



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: June 2021

## Daily reach (Slovenian visitors)

| Period     | Page views | Reach  | Reach (%) | Visits | Average page views per unique users | Average visits per unique user |
|------------|------------|--------|-----------|--------|-------------------------------------|--------------------------------|
| 01.06.2021 | 48 268     | 19 750 | 1,4%      | 21 441 | 2,4                                 | 1,1                            |
| 02.06.2021 | 49 185     | 19 492 | 1,3%      | 21 199 | 2,5                                 | 1,1                            |
| 03.06.2021 | 45 903     | 18 923 | 1,3%      | 20 592 | 2,4                                 | 1,1                            |
| 04.06.2021 | 41 121     | 17 137 | 1,2%      | 18 696 | 2,4                                 | 1,1                            |
| 05.06.2021 | 26 186     | 8 382  | 0,6%      | 10 040 | 3,1                                 | 1,2                            |
| 06.06.2021 | 28 365     | 9 835  | 0,7%      | 11 150 | 2,9                                 | 1,1                            |
| 07.06.2021 | 55 169     | 20 625 | 1,4%      | 22 457 | 2,7                                 | 1,1                            |
| 08.06.2021 | 47 882     | 19 214 | 1,3%      | 20 899 | 2,5                                 | 1,1                            |
| 09.06.2021 | 46 666     | 18 881 | 1,3%      | 20 495 | 2,5                                 | 1,1                            |
| 10.06.2021 | 44 487     | 18 392 | 1,3%      | 19 954 | 2,4                                 | 1,1                            |
| 11.06.2021 | 41 368     | 17 109 | 1,2%      | 18 623 | 2,4                                 | 1,1                            |
| 12.06.2021 | 24 753     | 9 078  | 0,6%      | 10 517 | 2,7                                 | 1,2                            |
| 13.06.2021 | 23 950     | 9 223  | 0,6%      | 10 218 | 2,6                                 | 1,1                            |
| 14.06.2021 | 48 521     | 20 442 | 1,4%      | 22 181 | 2,4                                 | 1,1                            |
| 15.06.2021 | 47 334     | 19 206 | 1,3%      | 20 866 | 2,5                                 | 1,1                            |
| 16.06.2021 | 52 941     | 19 474 | 1,3%      | 21 228 | 2,7                                 | 1,1                            |
| 17.06.2021 | 46 320     | 18 743 | 1,3%      | 20 360 | 2,5                                 | 1,1                            |
| 18.06.2021 | 44 967     | 16 749 | 1,1%      | 18 317 | 2,7                                 | 1,1                            |
| 19.06.2021 | 26 319     | 9 301  | 0,6%      | 10 726 | 2,8                                 | 1,2                            |
| 20.06.2021 | 23 455     | 9 036  | 0,6%      | 9 896  | 2,6                                 | 1,1                            |
| 21.06.2021 | 47 798     | 20 576 | 1,4%      | 22 374 | 2,3                                 | 1,1                            |
| 22.06.2021 | 46 815     | 19 071 | 1,3%      | 20 772 | 2,5                                 | 1,1                            |
| 23.06.2021 | 44 980     | 18 503 | 1,3%      | 20 165 | 2,4                                 | 1,1                            |
| 24.06.2021 | 38 928     | 16 500 | 1,1%      | 18 037 | 2,4                                 | 1,1                            |
| 25.06.2021 | 21 744     | 9 096  | 0,6%      | 9 961  | 2,4                                 | 1,1                            |
| 26.06.2021 | 25 318     | 8 996  | 0,6%      | 10 393 | 2,8                                 | 1,2                            |
| 27.06.2021 | 23 660     | 9 018  | 0,6%      | 10 129 | 2,6                                 | 1,1                            |
| 28.06.2021 | 48 219     | 20 506 | 1,4%      | 22 378 | 2,4                                 | 1,1                            |
| 29.06.2021 | 44 573     | 18 551 | 1,3%      | 20 237 | 2,4                                 | 1,1                            |
| 30.06.2021 | 43 537     | 18 098 | 1,2%      | 19 703 | 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 |
|-------------------------|------------|--------|-----------|---------|-------------------------------------|--------------------------------|
| 01.06.2021 - 06.06.2021 | 239 027    | 72 904 | 5,0%      | 103 252 | 3,3                                 | 1,4                            |
| 07.06.2021 - 13.06.2021 | 284 283    | 83 443 | 5,7%      | 123 115 | 3,4                                 | 1,5                            |
| 14.06.2021 - 20.06.2021 | 289 866    | 82 335 | 5,6%      | 123 673 | 3,5                                 | 1,5                            |
| 21.06.2021 - 27.06.2021 | 249 230    | 71 342 | 4,9%      | 111 949 | 3,5                                 | 1,6                            |
| 28.06.2021 - 30.06.2021 | 136 328    | 55 890 | 3,8%      | 62 321  | 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 |
|-------------------------|------------|---------|-----------|---------|-------------------------------------|--------------------------------|
| 01.06.2021 - 30.06.2021 | 1 198 733  | 211 856 | 14,5%     | 524 270 | 5,7                                 | 2,5                            |

