: August 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.8.2020.	29 244	9 867	0,7%	12 385	3,0	1,3
2.8.2020.	28 694	10 110	0,7%	12 015	2,8	1,2
3.8.2020.	56 780	22 414	1,6%	24 530	2,5	1,1
4.8.2020.	52 648	20 504	1,5%	21 167	2,6	1,0
5.8.2020.	53 073	21 824	1,6%	22 299	2,4	1,0
6.8.2020.	50 836	19 104	1,4%	20 661	2,7	1,1
7.8.2020.	46 082	17 600	1,3%	18 944	2,6	1,1
8.8.2020.	29 561	9 590	0,7%	12 160	3,1	1,3
9.8.2020.	27 688	9 277	0,7%	11 391	3,0	1,2
10.8.2020.	53 325	22 270	1,6%	23 320	2,4	1,0
11.8.2020.	52 167	21 125	1,5%	22 035	2,5	1,0
12.8.2020.	51 670	21 312	1,5%	22 184	2,4	1,0
13.8.2020.	49 531	19 823	1,4%	20 864	2,5	1,1
14.8.2020.	45 438	18 523	1,3%	20 017	2,5	1,1
15.8.2020.	27 973	9 417	0,7%	11 768	3,0	1,2
16.8.2020.	28 452	9 852	0,7%	12 207	2,9	1,2
17.8.2020.	55 442	23 501	1,7%	24 545	2,4	1,0
18.8.2020.	56 472	22 244	1,6%	24 164	2,5	1,1
19.8.2020.	55 087	22 488	1,6%	23 104	2,4	1,0
20.8.2020.	51 304	20 831	1,5%	21 664	2,5	1,0
21.8.2020.	47 965	19 155	1,4%	20 329	2,5	1,1
22.8.2020.	30 638	9 568	0,7%	12 223	3,2	1,3
23.8.2020.	30 374	10 796	0,8%	12 873	2,8	1,2
24.8.2020.	60 270	24 323	1,8%	26 201	2,5	1,1
25.8.2020.	56 938	22 234	1,6%	24 228	2,6	1,1
26.8.2020.	54 911	21 681	1,6%	23 445	2,5	1,1
27.8.2020.	51 314	21 125	1,5%	22 133	2,4	1,0
28.8.2020.	50 416	19 895	1,4%	21 571	2,5	1,1
29.8.2020.	32 244	9 806	0,7%	12 862	3,3	1,3
30.8.2020.	29 699	10 723	0,8%	13 095	2,8	1,2
31.8.2020.	60 411	24 674	1,8%	26 939	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
1.8.2020. - 2.8.2020.	57 939	18 186	1,3%	24 399	3,2	1,3
3.9.2020. - 9.9.2020.	316 668	80 692	5,8%	131 174	3,9	1,6
10.8.2020. - 16.8.2020.	308 560	81 360	5,9%	132 413	3,8	1,6
17.8.2020. - 23.8.2020.	327 281	85 124	6,1%	138 999	3,8	1,6
24.8.2020. - 30.8.2020.	335 793	86 772	6,3%	143 562	3,9	1,7
31.8.2020. - 31.8.2020.	60 411	24 674	1,8%	26 939	2,4	1,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.8.2020. - 31.8.2020.	1 406 635	215 548	15,6%	597 580	6,5	2,8

