



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: August 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2021	22 399	8 412	0,6%	9 476	2,7	1,1
02.08.2021	42 036	16 635	1,1%	18 194	2,5	1,1
03.08.2021	39 540	15 625	1,1%	17 057	2,5	1,1
04.08.2021	38 784	15 153	1,0%	16 562	2,6	1,1
05.08.2021	37 084	14 453	1,0%	15 806	2,6	1,1
06.08.2021	33 986	13 354	0,9%	14 607	2,5	1,1
07.08.2021	22 191	7 788	0,5%	9 149	2,8	1,2
08.08.2021	16 770	5 549	0,4%	6 286	3,0	1,1
09.08.2021	42 792	17 018	1,2%	18 593	2,5	1,1
10.08.2021	43 045	15 941	1,1%	17 424	2,7	1,1
11.08.2021	41 052	15 871	1,1%	17 321	2,6	1,1
12.08.2021	38 909	15 481	1,1%	16 887	2,5	1,1
13.08.2021	35 506	13 973	1,0%	15 312	2,5	1,1
14.08.2021	24 611	7 932	0,5%	9 728	3,1	1,2
15.08.2021	21 402	8 517	0,6%	9 430	2,5	1,1
16.08.2021	43 658	17 875	1,2%	19 513	2,4	1,1
17.08.2021	44 528	17 588	1,2%	19 186	2,5	1,1
18.08.2021	42 730	17 040	1,2%	18 590	2,5	1,1
19.08.2021	40 011	15 357	1,1%	16 752	2,6	1,1
20.08.2021	35 422	14 245	1,0%	15 626	2,5	1,1
21.08.2021	23 156	7 563	0,5%	9 142	3,1	1,2
22.08.2021	21 860	8 118	0,6%	9 203	2,7	1,1
23.08.2021	47 314	18 260	1,3%	19 888	2,6	1,1
24.08.2021	44 179	16 955	1,2%	18 470	2,6	1,1
25.08.2021	41 850	16 166	1,1%	17 627	2,6	1,1
26.08.2021	40 437	15 701	1,1%	17 121	2,6	1,1
27.08.2021	37 088	14 829	1,0%	16 170	2,5	1,1
28.08.2021	23 762	8 220	0,6%	9 365	2,9	1,1
29.08.2021	24 223	8 549	0,6%	9 388	2,8	1,1
30.08.2021	47 121	18 946	1,3%	20 578	2,5	1,1
31.08.2021	42 285	17 540	1,2%	19 094	2,4	1,1

Weekly reach (Slovenian visitors)

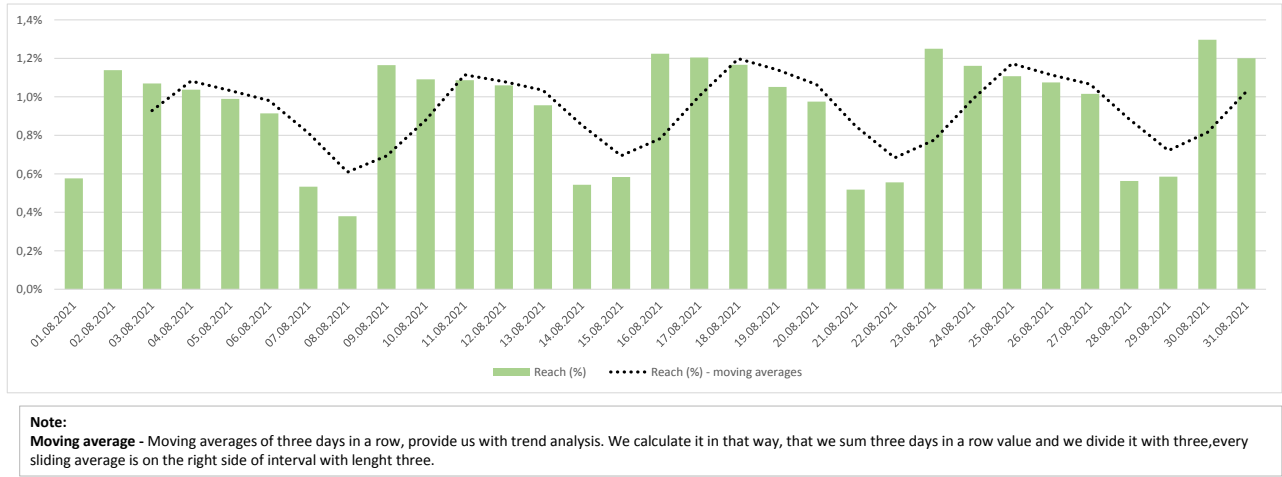
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2021 - 01.08.2021	22 399	8 412	0,6%	9 476	2,7	1,1
02.08.2021 - 08.08.2021	230 392	63 017	4,3%	97 789	3,7	1,6
09.08.2021 - 15.08.2021	247 311	69 329	4,7%	104 706	3,6	1,5
16.08.2021 - 22.08.2021	251 370	69 457	4,8%	108 116	3,6	1,6
23.08.2021 - 29.08.2021	258 860	69 835	4,8%	108 163	3,7	1,5
30.08.2021 - 31.08.2021	89 409	37 773	2,6%	39 672	2,4	1,1

