



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: September 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2021	41 564	16 284	1,1%	17 710	2,6	1,1
02.09.2021	39 916	15 852	1,1%	17 232	2,5	1,1
03.09.2021	35 747	14 894	1,0%	16 226	2,4	1,1
04.09.2021	23 390	7 804	0,5%	9 058	3,0	1,2
05.09.2021	22 894	8 156	0,6%	9 025	2,8	1,1
06.09.2021	46 408	18 117	1,2%	19 665	2,6	1,1
07.09.2021	36 409	14 799	1,0%	15 955	2,5	1,1
08.09.2021	43 957	16 881	1,2%	18 378	2,6	1,1
09.09.2021	41 590	16 115	1,1%	17 515	2,6	1,1
10.09.2021	37 744	15 080	1,0%	16 463	2,5	1,1
11.09.2021	24 850	7 546	0,5%	9 323	3,3	1,2
12.09.2021	24 087	7 702	0,5%	8 925	3,1	1,2
13.09.2021	45 455	17 625	1,2%	19 180	2,6	1,1
14.09.2021	45 832	16 465	1,1%	17 924	2,8	1,1
15.09.2021	45 771	15 163	1,0%	16 536	3,0	1,1
16.09.2021	43 275	14 755	1,0%	16 077	2,9	1,1
17.09.2021	40 201	16 176	1,1%	17 572	2,5	1,1
18.09.2021	24 622	8 344	0,6%	9 273	3,0	1,1
19.09.2021	23 657	8 461	0,6%	9 275	2,8	1,1
20.09.2021	47 394	18 498	1,3%	20 049	2,6	1,1
21.09.2021	42 886	16 894	1,2%	18 288	2,5	1,1
22.09.2021	45 168	17 274	1,2%	18 653	2,6	1,1
23.09.2021	42 222	17 045	1,2%	18 302	2,5	1,1
24.09.2021	35 206	14 682	1,0%	15 929	2,4	1,1
25.09.2021	23 680	7 565	0,5%	8 823	3,1	1,2
26.09.2021	22 453	7 917	0,5%	8 840	2,8	1,1
27.09.2021	47 315	18 413	1,3%	19 951	2,6	1,1
28.09.2021	44 436	16 609	1,1%	18 033	2,7	1,1
29.09.2021	42 102	16 184	1,1%	17 528	2,6	1,1
30.09.2021	39 240	16 022	1,1%	17 370	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
01.09.2021 - 05.09.2021	163 516	52 322	3,6%	69 409	3,1	1,3
06.09.2021 - 12.09.2021	255 046	69 754	4,8%	106 398	3,7	1,5
13.09.2021 - 19.09.2021	268 816	68 815	4,7%	105 791	3,9	1,5
20.09.2021 - 26.09.2021	259 011	73 927	5,1%	109 016	3,5	1,5
27.09.2021 - 30.09.2021	173 093	60 921	4,2%	72 845	2,8	1,2

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2021 - 30.09.2021	1 119 487	189 515	13,0%	463 356	5,9	2,4

