



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: September 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2020.	52 527	23 228	1,7%	23 620	2,3	1,0
2.9.2020.	54 240	21 824	1,6%	23 767	2,5	1,1
3.9.2020.	53 041	22 019	1,6%	22 679	2,4	1,0
4.9.2020.	45 376	19 451	1,4%	20 356	2,3	1,0
5.9.2020.	27 449	8 878	0,6%	11 627	3,1	1,3
6.9.2020.	26 776	8 721	0,6%	11 122	3,1	1,3
7.9.2020.	56 921	24 726	1,8%	25 146	2,3	1,0
8.9.2020.	53 409	23 163	1,7%	23 570	2,3	1,0
9.9.2020.	52 050	23 122	1,7%	23 337	2,3	1,0
10.9.2020.	51 744	20 907	1,5%	22 654	2,5	1,1
11.9.2020.	46 615	20 356	1,5%	21 041	2,3	1,0
12.9.2020.	28 578	9 253	0,7%	11 713	3,1	1,3
13.9.2020.	25 521	9 008	0,7%	11 029	2,8	1,2
14.9.2020.	55 373	24 371	1,8%	24 774	2,3	1,0
15.9.2020.	53 426	22 927	1,7%	23 436	2,3	1,0
16.9.2020.	52 524	23 248	1,7%	23 379	2,3	1,0
17.9.2020.	50 087	21 668	1,6%	22 110	2,3	1,0
18.9.2020.	46 253	19 427	1,4%	20 107	2,4	1,0
19.9.2020.	27 288	8 744	0,6%	11 106	3,1	1,3
20.9.2020.	24 070	8 346	0,6%	10 161	2,9	1,2
21.9.2020.	54 481	23 748	1,7%	23 935	2,3	1,0
22.9.2020.	53 370	23 204	1,7%	23 355	2,3	1,0
23.9.2020.	54 859	21 972	1,6%	23 810	2,5	1,1
24.9.2020.	50 180	21 881	1,6%	22 158	2,3	1,0
25.9.2020.	48 981	19 803	1,4%	21 555	2,5	1,1
26.9.2020.	28 570	10 117	0,7%	12 235	2,8	1,2
27.9.2020.	25 446	9 057	0,7%	11 059	2,8	1,2
28.9.2020.	58 258	24 110	1,7%	26 160	2,4	1,1
29.9.2020.	52 197	22 631	1,6%	22 874	2,3	1,0
30.9.2020.	53 286	21 593	1,6%	23 384	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
1.9.2020. - 6.9.2020.	259 408	73 960	5,3%	113 245	3,5	1,5
7.9.2020. - 13.9.2020.	314 842	84 674	6,1%	138 580	3,7	1,6
14.9.2020. - 20.9.2020.	309 025	84 629	6,1%	135 189	3,7	1,6
21.9.2020. - 27.9.2020.	315 888	85 098	6,1%	138 140	3,7	1,6
28.9.2020. - 30.9.2020.	163 745	63 332	4,6%	72 428	2,6	1,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2020. - 30.9.2020.	1 362 907	216 544	15,6%	597 598	6,3	2,8