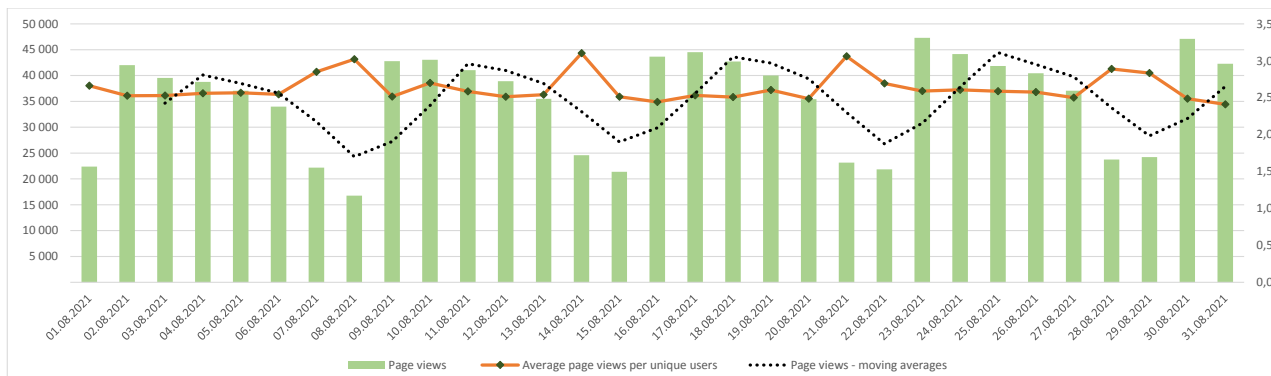
Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2021 - 31.08.2021	1 099 743	188 817	12,9%	467 948	5,8	2,5

