



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: December 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2020.	55 008	20 215	1,4%	21 775	2,7	1,1
2.12.2020.	52 087	20 398	1,4%	21 943	2,6	1,1
3.12.2020.	51 415	19 937	1,4%	21 525	2,6	1,1
4.12.2020.	51 904	20 518	1,4%	22 185	2,5	1,1
5.12.2020.	35 985	12 974	0,9%	13 796	2,8	1,1
6.12.2020.	36 676	12 023	0,8%	12 874	3,1	1,1
7.12.2020.	61 568	24 252	1,7%	26 131	2,5	1,1
8.12.2020.	62 851	23 744	1,6%	25 508	2,6	1,1
9.12.2020.	61 262	23 166	1,6%	25 041	2,6	1,1
10.12.2020.	60 452	22 146	1,5%	23 988	2,7	1,1
11.12.2020.	58 155	21 308	1,5%	23 132	2,7	1,1
12.12.2020.	40 844	13 006	0,9%	14 627	3,1	1,1
13.12.2020.	41 040	13 400	0,9%	14 536	3,1	1,1
14.12.2020.	76 100	27 542	1,9%	29 822	2,8	1,1
15.12.2020.	78 001	26 592	1,8%	29 093	2,9	1,1
16.12.2020.	79 809	27 322	1,9%	29 822	2,9	1,1
17.12.2020.	82 259	29 410	2,0%	29 790	2,8	1,0
18.12.2020.	77 350	27 785	1,9%	28 283	2,8	1,0
19.12.2020.	53 069	14 687	1,0%	17 709	3,6	1,2
20.12.2020.	66 417	16 630	1,1%	20 092	4,0	1,2
21.12.2020.	103 500	33 100	2,3%	36 141	3,1	1,1
22.12.2020.	87 745	28 398	2,0%	31 158	3,1	1,1
23.12.2020.	66 977	25 482	1,8%	25 820	2,6	1,0
24.12.2020.	42 581	16 769	1,2%	17 195	2,5	1,0
25.12.2020.	31 358	10 122	0,7%	11 733	3,1	1,2
26.12.2020.	35 443	10 963	0,8%	12 924	3,2	1,2
27.12.2020.	36 973	12 198	0,8%	13 831	3,0	1,1
28.12.2020.	59 401	24 204	1,7%	24 686	2,5	1,0
29.12.2020.	52 458	20 951	1,4%	21 309	2,5	1,0
30.12.2020.	46 194	19 247	1,3%	19 512	2,4	1,0
31.12.2020.	33 132	12 340	0,9%	13 148	2,7	1,1

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2020. - 6.12.2020.	283 000	81 730	5,6%	114 165	3,5	1,4
7.12.2020. - 13.12.2020.	386 086	100 165	6,9%	153 048	3,9	1,5
14.12.2020. - 20.12.2020.	512 933	112 386	7,8%	184 711	4,6	1,6
21.12.2020. - 27.12.2020.	404 613	91 973	6,3%	148 578	4,4	1,6
28.12.2020. - 31.12.2020.	191 192	60 861	4,2%	78 679	3,1	1,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2020. - 31.12.2020.	1 777 607	248 794	17,2%	678 448	7,1	2,7

