



Website: Itis.si

Provider:

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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: October 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2021	36 159	14 294	1,0%	15 530	2,5	1,1
02.10.2021	22 550	7 805	0,5%	8 730	2,9	1,1
03.10.2021	22 314	8 146	0,6%	8 897	2,7	1,1
04.10.2021	45 650	17 935	1,2%	19 470	2,5	1,1
05.10.2021	41 762	15 984	1,1%	17 262	2,6	1,1
06.10.2021	44 241	16 730	1,1%	18 110	2,6	1,1
07.10.2021	42 990	16 815	1,2%	18 166	2,6	1,1
08.10.2021	38 111	14 960	1,0%	16 257	2,5	1,1
09.10.2021	22 295	7 602	0,5%	8 651	2,9	1,1
10.10.2021	23 302	8 360	0,6%	9 164	2,8	1,1
11.10.2021	43 946	17 143	1,2%	18 568	2,6	1,1
12.10.2021	46 509	16 227	1,1%	17 599	2,9	1,1
13.10.2021	42 488	16 346	1,1%	17 683	2,6	1,1
14.10.2021	41 740	15 746	1,1%	17 058	2,7	1,1
15.10.2021	37 920	14 406	1,0%	15 661	2,6	1,1
16.10.2021	24 463	8 003	0,5%	9 209	3,1	1,2
17.10.2021	21 986	7 819	0,5%	8 655	2,8	1,1
18.10.2021	45 170	17 662	1,2%	19 155	2,6	1,1
19.10.2021	43 920	16 546	1,1%	17 967	2,7	1,1
20.10.2021	42 127	15 996	1,1%	17 400	2,6	1,1
21.10.2021	41 430	15 842	1,1%	17 201	2,6	1,1
22.10.2021	40 143	15 085	1,0%	16 419	2,7	1,1
23.10.2021	25 587	8 349	0,6%	9 655	3,1	1,2
24.10.2021	22 398	7 934	0,5%	8 759	2,8	1,1
25.10.2021	43 207	16 429	1,1%	17 905	2,6	1,1
26.10.2021	42 116	15 944	1,1%	17 335	2,6	1,1
27.10.2021	40 469	14 934	1,0%	16 219	2,7	1,1
28.10.2021	37 833	14 487	1,0%	15 774	2,6	1,1
29.10.2021	33 754	13 412	0,9%	14 698	2,5	1,1
30.10.2021	22 175	7 402	0,5%	8 696	3,0	1,2
31.10.2021	21 572	7 096	0,5%	8 119	3,0	1,1

Weekly reach (Slovenian visitors)

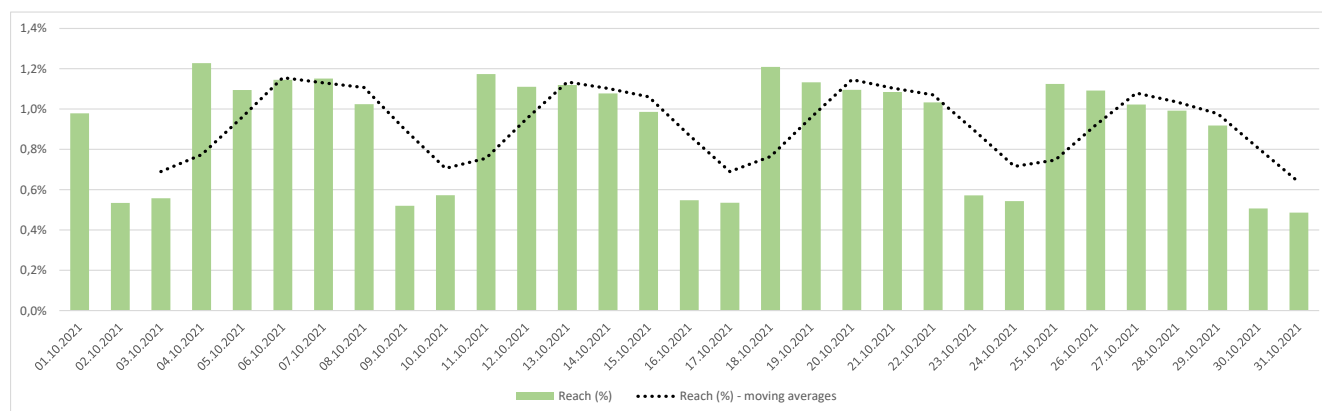
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2021 - 03.10.2021	81 024	27 787	1,9%	33 232	2,9	1,2
04.10.2021 - 10.10.2021	258 354	72 837	5,0%	107 195	3,5	1,5
11.10.2021 - 17.10.2021	259 051	72 711	5,0%	104 484	3,6	1,4
18.10.2021 - 24.10.2021	260 778	70 979	4,9%	106 697	3,7	1,5
25.10.2021 - 31.10.2021	241 126	65 638	4,5%	98 860	3,7	1,5

