



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: May 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2021	24 197	8 498	0,6%	9 753	2,8	1,1
02.05.2021	30 098	11 721	0,8%	12 582	2,6	1,1
03.05.2021	56 437	23 135	1,6%	25 150	2,4	1,1
04.05.2021	51 362	21 183	1,5%	23 001	2,4	1,1
05.05.2021	51 704	20 818	1,4%	22 613	2,5	1,1
06.05.2021	52 634	20 861	1,4%	22 610	2,5	1,1
07.05.2021	47 781	19 982	1,4%	21 716	2,4	1,1
08.05.2021	28 095	10 977	0,8%	12 196	2,6	1,1
09.05.2021	24 445	9 177	0,6%	10 112	2,7	1,1
10.05.2021	50 136	20 974	1,4%	22 731	2,4	1,1
11.05.2021	47 534	19 696	1,3%	21 393	2,4	1,1
12.05.2021	53 712	22 059	1,5%	23 915	2,4	1,1
13.05.2021	53 316	20 975	1,4%	22 819	2,5	1,1
14.05.2021	46 798	19 317	1,3%	21 049	2,4	1,1
15.05.2021	30 828	10 275	0,7%	12 000	3,0	1,2
16.05.2021	28 460	10 198	0,7%	11 546	2,8	1,1
17.05.2021	59 528	23 706	1,6%	25 729	2,5	1,1
18.05.2021	49 675	20 676	1,4%	22 456	2,4	1,1
19.05.2021	55 893	22 157	1,5%	24 108	2,5	1,1
20.05.2021	47 974	19 532	1,3%	21 238	2,5	1,1
21.05.2021	41 667	17 784	1,2%	19 394	2,3	1,1
22.05.2021	28 489	10 018	0,7%	11 627	2,8	1,2
23.05.2021	28 010	10 993	0,8%	11 732	2,5	1,1
24.05.2021	59 138	24 027	1,6%	26 118	2,5	1,1
25.05.2021	55 046	21 670	1,5%	23 557	2,5	1,1
26.05.2021	46 717	19 743	1,4%	21 426	2,4	1,1
27.05.2021	45 578	19 176	1,3%	20 772	2,4	1,1
28.05.2021	41 729	17 727	1,2%	19 322	2,4	1,1
29.05.2021	27 998	10 587	0,7%	11 980	2,6	1,1
30.05.2021	27 282	9 847	0,7%	10 801	2,8	1,1
31.05.2021	54 884	21 366	1,5%	23 212	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
01.05.2021 - 02.05.2021	54 298	18 563	1,3%	22 349	2,9	1,2
03.05.2021 - 09.05.2021	312 461	93 371	6,4%	137 498	3,3	1,5
10.05.2021 - 16.05.2021	310 787	89 173	6,1%	135 625	3,5	1,5
17.05.2021 - 23.05.2021	311 229	90 144	6,2%	136 345	3,5	1,5
24.05.2021 - 30.05.2021	303 483	87 819	6,0%	134 051	3,5	1,5
31.05.2021 - 31.05.2021	54 884	21 366	1,5%	23 212	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
01.05.2021 - 31.05.2021	1 347 146	230 300	15,8%	589 209	5,8	2,6

