



Website: Itis.si

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/473 00 10

# 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: April 2021

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2021	42 607	17 384	1,2%	18 968	2,5	1,1
02.04.2021	38 378	15 440	1,1%	16 881	2,5	1,1
03.04.2021	27 725	9 361	0,6%	10 527	3,0	1,1
04.04.2021	24 287	8 805	0,6%	10 046	2,8	1,1
05.04.2021	28 298	10 702	0,7%	11 638	2,6	1,1
06.04.2021	66 714	26 742	1,8%	28 733	2,5	1,1
07.04.2021	53 853	20 960	1,4%	22 845	2,6	1,1
08.04.2021	49 921	20 158	1,4%	22 021	2,5	1,1
09.04.2021	45 632	18 352	1,3%	20 062	2,5	1,1
10.04.2021	45 382	17 552	1,2%	18 978	2,6	1,1
11.04.2021	50 521	19 985	1,4%	21 325	2,5	1,1
12.04.2021	70 349	29 419	2,0%	31 584	2,4	1,1
13.04.2021	62 827	26 069	1,8%	28 078	2,4	1,1
14.04.2021	53 113	21 550	1,5%	23 526	2,5	1,1
15.04.2021	52 177	20 904	1,4%	22 763	2,5	1,1
16.04.2021	45 366	18 664	1,3%	20 357	2,4	1,1
17.04.2021	28 752	10 089	0,7%	11 734	2,8	1,2
18.04.2021	29 233	10 929	0,8%	12 143	2,7	1,1
19.04.2021	57 137	23 331	1,6%	25 449	2,4	1,1
20.04.2021	53 897	21 443	1,5%	23 404	2,5	1,1
21.04.2021	50 364	20 534	1,4%	22 399	2,5	1,1
22.04.2021	48 424	19 762	1,4%	21 569	2,5	1,1
23.04.2021	42 710	17 970	1,2%	19 643	2,4	1,1
24.04.2021	25 419	9 356	0,6%	11 049	2,7	1,2
25.04.2021	24 402	8 928	0,6%	10 385	2,7	1,2
26.04.2021	46 989	20 336	1,4%	21 270	2,3	1,0
27.04.2021	33 703	12 168	0,8%	13 659	2,8	1,1
28.04.2021	51 758	21 207	1,5%	23 252	2,4	1,1
29.04.2021	46 920	19 466	1,3%	21 317	2,4	1,1
30.04.2021	40 659	18 070	1,2%	18 262	2,3	1,0

## Weekly reach (Slovenian visitors)

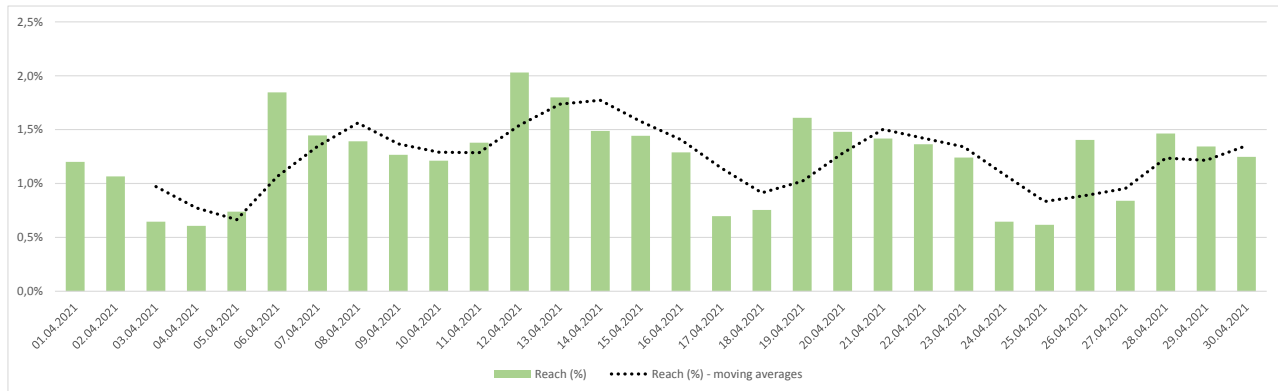
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2021 - 04.04.2021	132 997	45 143	3,1%	56 537	2,9	1,3
05.04.2021 - 11.04.2021	340 433	105 083	7,3%	146 035	3,2	1,4
12.04.2021 - 18.04.2021	341 850	105 762	7,3%	150 167	3,2	1,4
19.04.2021 - 25.04.2021	302 355	88 493	6,1%	133 956	3,4	1,5
26.04.2021 - 30.04.2021	220 031	71 720	5,0%	97 823	3,1	1,4

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2021 - 30.04.2021	1 337 759	243 821	16,8%	585 027	5,5	2,4

