



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 izpostavitve v TIS-u se vsako leto odločijo tako velika kot srednja in mala podjetja.

Comment:

Period: October 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2020.	48 168	20 185	1,4%	21 898	2,4	1,1
2.10.2020.	47 910	19 550	1,4%	21 217	2,5	1,1
3.10.2020.	29 367	10 326	0,7%	12 008	2,8	1,2
4.10.2020.	27 482	10 369	0,7%	11 439	2,7	1,1
5.10.2020.	55 721	22 807	1,6%	24 531	2,4	1,1
6.10.2020.	52 999	21 390	1,5%	23 084	2,5	1,1
7.10.2020.	53 732	21 824	1,6%	23 426	2,5	1,1
8.10.2020.	47 541	19 755	1,4%	21 293	2,4	1,1
9.10.2020.	42 323	17 340	1,2%	18 839	2,4	1,1
10.10.2020.	25 261	8 925	0,6%	10 510	2,8	1,2
11.10.2020.	26 731	10 671	0,8%	11 279	2,5	1,1
12.10.2020.	53 618	22 321	1,6%	23 763	2,4	1,1
13.10.2020.	51 234	19 938	1,4%	21 501	2,6	1,1
14.10.2020.	47 906	19 419	1,4%	20 919	2,5	1,1
15.10.2020.	49 860	19 633	1,4%	21 191	2,5	1,1
16.10.2020.	45 316	19 054	1,4%	20 583	2,4	1,1
17.10.2020.	31 315	11 342	0,8%	12 549	2,8	1,1
18.10.2020.	26 644	10 464	0,7%	10 787	2,5	1,0
19.10.2020.	53 957	22 213	1,6%	23 890	2,4	1,1
20.10.2020.	54 647	21 392	1,5%	22 961	2,6	1,1
21.10.2020.	50 566	20 895	1,5%	22 403	2,4	1,1
22.10.2020.	49 313	19 305	1,4%	20 778	2,6	1,1
23.10.2020.	47 295	19 599	1,4%	21 241	2,4	1,1
24.10.2020.	32 938	12 161	0,9%	13 109	2,7	1,1
25.10.2020.	28 914	11 310	0,8%	11 780	2,6	1,0
26.10.2020.	55 241	23 013	1,6%	24 285	2,4	1,1
27.10.2020.	56 285	21 991	1,6%	23 622	2,6	1,1
28.10.2020.	51 794	20 635	1,5%	22 129	2,5	1,1
29.10.2020.	50 268	19 501	1,4%	21 044	2,6	1,1
30.10.2020.	43 219	17 577	1,3%	19 012	2,5	1,1
31.10.2020.	27 117	10 344	0,7%	10 817	2,6	1,0

Weekly reach (Slovenian visitors)

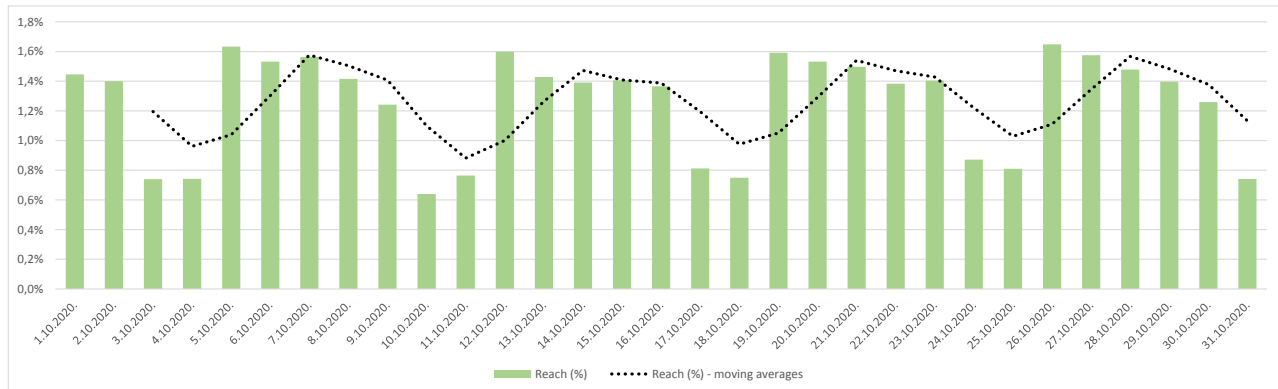
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2020. - 4.10.2020.	152 926	51 327	3,7%	66 636	3,0	1,3
5.10.2020. - 11.10.2020.	304 299	83 083	6,0%	133 027	3,7	1,6
12.10.2020. - 18.10.2020.	305 910	84 857	6,1%	131 474	3,6	1,5
19.10.2020. - 25.10.2020.	317 629	88 303	6,3%	136 297	3,6	1,5
26.10.2020. - 31.10.2020.	283 917	88 828	6,4%	120 968	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
1.10.2020. - 31.10.2020.	1 364 677	224 328	16,1%	588 460	6,1	2,6