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,3%	75	10,5%
	Three-year high school	12,6%	106	11,2%
	Four-year high school	40,9%	107	42,3%
	Higher school, university, college or more	34,2%	101	35,4%
	I don't want to answer	1,0%	110	0,7%
Personal income	I have no income	7,8%	70	6,2%
	Less than 400 EUR	6,2%	79	4,2%
	400 to 800 EUR	20,9%	119	24,0%
	800 to 1200 EUR	30,1%	107	32,0%
	1200 to 1500 EUR	10,1%	91	11,5%
	1500 to 1800 EUR	7,2%	112	6,6%
	over 1800 EUR	8,1%	89	6,9%
	I don't want to answer	9,5%	111	8,7%
Region	Pomurska	6,6%	111	6,9%
	Podravska	18,2%	115	16,4%
	Koroška	3,3%	101	3,9%
	Savinjska	11,3%	92	15,0%
	Zasavska	2,2%	97	2,6%
	Spodnje-posavska	3,9%	113	2,8%
	JV Slovenija	7,5%	114	7,1%
	Osrednjeslovenska	22,9%	84	22,1%
	Gorenjska	8,9%	89	8,2%
	Notranjsko-kraška	2,6%	114	2,4%
	Goriška	6,5%	122	7,4%
	Obalno-kraška	6,1%	111	5,2%
Gender	Male	49,4%	96	48,8%
	Female	50,6%	105	51,2%
Age	10 to 17 years	3,4%	63	2,1%
	18 to 24 years	7,1%	61	4,3%
	25 to 29 years	7,3%	88	6,1%
	30 to 39 years	19,1%	90	18,2%
	40 to 49 years	21,4%	102	23,6%
	50 to 59 years	21,9%	128	19,8%
	60 to 75 years	19,8%	128	25,9%
Employment status	Employed in public sector	16,2%	99	17,9%
	Employed in a private company	41,6%	106	41,5%
	Self-employed	9,6%	107	7,4%
	Unemployed	6,6%	103	6,8%
	Retired	15,9%	134	19,1%
	Pupil	4,5%	54	2,5%
	Student	4,4%	58	3,0%
	I don't want to answer	1,2%	99	1,9%



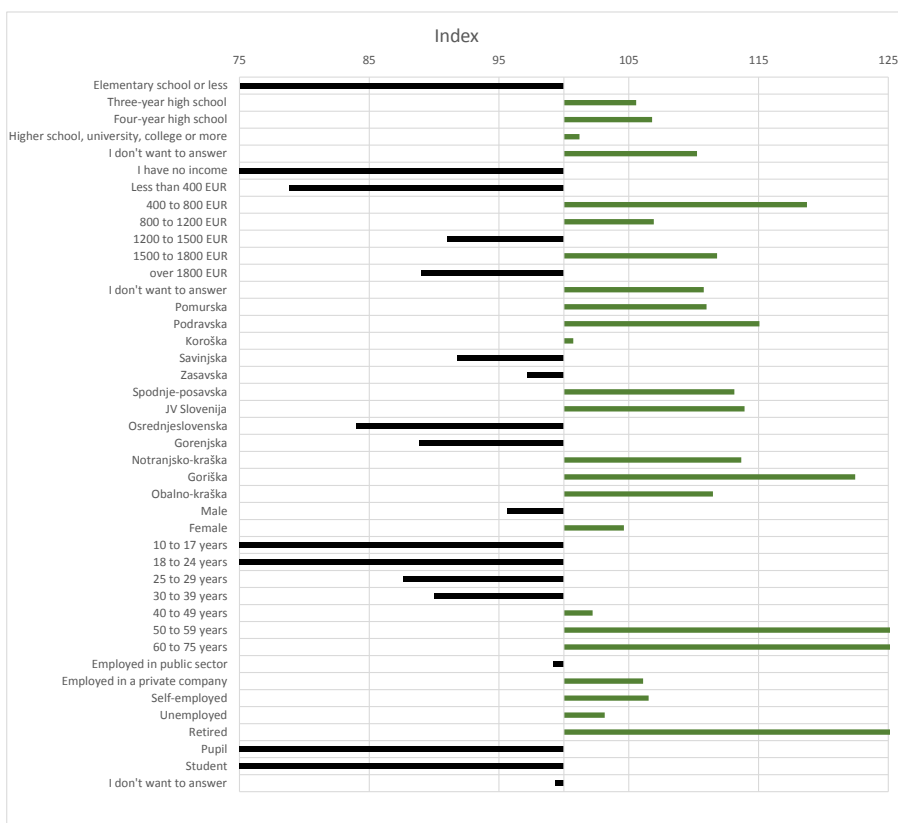


Note:

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 1.8. to 31.8.2021. 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 1.8. to 31.8.2021. 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.