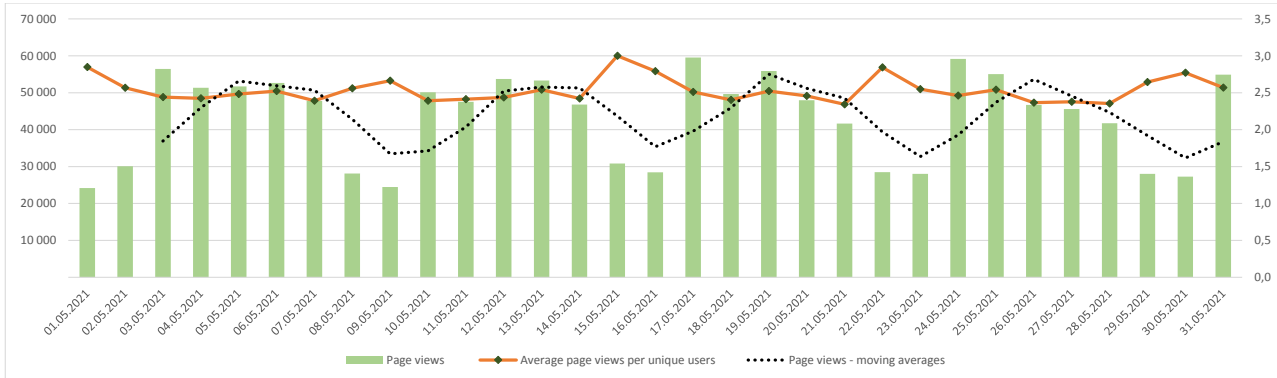
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,9%	99	14,4%	
	Three-year high school	12,2%	98	17,7%	
	Four-year high school	40,6%	101	34,6%	
	Higher school, university, college or more	34,4%	100	32,7%	
	I don't want to answer	0,8%	92	0,6%	
Personal income	I have no income	7,7%	86	7,1%	
	Less than 400 EUR	5,9%	80	4,0%	
	400 to 800 EUR	20,7%	108	23,4%	
	800 to 1200 EUR	32,7%	110	33,0%	
	1200 to 1500 EUR	11,8%	102	12,3%	
	1500 to 1800 EUR	5,3%	83	4,0%	
	over 1800 EUR	7,4%	87	6,8%	
	I don't want to answer	8,5%	102	9,4%	
Region	Pomurska	6,0%	99	6,9%	
	Podravska	16,1%	102	19,4%	
	Koroška	2,9%	86	3,4%	
	Savinjska	13,8%	109	10,6%	
	Zasavska	2,4%	97	1,5%	
	Spodnje-posavska	4,2%	121	3,6%	
	JV Slovenija	6,2%	100	10,2%	
	Osrednjeslovenska	24,0%	89	21,1%	
	Gorenjska	9,5%	97	8,5%	
	Notranjsko-kraška	2,8%	110	1,9%	
	Goriška	6,5%	112	8,4%	
	Obalno-kraška	5,7%	109	4,4%	
	Gender	Male	45,7%	88	49,2%
		Female	54,3%	112	50,8%
Age	10 to 17 years	2,2%	59	1,2%	
	18 to 24 years	9,4%	92	7,5%	
	25 to 29 years	6,8%	76	5,1%	
	30 to 39 years	18,3%	84	14,7%	
	40 to 49 years	22,7%	105	25,4%	
	50 to 59 years	22,4%	120	23,8%	
	60 to 75 years	17,8%	121	21,9%	
Employment status	Employed in public sector	17,7%	106	17,8%	
	Employed in a private company	39,8%	99	38,1%	
	Self-employed	9,0%	99	7,9%	
	Unemployed	6,2%	103	5,5%	
	Retired	16,6%	120	22,5%	
	Pupil	5,5%	84	4,5%	
	Student	4,5%	67	2,9%	
	I don't want to answer	0,9%	77	0,7%	

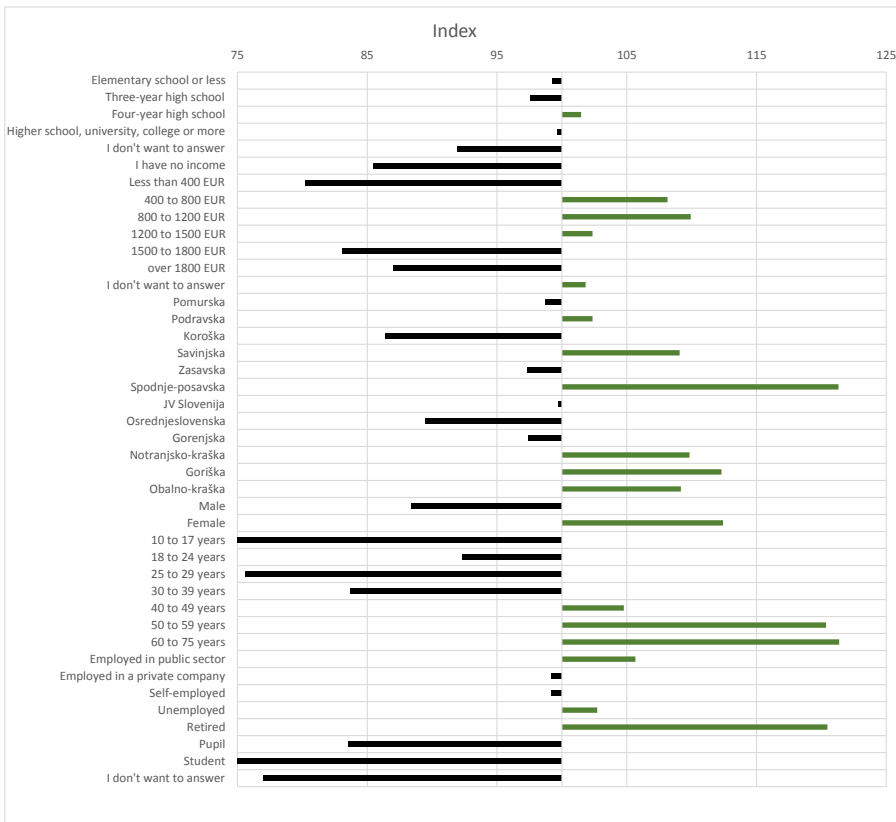


Note:

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 1.5. to 31.5.2021. 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 1.5. to 31.5.2021. 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.