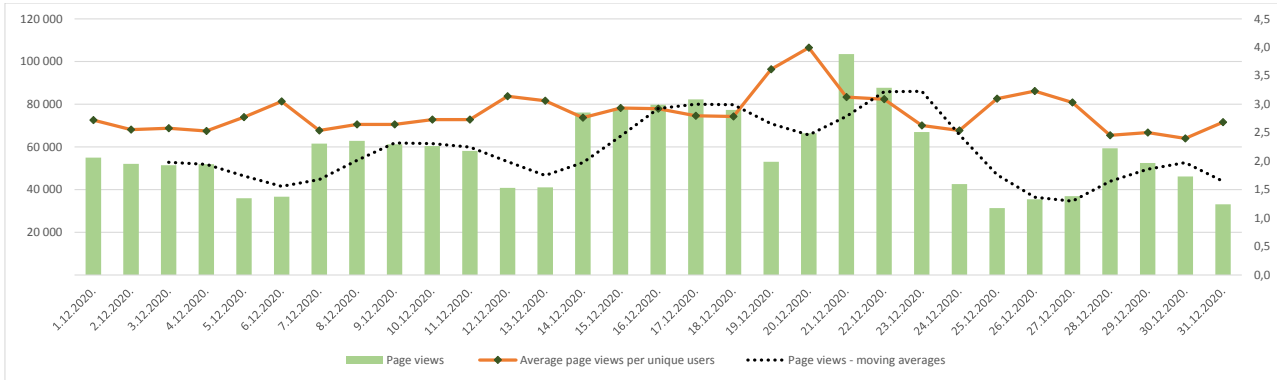
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	10,0%	79	7,8%
	Three-year high school	13,7%	108	16,6%
	Four-year high school	40,7%	105	38,0%
	Higher school, university, college or more	34,8%	100	37,0%
	I don't want to answer	0,8%	83	0,7%
Personal income	I have no income	7,8%	84	6,7%
	Less than 400 EUR	5,7%	74	4,9%
	400 to 800 EUR	21,6%	111	28,1%
	800 to 1200 EUR	32,9%	111	33,8%
	1200 to 1500 EUR	10,9%	96	8,7%
	1500 to 1800 EUR	6,1%	96	4,9%
	over 1800 EUR	7,0%	87	5,2%
Region	I don't want to answer	8,1%	98	7,7%
	Pomurska	6,6%	115	6,7%
	Podravska	18,6%	120	16,7%
	Koroška	3,9%	116	2,7%
	Savinjska	13,2%	104	10,8%
	Zasavska	2,3%	87	3,8%
	Spodnje-posavska	4,6%	125	3,9%
	JV Slovenija	5,4%	88	8,2%
	Osrednjeslovenska	23,6%	89	22,0%
	Gorenjska	8,7%	91	8,8%
	Notranjsko-kraška	1,9%	77	2,7%
	Goriška	6,3%	103	8,6%
	Obalno-kraška	5,0%	91	5,0%
	Gender	Male	47,0%	90
Female		53,0%	111	53,8%
Age	10 to 17 years	2,9%	72	1,7%
	18 to 24 years	7,8%	74	6,0%
	25 to 29 years	9,2%	96	9,1%
	30 to 39 years	21,2%	94	17,4%
	40 to 49 years	22,2%	103	21,2%
	50 to 59 years	20,5%	114	21,5%
Employment status	60 to 75 years	16,1%	120	22,9%
	Employed in public sector	16,4%	102	16,1%
	Employed in a private company	41,9%	102	38,4%
	Self-employed	8,9%	101	7,5%
	Unemployed	5,7%	93	5,4%
	Retired	15,5%	119	23,7%
	Pupil	5,3%	71	3,2%
	Student	5,3%	81	4,5%
	I don't want to answer	1,0%	101	1,1%

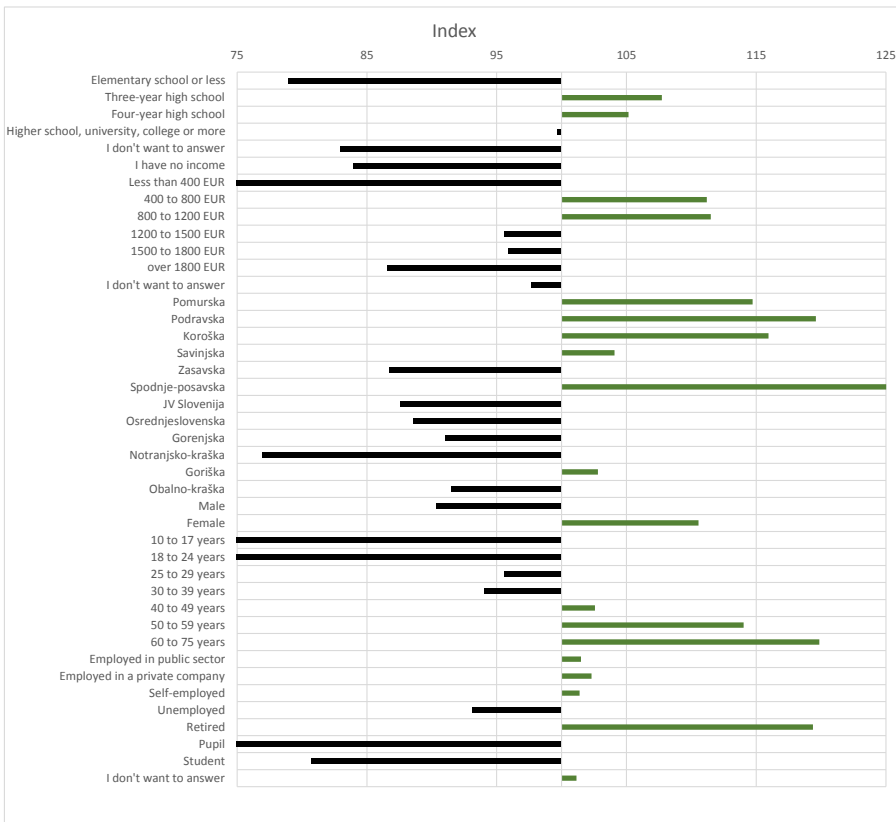


Note:

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 1.12. to 31.12.2020. 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 1.12. to 31.12.2020. 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.