



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: February 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2021.	58 511	24 013	1,7%	26 110	2,4	1,1
2.2.2021.	55 593	22 903	1,6%	24 930	2,4	1,1
3.2.2021.	55 723	22 796	1,6%	24 834	2,4	1,1
4.2.2021.	53 187	22 092	1,5%	24 011	2,4	1,1
5.2.2021.	48 835	20 428	1,4%	22 278	2,4	1,1
6.2.2021.	33 147	11 905	0,8%	13 773	2,8	1,2
7.2.2021.	32 446	11 703	0,8%	13 070	2,8	1,1
8.2.2021.	34 402	13 573	0,9%	14 562	2,5	1,1
9.2.2021.	62 786	26 482	1,8%	28 881	2,4	1,1
10.2.2021.	56 852	23 538	1,6%	25 609	2,4	1,1
11.2.2021.	53 031	22 131	1,5%	24 070	2,4	1,1
12.2.2021.	48 233	20 509	1,4%	22 340	2,4	1,1
13.2.2021.	31 148	11 707	0,8%	13 100	2,7	1,1
14.2.2021.	28 487	11 210	0,8%	12 385	2,5	1,1
15.2.2021.	52 808	22 765	1,6%	24 782	2,3	1,1
16.2.2021.	53 004	21 398	1,5%	23 328	2,5	1,1
17.2.2021.	53 120	21 788	1,5%	23 709	2,4	1,1
18.2.2021.	49 043	20 401	1,4%	22 159	2,4	1,1
19.2.2021.	46 394	19 706	1,4%	21 512	2,4	1,1
20.2.2021.	29 531	10 872	0,8%	12 394	2,7	1,1
21.2.2021.	28 680	11 362	0,8%	12 192	2,5	1,1
22.2.2021.	54 223	23 158	1,6%	25 203	2,3	1,1
23.2.2021.	50 948	21 335	1,5%	23 270	2,4	1,1
24.2.2021.	49 038	20 062	1,4%	21 899	2,4	1,1
25.2.2021.	47 347	19 375	1,3%	21 121	2,4	1,1
26.2.2021.	42 232	17 982	1,2%	19 665	2,3	1,1
27.2.2021.	29 506	10 788	0,7%	12 242	2,7	1,1
28.2.2021.	28 250	11 044	0,8%	11 939	2,6	1,1

Weekly reach (Slovenian visitors)

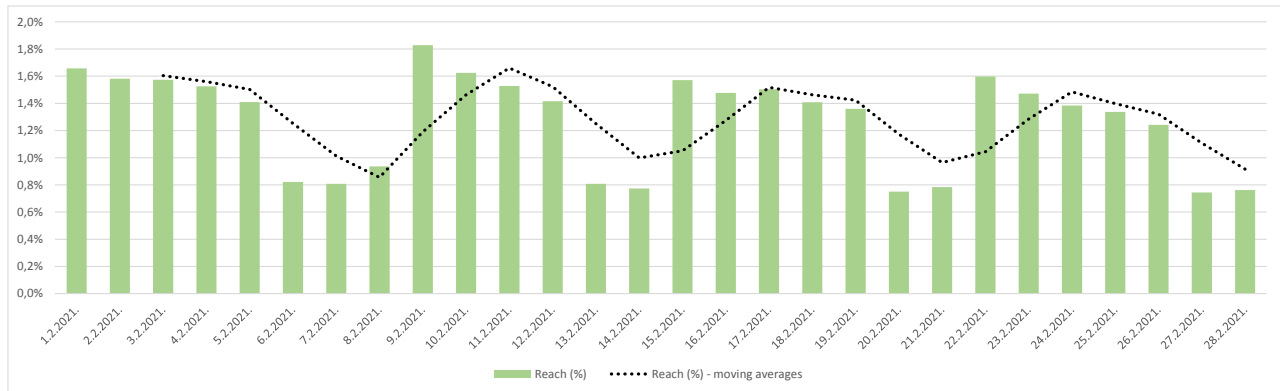
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2021 - 7.2.2021	337 446	98 942	6,8%	149 194	3,4	1,5
8.2.2021 - 14.2.2021	314 933	92 632	6,4%	141 088	3,4	1,5
15.2.2021 - 21.2.2021	312 578	91 360	6,3%	140 195	3,4	1,5
22.2.2021 - 28.2.2021	301 542	88 486	6,1%	135 506	3,4	1,5

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2021. - 28.2.2021.	1 266 494	228 599	15,8%	565 970	5,5	2,5