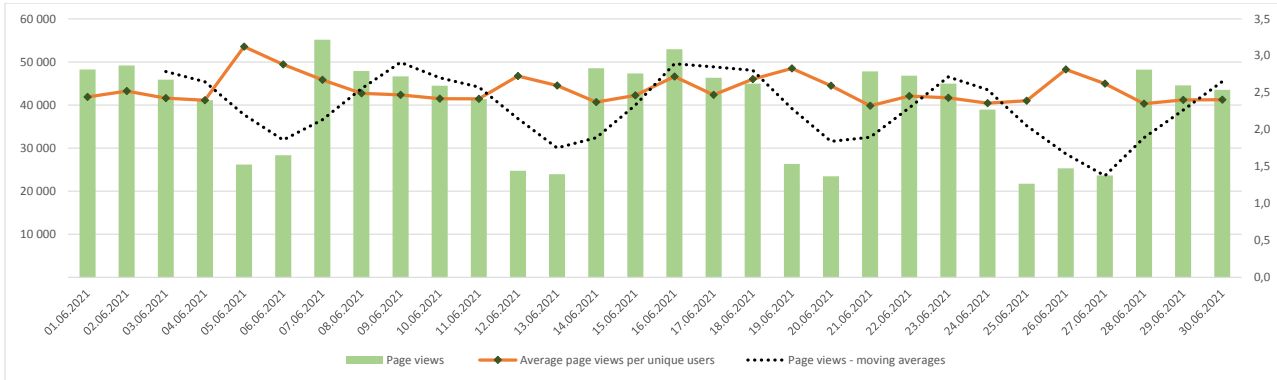
## Demographic profile of Slovenian visitors

|                    | Variable                                   | Audience composition (%) | Affinity index | Page views composition (%) |
|--------------------|--|--------------------------|----------------|----------------------------|
| Level of Education | Elementary school or less                  | 13,8%                    | 90             | 14,9%                      |
|                    | Three-year high school                     | 13,4%                    | 114            | 16,4%                      |
|                    | Four-year high school                      | 39,3%                    | 102            | 37,4%                      |
|                    | Higher school, university, college or more | 32,7%                    | 98             | 30,4%                      |
|                    | I don't want to answer                     | 0,8%                     | 84             | 0,9%                       |
| Personal income    | I have no income                           | 7,3%                     | 66             | 7,8%                       |
|                    | Less than 400 EUR                          | 6,6%                     | 81             | 6,7%                       |
|                    | 400 to 800 EUR                             | 21,5%                    | 121            | 23,5%                      |
|                    | 800 to 1200 EUR                            | 29,5%                    | 105            | 30,6%                      |
|                    | 1200 to 1500 EUR                           | 12,0%                    | 109            | 10,7%                      |
|                    | 1500 to 1800 EUR                           | 6,4%                     | 99             | 5,5%                       |
|                    | over 1800 EUR                              | 7,6%                     | 85             | 6,1%                       |
| Region             | I don't want to answer                     | 9,1%                     | 107            | 9,1%                       |
|                    | Pomurska                                   | 6,5%                     | 111            | 7,4%                       |
|                    | Podravska                                  | 17,2%                    | 108            | 15,0%                      |
|                    | Koroška                                    | 2,9%                     | 92             | 3,4%                       |
|                    | Savinjska                                  | 14,3%                    | 116            | 16,5%                      |
|                    | Zasavska                                   | 2,1%                     | 87             | 1,8%                       |
|                    | Spodnje-posavska                           | 3,6%                     | 105            | 3,8%                       |
|                    | JV Slovenija                               | 5,3%                     | 83             | 8,0%                       |
|                    | Osrednjeslovenska                          | 24,6%                    | 90             | 22,8%                      |
|                    | Gorenjska                                  | 9,5%                     | 95             | 9,3%                       |
|                    | Notranjsko-kraška                          | 2,2%                     | 95             | 2,6%                       |
|                    | Goriška                                    | 6,7%                     | 122            | 5,0%                       |
|                    | Obalno-kraška                              | 5,2%                     | 96             | 4,4%                       |
|                    | Gender                                     | Male                     | 48,8%          | 95                         |
| Female             |  | 51,2%                    | 106            | 51,6%                      |
| Age                | 10 to 17 years                             | 3,1%                     | 58             | 3,1%                       |
|                    | 18 to 24 years                             | 8,3%                     | 70             | 6,1%                       |
|                    | 25 to 29 years                             | 7,1%                     | 83             | 5,4%                       |
|                    | 30 to 39 years                             | 19,0%                    | 90             | 17,7%                      |
|                    | 40 to 49 years                             | 22,5%                    | 109            | 24,2%                      |
|                    | 50 to 59 years                             | 20,1%                    | 118            | 19,6%                      |
|                    | 60 to 75 years                             | 19,7%                    | 127            | 23,7%                      |
| Employment status  | Employed in public sector                  | 16,7%                    | 103            | 14,7%                      |
|                    | Employed in a private company              | 40,4%                    | 104            | 39,1%                      |
|                    | Self-employed                              | 9,4%                     | 107            | 8,4%                       |
|                    | Unemployed                                 | 7,1%                     | 105            | 7,3%                       |
|                    | Retired                                    | 15,5%                    | 130            | 20,7%                      |
|                    | Pupil                                      | 4,9%                     | 58             | 5,2%                       |
|                    | Student                                    | 4,7%                     | 60             | 2,6%                       |
|                    | I don't want to answer                     | 1,4%                     | 117            | 2,0%                       |

