



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: December 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2021	41 310	16 086	1,1%	17 472	2,6	1,1
02.12.2021	40 979	16 054	1,1%	17 401	2,6	1,1
03.12.2021	37 898	14 685	1,0%	16 016	2,6	1,1
04.12.2021	24 492	8 328	0,6%	9 428	2,9	1,1
05.12.2021	24 161	8 352	0,6%	9 261	2,9	1,1
06.12.2021	44 999	17 678	1,2%	19 227	2,5	1,1
07.12.2021	43 001	16 952	1,2%	18 419	2,5	1,1
08.12.2021	42 926	16 613	1,1%	18 037	2,6	1,1
09.12.2021	41 235	15 427	1,1%	16 761	2,7	1,1
10.12.2021	39 394	15 513	1,1%	16 871	2,5	1,1
11.12.2021	26 950	8 696	0,6%	10 105	3,1	1,2
12.12.2021	26 195	8 489	0,6%	9 628	3,1	1,1
13.12.2021	50 861	19 263	1,3%	20 971	2,6	1,1
14.12.2021	49 436	18 575	1,3%	20 226	2,7	1,1
15.12.2021	50 975	18 426	1,3%	20 099	2,8	1,1
16.12.2021	53 635	17 909	1,2%	19 559	3,0	1,1
17.12.2021	46 966	16 920	1,2%	18 565	2,8	1,1
18.12.2021	31 568	9 659	0,7%	11 558	3,3	1,2
19.12.2021	39 256	10 590	0,7%	12 757	3,7	1,2
20.12.2021	69 318	24 850	1,7%	25 019	2,8	1,0
21.12.2021	69 598	24 036	1,6%	24 415	2,9	1,0
22.12.2021	64 399	22 214	1,5%	22 586	2,9	1,0
23.12.2021	49 633	18 733	1,3%	18 758	2,6	1,0
24.12.2021	32 327	12 818	0,9%	13 056	2,5	1,0
25.12.2021	23 326	7 404	0,5%	8 625	3,2	1,2
26.12.2021	27 236	9 032	0,6%	10 278	3,0	1,1
27.12.2021	48 267	18 258	1,3%	18 722	2,6	1,0
28.12.2021	45 463	17 407	1,2%	17 681	2,6	1,0
29.12.2021	41 750	15 843	1,1%	15 989	2,6	1,0
30.12.2021	35 133	13 152	0,9%	13 664	2,7	1,0
31.12.2021	24 346	9 248	0,6%	9 743	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
01.12.2021 - 05.12.2021	168 838	54 300	3,7%	69 701	3,1	1,3
06.12.2021 - 12.12.2021	264 706	71 427	4,9%	109 180	3,7	1,5
13.12.2021 - 19.12.2021	322 692	80 889	5,5%	123 807	4,0	1,5
20.12.2021 - 26.12.2021	335 826	78 411	5,4%	122 563	4,3	1,6
27.12.2021 - 31.12.2021	194 967	54 465	3,7%	75 783	3,6	1,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2021 - 31.12.2021	1 286 973	195 084	13,4%	500 729	6,6	2,6