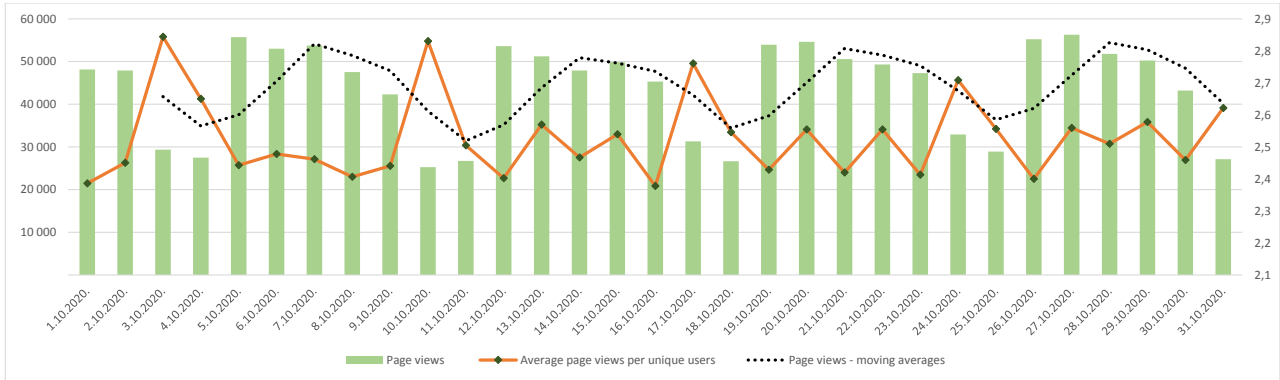
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	10,6%	84	9,6%	
	Three-year high school	14,0%	112	16,3%	
	Four-year high school	40,6%	105	38,3%	
	Higher school, university, college or more	34,2%	97	35,3%	
	I don't want to answer	0,7%	65	0,4%	
Personal income	I have no income	6,6%	72	5,6%	
	Less than 400 EUR	6,1%	78	7,4%	
	400 to 800 EUR	21,6%	112	23,5%	
	800 to 1200 EUR	31,5%	107	34,0%	
	1200 to 1500 EUR	10,4%	91	8,9%	
	1500 to 1800 EUR	6,7%	105	6,2%	
	over 1800 EUR	8,4%	101	6,4%	
	I don't want to answer	8,8%	108	8,0%	
Region	Pomurska	7,9%	131	8,5%	
	Podravska	17,4%	112	16,5%	
	Koroška	3,7%	112	3,2%	
	Savinjska	14,3%	115	14,1%	
	Zasavska	2,6%	99	1,8%	
	Spodnje-posavska	3,8%	98	2,9%	
	JV Slovenija	5,6%	94	8,8%	
	Osrednjeslovenska	22,3%	83	23,1%	
	Gorenjska	8,5%	87	9,2%	
	Notranjsko-kraška	2,1%	85	1,4%	
	Goriška	6,6%	111	6,0%	
	Obalno-kraška	5,3%	100	4,3%	
	Gender	Male	48,8%	93	48,8%
		Female	51,2%	107	51,2%
Age	10 to 17 years	2,6%	55	1,9%	
	18 to 24 years	10,8%	95	9,1%	
	25 to 29 years	11,1%	100	7,5%	
	30 to 39 years	20,9%	91	18,8%	
	40 to 49 years	20,5%	100	23,0%	
	50 to 59 years	20,1%	114	23,5%	
	60 to 75 years	14,0%	122	16,2%	
Employment status	Employed in public sector	16,3%	102	17,6%	
	Employed in a private company	41,7%	102	41,6%	
	Self-employed	10,0%	111	7,2%	
	Unemployed	5,9%	99	5,9%	
	Retired	15,3%	122	18,3%	
	Pupil	4,2%	59	3,8%	
	Student	5,3%	73	4,5%	
	I don't want to answer	1,1%	118	1,1%	

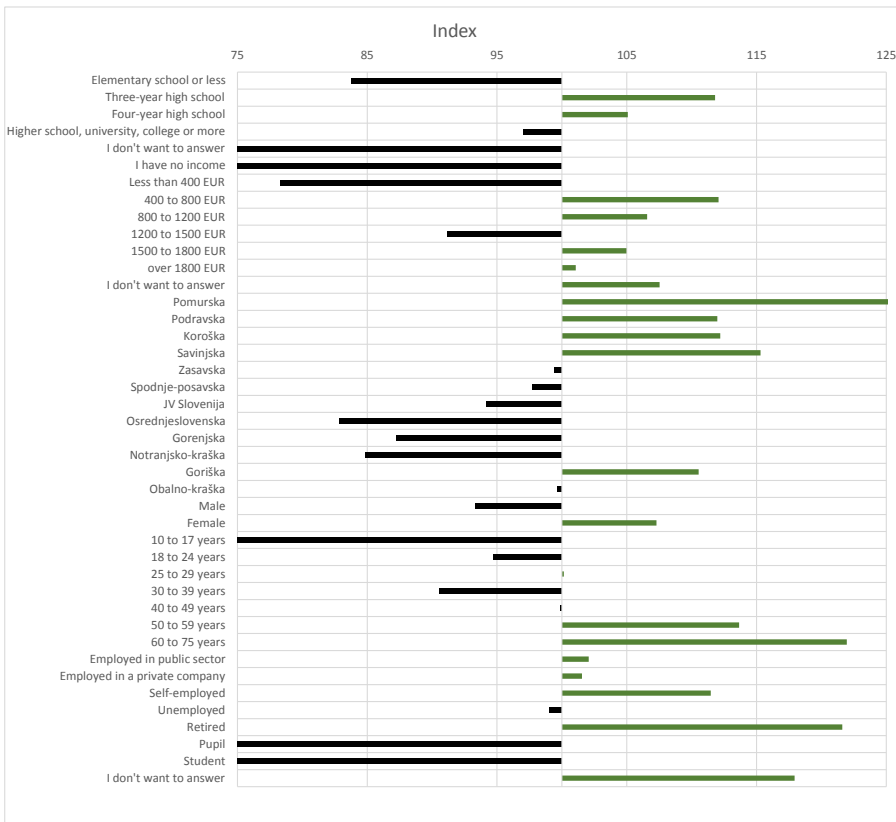


Note:

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 1.10. to 31.10.2020. 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 1.10. to 31.10.2020. 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.