



Website: Itis.si

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/ 473 00 10

# 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: April 2022

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2022	40 427	16 444	1,1%	17 624	2,5	1,1
02.04.2022	28 908	10 003	0,7%	11 266	2,9	1,1
03.04.2022	25 704	9 395	0,6%	10 373	2,7	1,1
04.04.2022	48 727	19 779	1,3%	21 378	2,5	1,1
05.04.2022	45 145	17 611	1,2%	18 987	2,6	1,1
06.04.2022	43 212	17 046	1,1%	18 369	2,5	1,1
07.04.2022	42 312	16 253	1,1%	17 518	2,6	1,1
08.04.2022	38 451	15 683	1,0%	16 961	2,5	1,1
09.04.2022	28 887	9 540	0,6%	10 757	3,0	1,1
10.04.2022	23 905	8 675	0,6%	9 523	2,8	1,1
11.04.2022	45 678	18 202	1,2%	19 756	2,5	1,1
12.04.2022	41 732	15 777	1,1%	17 160	2,6	1,1
13.04.2022	40 868	15 682	1,0%	17 025	2,6	1,1
14.04.2022	35 405	14 010	0,9%	15 308	2,5	1,1
15.04.2022	30 090	12 223	0,8%	13 368	2,5	1,1
16.04.2022	18 349	5 901	0,4%	7 371	3,1	1,2
17.04.2022	16 436	5 463	0,4%	6 856	3,0	1,3
18.04.2022	21 338	7 212	0,5%	8 755	3,0	1,2
19.04.2022	42 726	17 813	1,2%	19 356	2,4	1,1
20.04.2022	41 519	16 730	1,1%	18 239	2,5	1,1
21.04.2022	39 811	15 310	1,0%	16 674	2,6	1,1
22.04.2022	36 281	14 680	1,0%	16 033	2,5	1,1
23.04.2022	20 698	6 737	0,4%	8 323	3,1	1,2
24.04.2022	17 810	6 190	0,4%	7 535	2,9	1,2
25.04.2022	38 003	15 221	1,0%	16 639	2,5	1,1
26.04.2022	34 507	13 626	0,9%	14 945	2,5	1,1
27.04.2022	21 858	7 072	0,5%	8 521	3,1	1,2
28.04.2022	31 514	12 852	0,9%	13 614	2,5	1,1
29.04.2022	27 017	10 270	0,7%	11 428	2,6	1,1
30.04.2022	16 669	5 382	0,4%	6 712	3,1	1,2

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2022 - 03.04.2022	95 039	34 209	2,3%	39 304	2,8	1,1
04.04.2022 - 10.04.2022	270 639	74 612	5,0%	113 582	3,6	1,5
11.04.2022 - 17.04.2022	228 557	59 483	4,0%	96 849	3,8	1,6
18.04.2022 - 24.04.2022	220 183	57 257	3,8%	94 923	3,8	1,7
25.04.2022 - 30.04.2022	169 568	44 986	3,0%	71 870	3,8	1,6

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2022 - 30.04.2022	983 986	155 410	10,4%	416 706	6,3	2,7