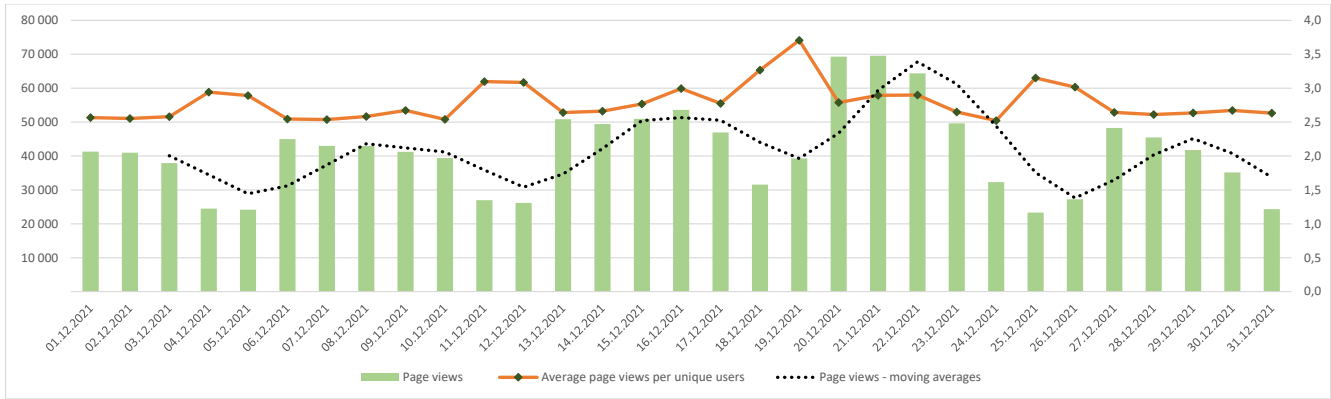
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,7%	99	15,3%	
	Three-year high school	13,1%	111	14,3%	
	Four-year high school	39,3%	101	42,1%	
	Higher school, university, college or more	32,1%	95	27,7%	
	I don't want to answer	0,8%	81	0,6%	
Personal income	I have no income	10,9%	96	9,7%	
	Less than 400 EUR	5,1%	67	4,6%	
	400 to 800 EUR	20,4%	114	22,3%	
	800 to 1200 EUR	30,0%	107	32,3%	
	1200 to 1500 EUR	10,8%	97	9,6%	
	1500 to 1800 EUR	6,5%	102	6,4%	
	over 1800 EUR	8,2%	90	7,4%	
	I don't want to answer	8,1%	94	7,8%	
	Region	Pomurska	6,9%	117	6,0%
Podravska		15,6%	98	14,1%	
Koroška		3,8%	119	5,9%	
Savinjska		12,5%	99	11,5%	
Zasavska		3,0%	121	2,8%	
Spodnje-posavska		3,7%	108	4,7%	
JV Slovenija		6,5%	97	8,8%	
Osrednjeslovenska		24,1%	90	22,5%	
Gorenjska		10,4%	104	11,1%	
Notranjsko-kraška		2,3%	102	2,1%	
Goriška		6,3%	119	6,3%	
Obalno-kraška		4,7%	91	4,2%	
Gender		Male	47,9%	94	48,4%
		Female	52,1%	106	51,6%
Age	10 to 17 years	3,1%	77	2,3%	
	18 to 24 years	8,7%	74	7,7%	
	25 to 29 years	5,4%	72	4,1%	
	30 to 39 years	16,7%	84	15,1%	
	40 to 49 years	21,3%	100	18,3%	
	50 to 59 years	21,5%	120	22,8%	
	60 to 75 years	22,6%	134	28,5%	
Employment status	Employed in public sector	15,7%	96	13,5%	
	Employed in a private company	38,8%	101	38,5%	
	Self-employed	10,5%	113	8,2%	
	Unemployed	5,8%	88	5,9%	
	Retired	16,6%	138	23,2%	
	Pupil	6,8%	80	6,4%	
	Student	4,4%	58	3,3%	
	I don't want to answer	1,3%	120	0,9%	



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.

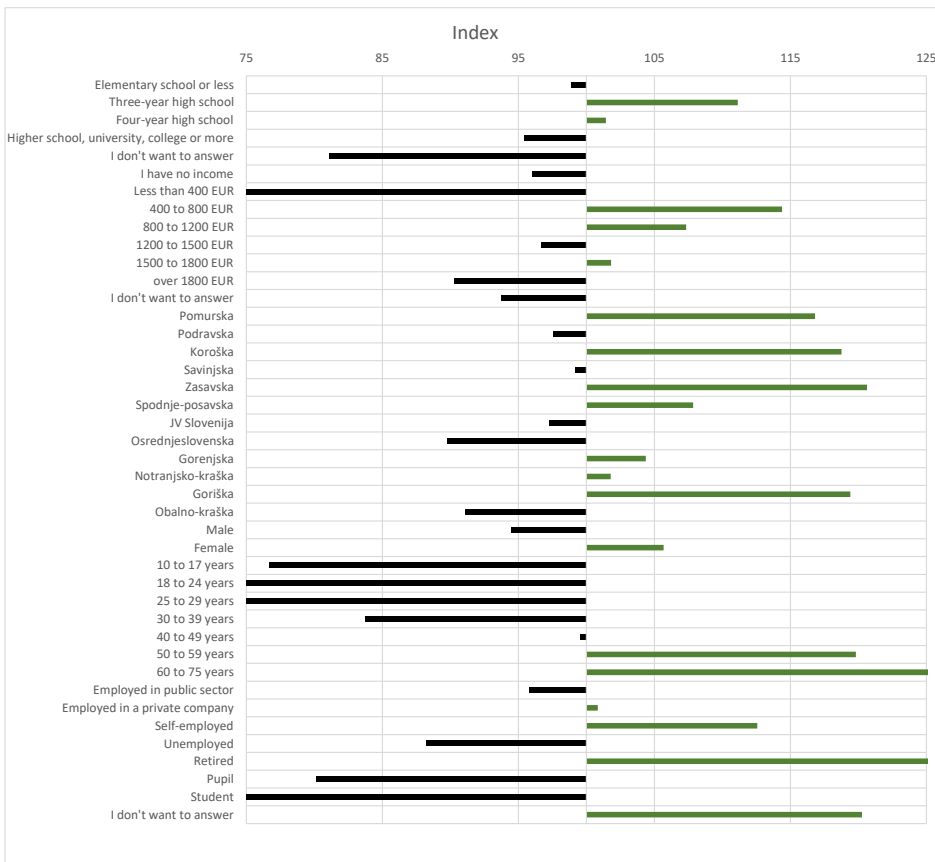


Note:

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 1.12. to 31.12.2021. 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 1.12. to 31.12.2021. 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.