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2021 - 31.10.2021	1 100 340	187 293	12,8%	450 450	5,9	2,4

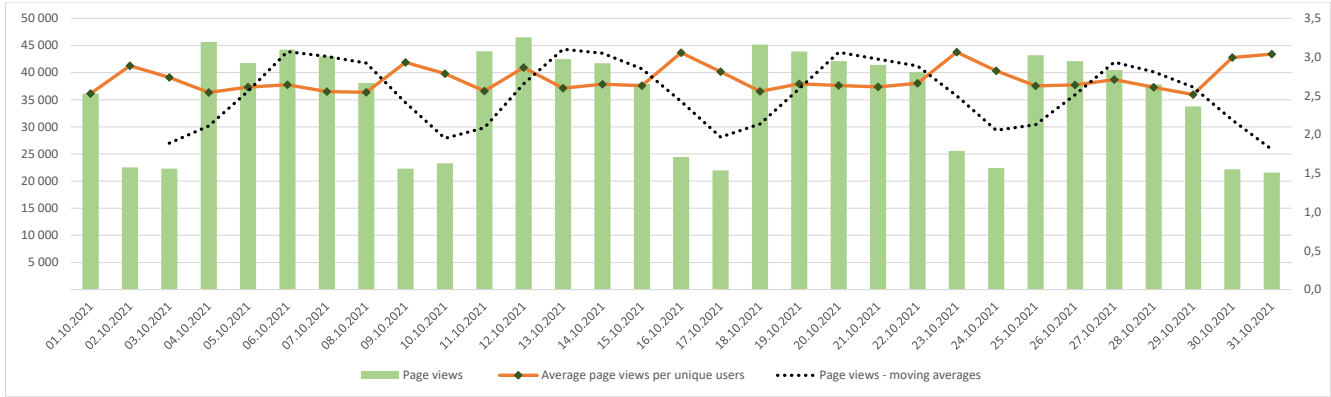
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	15,2%	101	16,9%
	Three-year high school	13,1%	110	12,7%
	Four-year high school	38,8%	101	40,7%
	Higher school, university, college or more	32,0%	96	29,1%
	I don't want to answer	0,8%	83	0,5%
Personal income	I have no income	10,7%	96	8,3%
	Less than 400 EUR	7,1%	90	7,8%
	400 to 800 EUR	20,7%	117	22,9%
	800 to 1200 EUR	28,4%	102	28,6%
	1200 to 1500 EUR	10,5%	96	9,5%
	1500 to 1800 EUR	6,2%	97	4,7%
	over 1800 EUR	7,2%	79	6,0%
	I don't want to answer	9,1%	103	12,1%
	Region	Pomurska	6,9%	117
Podravska		17,0%	107	16,1%
Koroška		4,2%	127	7,2%
Savinjska		12,7%	102	12,4%
Zasavska		2,4%	98	2,0%
Spodnje-posavska		3,9%	110	3,7%
JV Slovenija		5,7%	86	5,0%
Osrednjeslovenska		23,9%	88	22,8%
Gorenjska		10,9%	110	11,3%
Notranjsko-kraška		2,2%	98	1,8%
Goriška		5,8%	111	6,1%
Obalno-kraška		4,3%	81	3,4%
Gender		Male	47,8%	94
	Female	52,2%	106	52,1%
Age	10 to 17 years	4,5%	81	4,3%
	18 to 24 years	8,7%	73	7,0%
	25 to 29 years	7,5%	92	6,4%
	30 to 39 years	16,0%	78	15,5%
	40 to 49 years	22,1%	106	25,3%
	50 to 59 years	19,9%	116	18,1%
	60 to 75 years	21,1%	135	23,2%
Employment status	Employed in public sector	15,2%	93	12,6%
	Employed in a private company	38,2%	99	39,5%
	Self-employed	9,3%	101	8,6%
	Unemployed	6,8%	105	6,4%
	Retired	16,6%	139	17,6%
	Pupil	6,6%	77	5,5%
	Student	6,1%	79	4,9%
	I don't want to answer	1,2%	98	4,9%