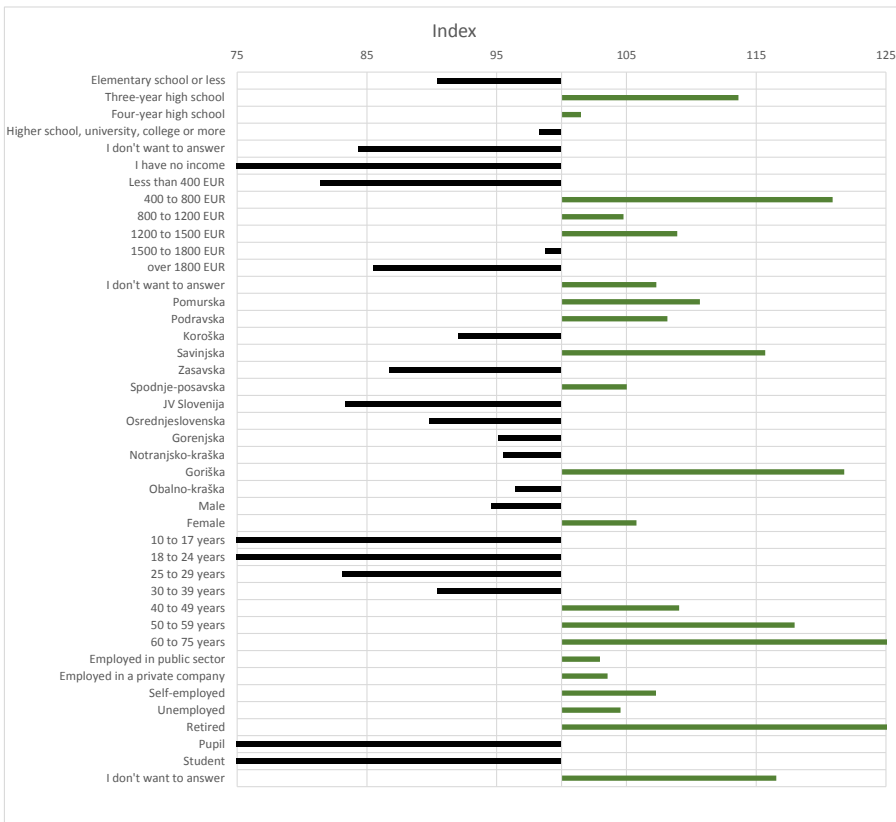


**Note:**

**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 side 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 1.6. to 30.6.2021. 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 1.6. to 30.6.2021. 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.