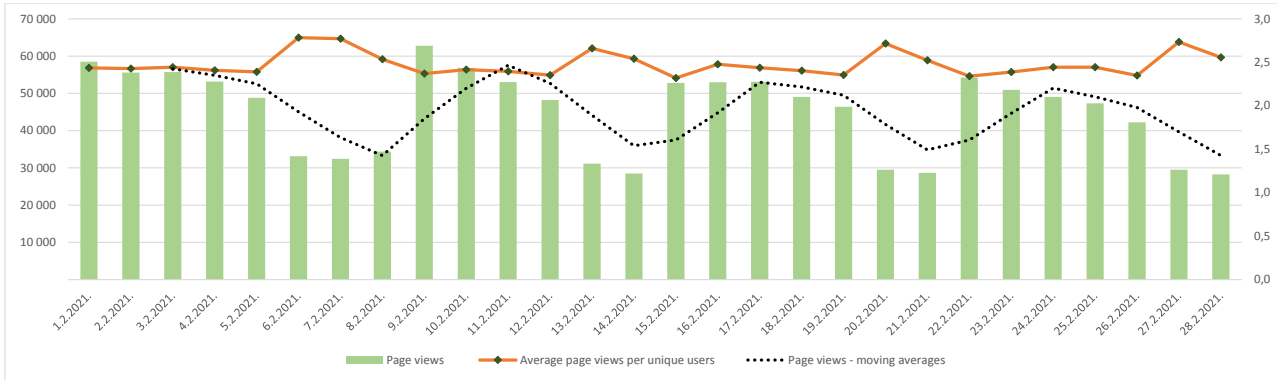
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	9,7%	78	10,7%
	Three-year high school	13,5%	105	15,8%
	Four-year high school	42,4%	108	42,8%
	Higher school, university, college or more	33,6%	98	30,2%
	I don't want to answer	0,8%	80	0,5%
Personal income	I have no income	7,6%	83	7,8%
	Less than 400 EUR	5,3%	70	5,6%
	400 to 800 EUR	22,4%	116	22,9%
	800 to 1200 EUR	31,4%	107	34,3%
	1200 to 1500 EUR	11,5%	101	10,9%
	1500 to 1800 EUR	6,2%	96	5,7%
	over 1800 EUR	7,7%	91	5,8%
	I don't want to answer	7,9%	96	7,1%
Region	Pomurska	7,9%	138	9,4%
	Podravska	16,8%	106	15,3%
	Koroška	4,4%	139	5,1%
	Savinjska	12,8%	102	10,2%
	Zasavska	2,7%	105	1,9%
	Spodnje-posavska	3,7%	107	3,4%
	JV Slovenija	6,1%	98	7,7%
	Osrednjeslovenska	21,8%	80	18,6%
	Gorenjska	9,5%	99	13,3%
	Notranjsko-kraška	2,1%	84	2,2%
	Goriška	6,7%	114	6,2%
	Obalno-kraška	5,4%	103	6,6%
	Gender	Male	47,0%	91
Female		53,0%	110	51,0%
Age	10 to 17 years	1,5%	39	1,9%
	18 to 24 years	8,2%	80	7,3%
	25 to 29 years	6,5%	71	7,5%
	30 to 39 years	20,2%	93	13,2%
	40 to 49 years	22,1%	102	21,7%
	50 to 59 years	22,2%	119	25,2%
	60 to 75 years	18,9%	130	21,9%
Employment status	Employed in public sector	16,3%	102	14,0%
	Employed in a private company	40,7%	101	38,8%
	Self-employed	9,8%	107	8,7%
	Unemployed	5,6%	88	6,4%
	Retired	18,3%	135	23,1%
	Pupil	3,1%	47	4,1%
	Student	5,0%	74	3,7%
	I don't want to answer	1,2%	106	1,1%

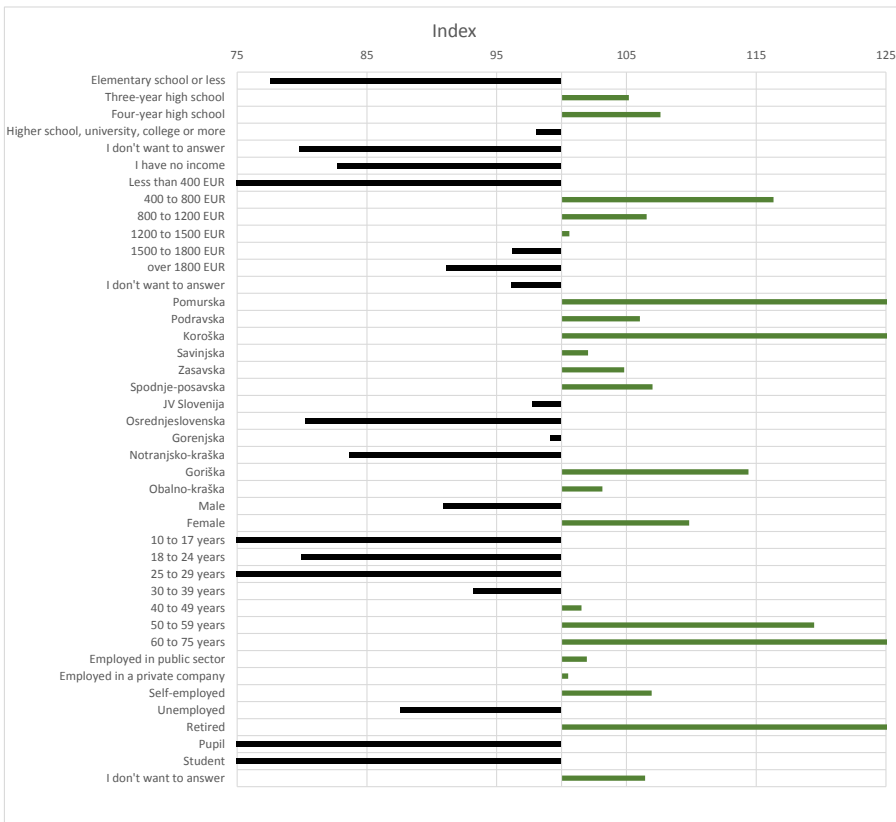


Note:

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 1.2. to 28.2.2021. 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 1.2. to 28.2.2021. 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.