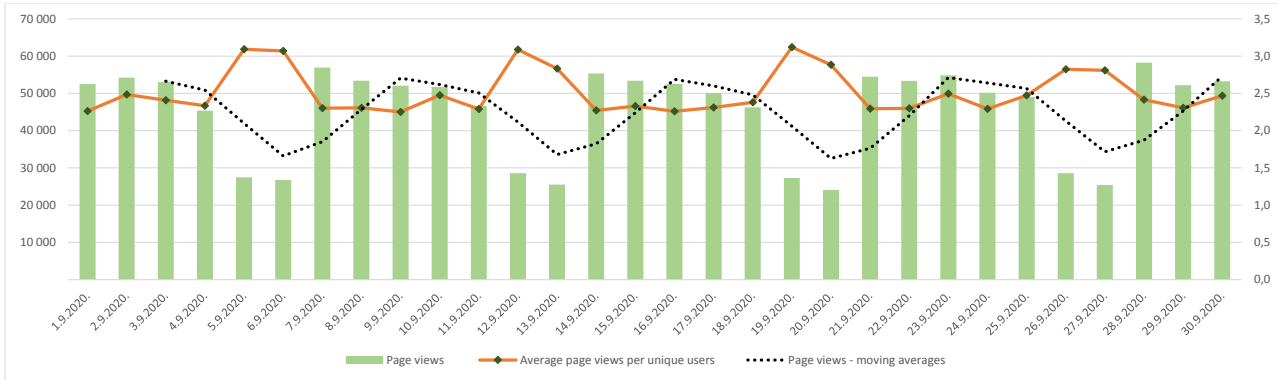
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	12,8%	104	14,9%	
	Three-year high school	13,0%	104	11,4%	
	Four-year high school	38,3%	99	38,9%	
	Higher school, university, college or more	34,9%	99	34,1%	
	I don't want to answer	0,9%	94	0,7%	
Personal income	I have no income	10,1%	111	8,4%	
	Less than 400 EUR	6,4%	84	5,5%	
	400 to 800 EUR	21,4%	111	25,6%	
	800 to 1200 EUR	30,5%	103	32,6%	
	1200 to 1500 EUR	11,9%	104	9,9%	
	1500 to 1800 EUR	5,3%	84	5,1%	
	over 1800 EUR	7,3%	87	5,3%	
	I don't want to answer	7,2%	86	7,6%	
Region	Pomurska	7,5%	126	8,1%	
	Podravska	16,4%	105	11,2%	
	Koroška	4,0%	122	3,2%	
	Savinjska	11,7%	96	10,1%	
	Zasavska	2,6%	101	2,9%	
	Spodnje-posavska	4,7%	127	5,0%	
	JV Slovenija	5,7%	95	11,1%	
	Osrednjeslovenska	22,8%	84	25,3%	
	Gorenjska	9,3%	95	8,6%	
	Notranjsko-kraška	2,7%	111	3,2%	
	Goriška	6,9%	119	5,8%	
	Obalno-kraška	5,6%	103	5,6%	
	Gender	Male	46,6%	89	44,1%
		Female	53,4%	112	55,9%
Age	10 to 17 years	4,1%	87	3,7%	
	18 to 24 years	8,7%	78	7,3%	
	25 to 29 years	10,6%	96	6,0%	
	30 to 39 years	21,4%	92	20,2%	
	40 to 49 years	21,3%	103	23,2%	
	50 to 59 years	20,7%	118	21,9%	
	60 to 75 years	13,2%	113	17,7%	
Employment status	Employed in public sector	18,3%	117	15,6%	
	Employed in a private company	38,4%	93	41,6%	
	Self-employed	8,8%	96	6,9%	
	Unemployed	7,2%	114	7,1%	
	Retired	14,9%	116	19,3%	
	Pupil	6,3%	94	5,5%	
	Student	4,8%	68	2,9%	
	I don't want to answer	1,2%	131	1,1%	

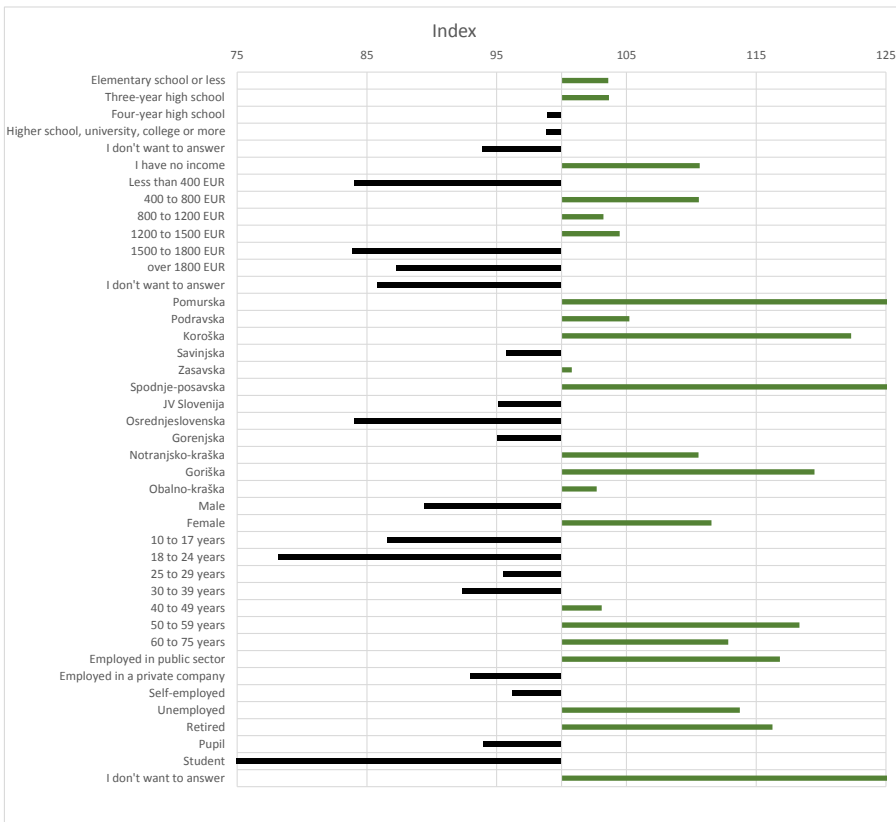


Note:

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 1.9. to 30.9.2020. 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 1.9. to 30.9.2020. 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.