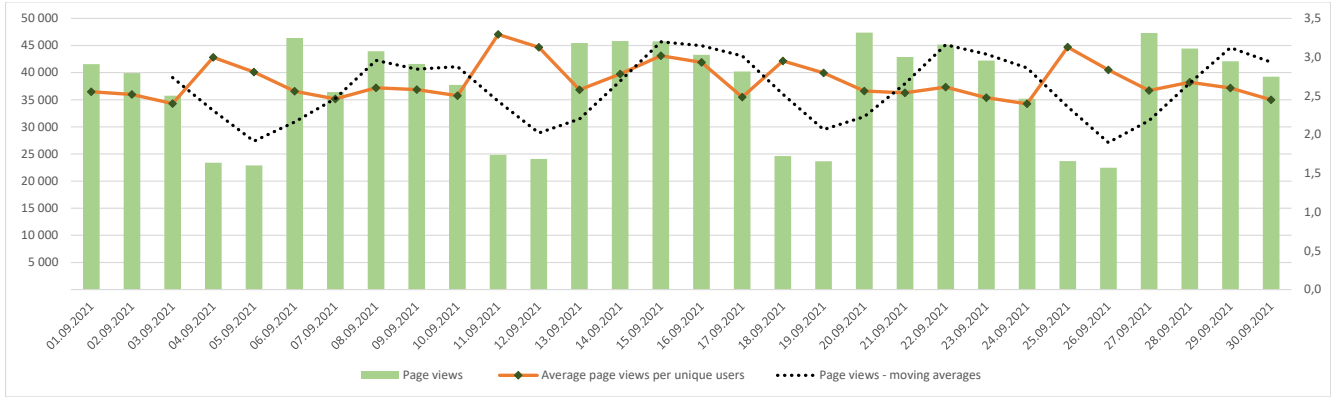
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,5%	97	12,9%
	Three-year high school	11,9%	100	13,4%
	Four-year high school	40,7%	105	42,2%
	Higher school, university, college or more	32,2%	96	31,0%
	I don't want to answer	0,7%	73	0,4%
Personal income	I have no income	9,1%	82	7,3%
	Less than 400 EUR	6,9%	87	6,0%
	400 to 800 EUR	21,4%	121	22,0%
	800 to 1200 EUR	29,5%	105	31,8%
	1200 to 1500 EUR	11,4%	103	11,9%
	1500 to 1800 EUR	6,0%	93	5,8%
	over 1800 EUR	7,9%	87	7,2%
	I don't want to answer	7,8%	90	8,0%
	Region	Pomurska	6,2%	105
Podravska		17,1%	107	17,0%
Koroška		3,2%	97	5,8%
Savinjska		13,2%	107	13,8%
Zasavska		2,0%	87	1,8%
Spodnje-posavska		3,3%	94	2,7%
JV Slovenija		7,7%	117	8,6%
Osrednjeslovenska		23,1%	85	21,7%
Gorenjska		9,6%	95	9,2%
Notranjsko-kraška		3,2%	140	1,9%
Goriška		6,3%	120	7,2%
Obalno-kraška		5,2%	98	4,1%
Gender		Male	45,6%	89
	Female	54,4%	111	52,4%
Age	10 to 17 years	3,7%	67	2,4%
	18 to 24 years	9,2%	79	10,7%
	25 to 29 years	7,3%	87	7,5%
	30 to 39 years	20,2%	97	16,8%
	40 to 49 years	20,7%	99	21,2%
	50 to 59 years	19,2%	112	19,5%
	60 to 75 years	19,4%	125	21,4%
Employment status	Employed in public sector	15,5%	94	14,4%
	Employed in a private company	39,2%	101	37,2%
	Self-employed	9,5%	104	10,3%
	Unemployed	7,0%	109	6,9%
	Retired	16,0%	135	18,3%
	Pupil	6,7%	82	4,3%
	Student	4,8%	62	7,8%
	I don't want to answer	1,2%	99	0,8%

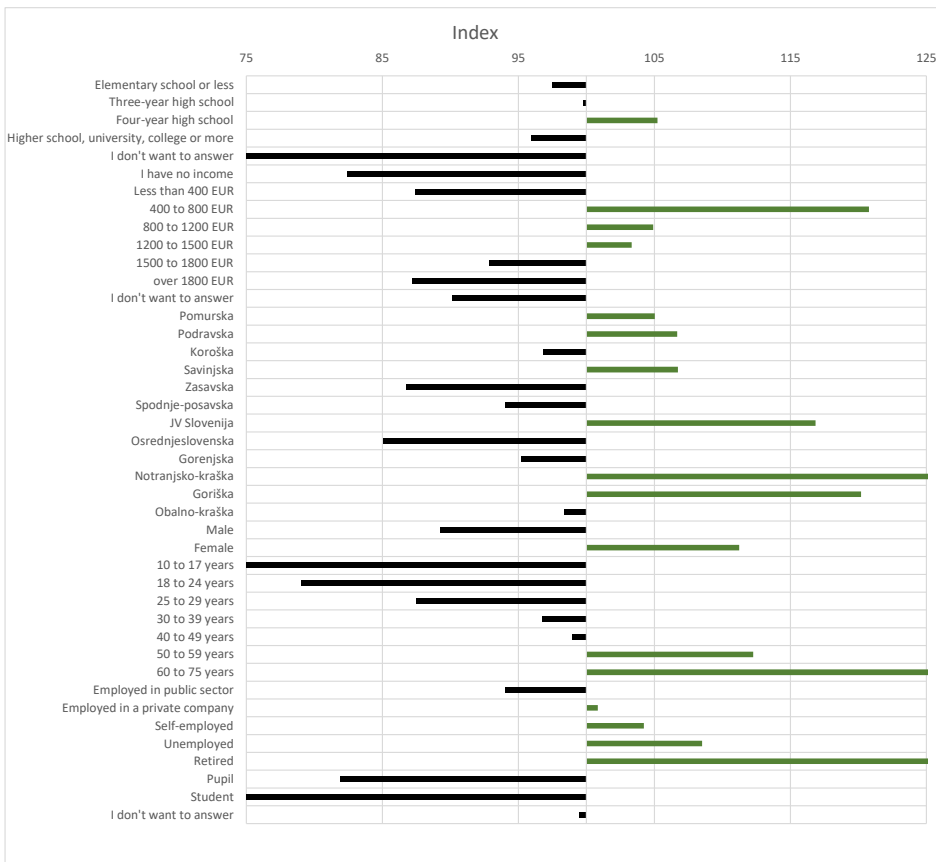


Note:

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 1.9. to 30.9.2021. 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 1.9. to 30.9.2021. 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.