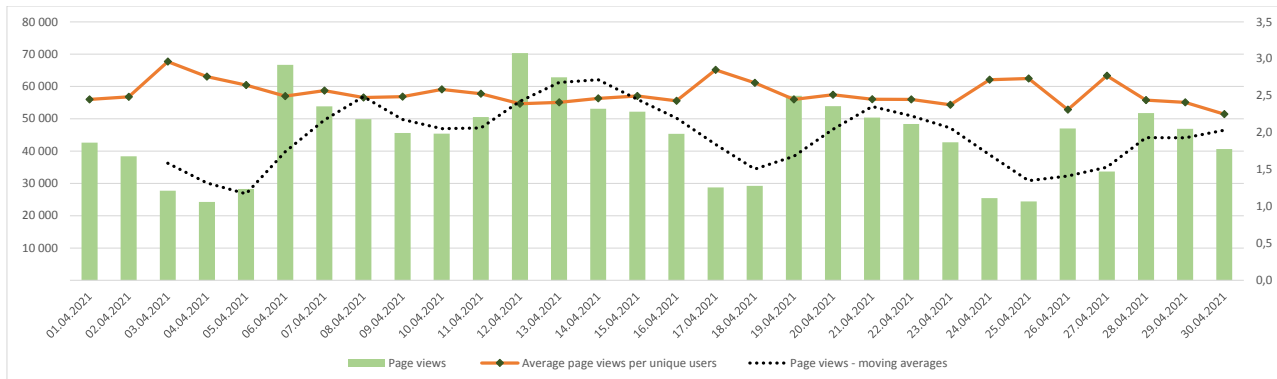
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	9,7%	79	8,7%	
	Three-year high school	14,1%	110	15,7%	
	Four-year high school	41,6%	105	43,5%	
	Higher school, university, college or more	33,6%	98	31,1%	
	I don't want to answer	1,0%	106	1,0%	
Personal income	I have no income	6,5%	70	9,5%	
	Less than 400 EUR	5,6%	74	5,6%	
	400 to 800 EUR	21,9%	114	23,3%	
	800 to 1200 EUR	31,9%	107	32,8%	
	1200 to 1500 EUR	11,3%	100	8,2%	
	1500 to 1800 EUR	6,6%	101	4,0%	
	over 1800 EUR	7,8%	93	6,8%	
	I don't want to answer	8,5%	104	9,8%	
Region	Pomurska	7,8%	132	7,3%	
	Podravska	16,5%	105	14,0%	
	Koroška	2,8%	85	1,9%	
	Savinjska	14,7%	117	11,8%	
	Zasavska	2,0%	75	1,5%	
	Spodnje-posavska	3,5%	100	3,6%	
	JV Slovenija	6,2%	95	10,6%	
	Osrednjeslovenska	22,9%	85	26,3%	
	Gorenjska	8,9%	93	8,3%	
	Notranjsko-kraška	2,7%	110	2,4%	
	Goriška	6,8%	121	7,9%	
	Obalno-kraška	5,2%	97	4,3%	
	Gender	Male	50,6%	99	52,7%
		Female	49,4%	101	47,3%
Age	10 to 17 years	2,2%	61	1,5%	
	18 to 24 years	6,8%	66	10,6%	
	25 to 29 years	7,1%	78	7,9%	
	30 to 39 years	20,1%	92	14,9%	
	40 to 49 years	22,0%	101	22,7%	
	50 to 59 years	22,4%	120	21,6%	
	60 to 75 years	19,2%	132	19,6%	
Employment status	Employed in public sector	15,5%	94	12,1%	
	Employed in a private company	41,3%	103	38,7%	
	Self-employed	10,9%	119	12,1%	
	Unemployed	5,8%	93	6,0%	
	Retired	18,2%	133	20,9%	
	Pupil	3,5%	54	2,9%	
	Student	4,1%	62	6,9%	
	I don't want to answer	0,7%	61	0,5%	

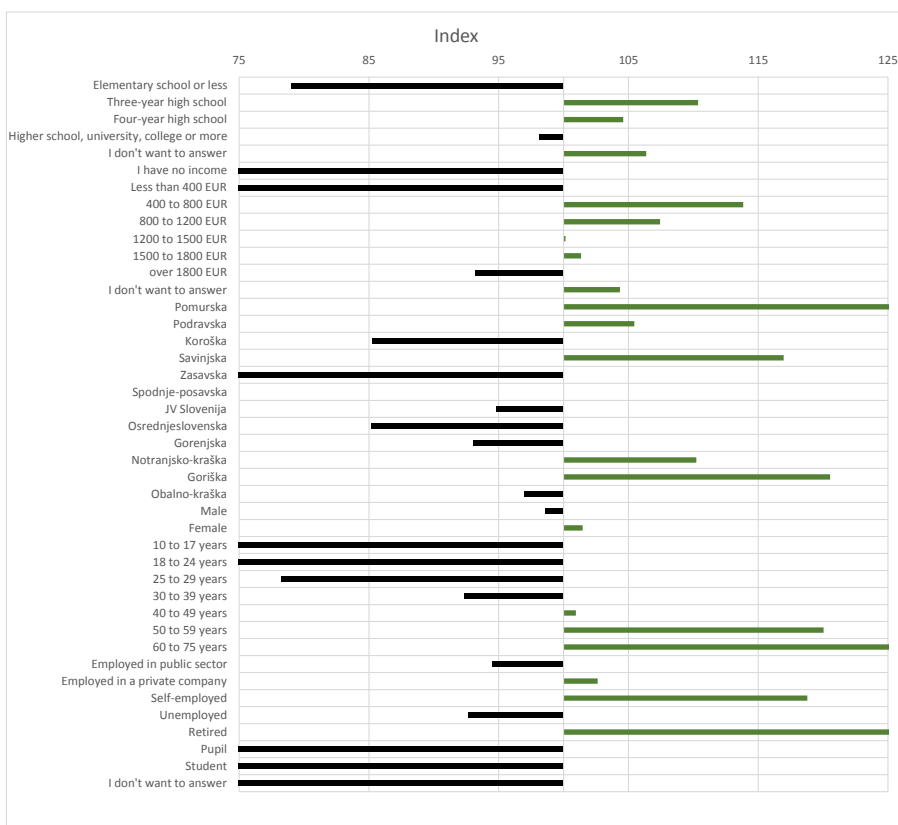


### Note:

**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 1.4. to 30.4.2021. 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 1.4. to 30.4.2021. 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.