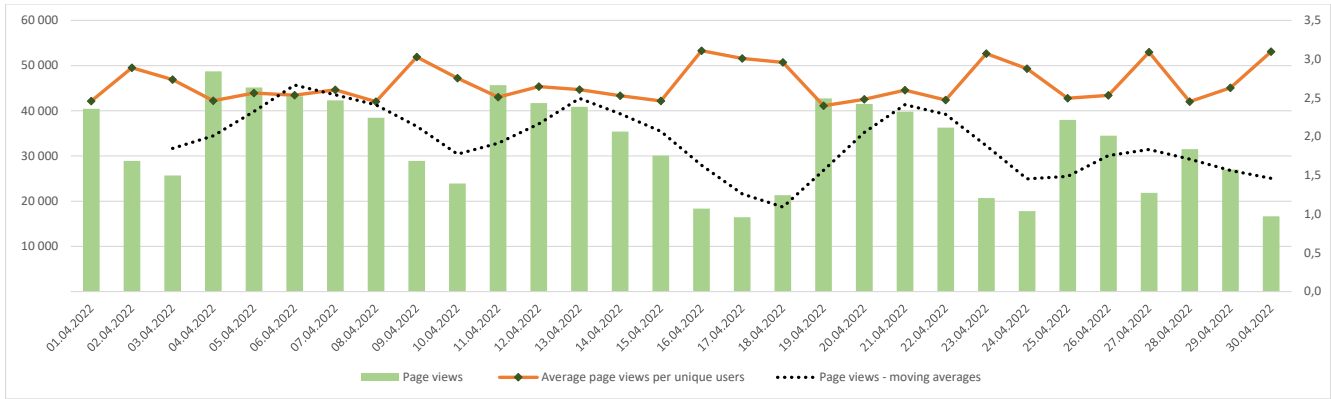
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	12,4%	87	11,0%	
	Three-year high school	14,4%	118	11,3%	
	Four-year high school	40,3%	103	38,4%	
	Higher school, university, college or more	32,2%	96	38,8%	
	I don't want to answer	0,8%	97	0,5%	
Personal income	I have no income	8,2%	78	6,7%	
	Less than 400 EUR	6,6%	93	5,3%	
	400 to 800 EUR	19,5%	113	23,8%	
	800 to 1200 EUR	31,6%	108	40,9%	
	1200 to 1500 EUR	11,6%	99	7,6%	
	1500 to 1800 EUR	6,3%	95	3,7%	
	over 1800 EUR	7,4%	81	4,5%	
	I don't want to answer	8,8%	104	7,6%	
	Region	Pomurska	6,8%	115	6,1%
Podravska		17,0%	107	15,1%	
Koroška		3,7%	114	2,8%	
Savinjska		12,9%	101	27,1%	
Zasavska		2,4%	99	2,0%	
Spodnje-posavska		4,2%	118	4,5%	
JV Slovenija		7,6%	116	5,3%	
Osrednjeslovenska		22,5%	82	19,2%	
Gorenjska		10,3%	102	8,4%	
Notranjsko-kraška		2,5%	119	1,6%	
Goriška		5,7%	106	4,0%	
Obalno-kraška		4,6%	96	3,9%	
Gender		Male	46,7%	91	57,3%
		Female	53,3%	109	42,7%
Age	10 to 17 years	2,5%	65	1,2%	
	18 to 24 years	9,5%	82	8,1%	
	25 to 29 years	6,6%	90	21,1%	
	30 to 39 years	17,7%	89	14,7%	
	40 to 49 years	21,9%	103	13,1%	
	50 to 59 years	19,8%	108	16,6%	
	60 to 75 years	21,4%	125	24,5%	
Employment status	Employed in public sector	17,1%	105	11,7%	
	Employed in a private company	37,8%	97	45,3%	
	Self-employed	9,1%	100	7,5%	
	Unemployed	7,0%	107	5,4%	
	Retired	17,7%	132	21,9%	
	Pupil	5,2%	72	3,7%	
	Student	5,0%	68	3,8%	
	I don't want to answer	1,1%	105	0,8%	

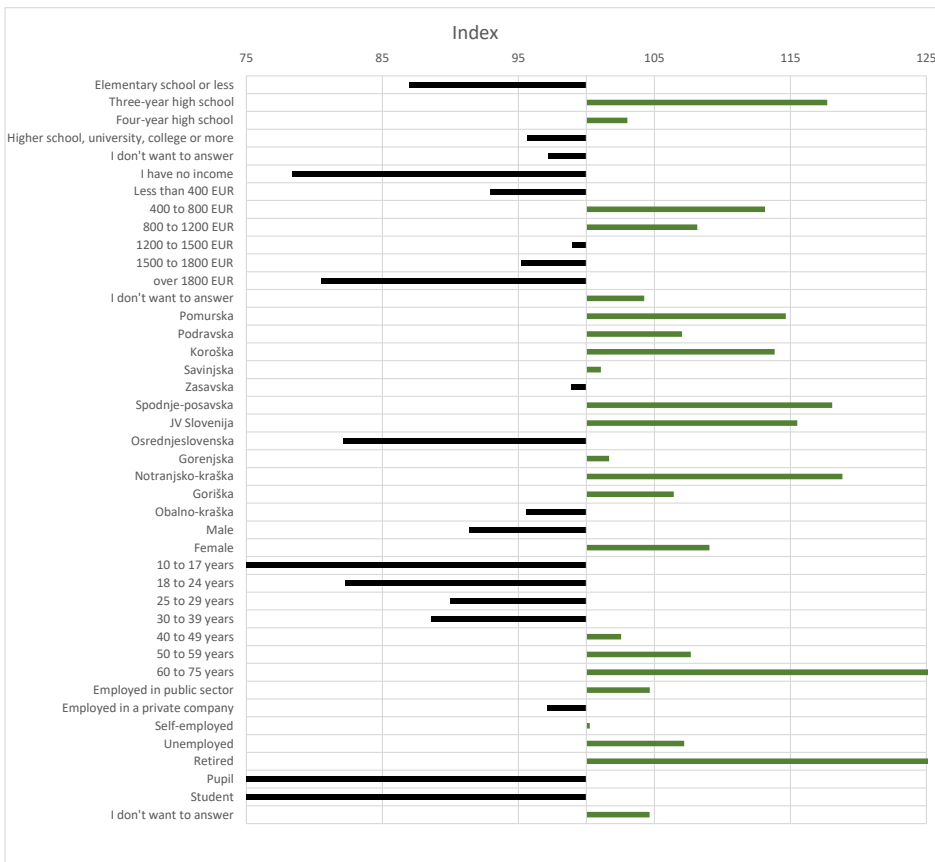


### Note:

**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 1.4. to 30.4.2022. 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 1.4. to 30.4.2022. 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.