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.

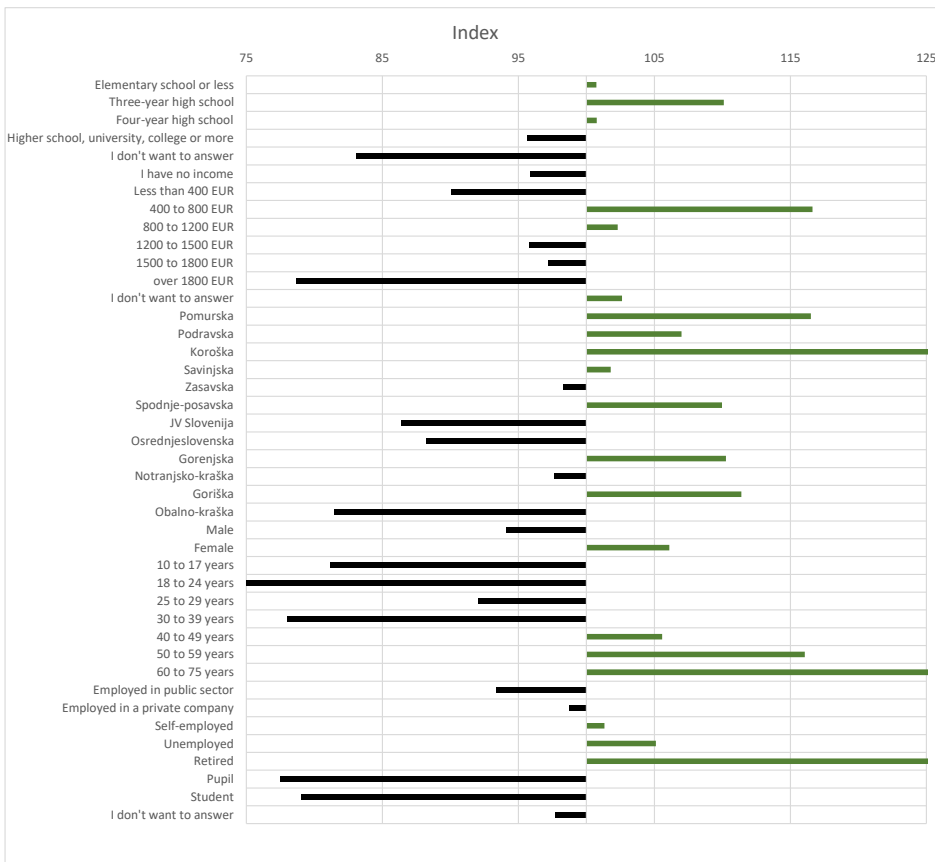


Note:

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 1.10. to 31.10.2021. 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 1.10. to 31.10.2021. 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.