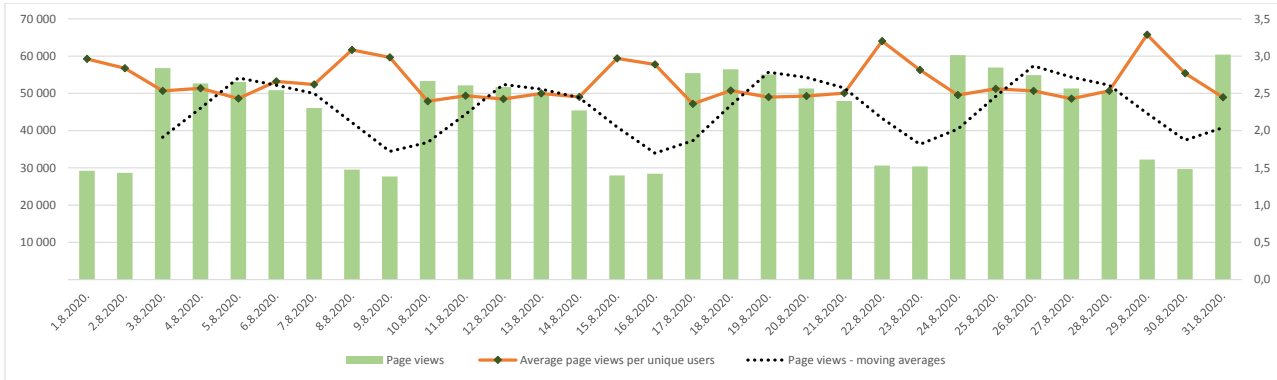
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,9%	101	15,4%
	Three-year high school	12,0%	91	14,6%
	Four-year high school	41,0%	101	44,6%
	Higher school, university, college or more	30,9%	101	24,6%
	I don't want to answer	1,1%	108	0,8%
Personal income	I have no income	7,7%	76	5,5%
	Less than 400 EUR	7,4%	79	8,1%
	400 to 800 EUR	27,2%	118	37,4%
	800 to 1200 EUR	27,6%	104	25,4%
	1200 to 1500 EUR	9,0%	95	6,7%
	1500 to 1800 EUR	5,3%	96	3,5%
	over 1800 EUR	6,0%	86	5,8%
Region	I don't want to answer	9,7%	109	7,8%
	Pomurska	6,9%	119	12,5%
	Podravska	15,7%	101	12,7%
	Koroška	3,3%	97	3,3%
	Savinjska	12,1%	93	10,1%
	Zasavska	2,7%	111	5,1%
	Spodnje-posavska	3,4%	102	3,2%
	JV Slovenija	7,2%	113	5,9%
	Osrednjeslovenska	24,9%	91	25,5%
	Gorenjska	9,8%	96	8,6%
	Notranjsko-kraška	2,7%	123	2,0%
	Goriška	5,2%	96	4,7%
	Obalno-kraška	6,1%	120	6,4%
	Gender	Male	46,9%	92
Female		53,1%	109	51,0%
Age	10 to 17 years	2,4%	76	2,0%
	18 to 24 years	5,5%	56	4,8%
	25 to 29 years	8,1%	105	6,9%
	30 to 39 years	16,6%	80	11,9%
	40 to 49 years	23,9%	100	24,8%
	50 to 59 years	24,6%	127	25,2%
Employment status	60 to 75 years	18,1%	123	22,2%
	Employed in public sector	16,4%	108	13,6%
	Employed in a private company	40,9%	103	34,2%
	Self-employed	9,0%	95	11,2%
	Unemployed	7,1%	107	5,7%
	Retired	15,5%	121	24,6%
	Pupil	3,9%	65	3,1%
	Student	5,7%	64	6,4%
	I don't want to answer	1,5%	118	1,2%

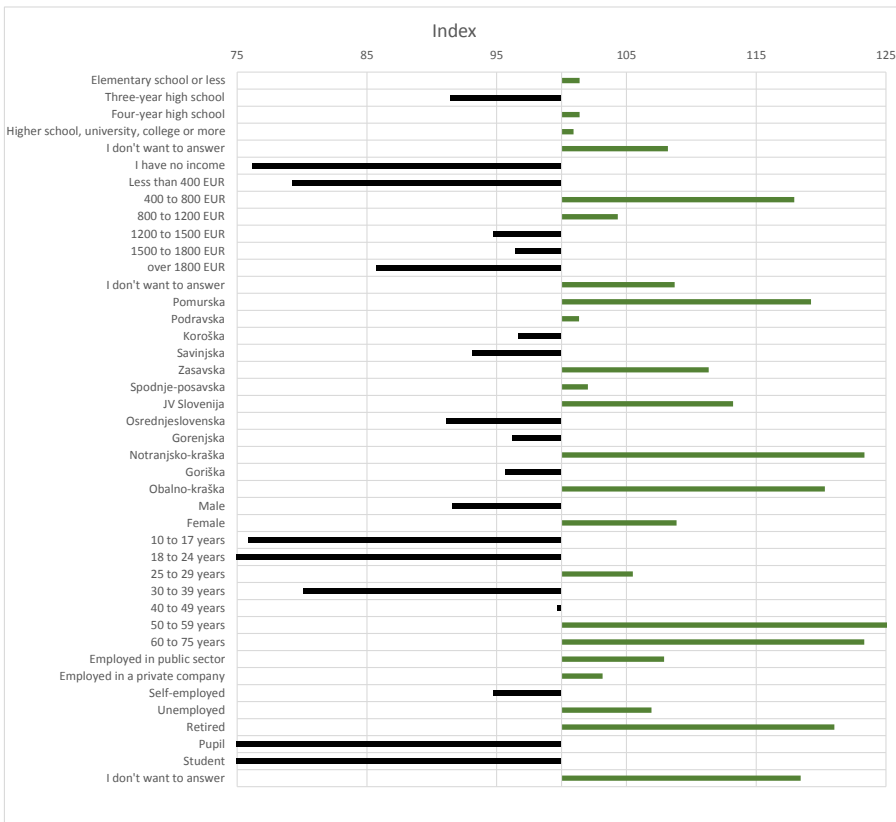


Note:

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 1.8. to 31.8.2020. 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 1.8. to 31.8.2020. 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.