



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: May 2022

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2022	17 303	5 352	0,4%	6 722	3,2	1,3
02.05.2022	3 192	1 288	0,1%	1 440	2,5	1,1
03.05.2022	43 246	17 096	1,1%	18 588	2,5	1,1
04.05.2022	39 862	16 186	1,1%	17 605	2,5	1,1
05.05.2022	39 755	15 146	1,0%	16 424	2,6	1,1
06.05.2022	36 919	14 849	1,0%	16 190	2,5	1,1
07.05.2022	23 338	7 716	0,5%	9 253	3,0	1,2
08.05.2022	16 869	5 722	0,4%	6 827	2,9	1,2
09.05.2022	41 562	17 095	1,1%	18 517	2,4	1,1
10.05.2022	38 077	15 102	1,0%	16 404	2,5	1,1
11.05.2022	37 680	14 872	1,0%	16 097	2,5	1,1
12.05.2022	34 639	13 740	0,9%	14 954	2,5	1,1
13.05.2022	32 083	12 854	0,9%	14 019	2,5	1,1
14.05.2022	18 538	6 176	0,4%	7 859	3,0	1,3
15.05.2022	16 987	5 568	0,4%	6 826	3,1	1,2
16.05.2022	39 479	16 053	1,1%	17 407	2,5	1,1
17.05.2022	41 034	15 791	1,1%	17 144	2,6	1,1
18.05.2022	38 974	14 957	1,0%	16 263	2,6	1,1
19.05.2022	34 894	14 038	0,9%	15 244	2,5	1,1
20.05.2022	31 496	12 826	0,9%	14 028	2,5	1,1
21.05.2022	17 639	5 672	0,4%	7 199	3,1	1,3
22.05.2022	17 860	5 819	0,4%	7 101	3,1	1,2
23.05.2022	40 950	16 132	1,1%	17 471	2,5	1,1
24.05.2022	43 281	15 917	1,1%	17 283	2,7	1,1
25.05.2022	39 965	15 214	1,0%	16 487	2,6	1,1
26.05.2022	38 837	15 130	1,0%	16 495	2,6	1,1
27.05.2022	35 342	13 544	0,9%	14 840	2,6	1,1
28.05.2022	21 989	7 211	0,5%	8 552	3,0	1,2
29.05.2022	21 633	7 378	0,5%	8 620	2,9	1,2
30.05.2022	46 363	17 430	1,2%	18 953	2,7	1,1
31.05.2022	37 654	15 147	1,0%	16 435	2,5	1,1

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2022 - 01.05.2022	17 303	5 352	0,4%	6 722	3,2	1,3
02.05.2022 - 08.05.2022	203 181	53 557	3,6%	86 338	3,8	1,6
09.05.2022 - 15.05.2022	219 566	58 513	3,9%	94 682	3,8	1,6
16.05.2022 - 22.05.2022	221 376	58 911	3,9%	94 409	3,8	1,6
23.05.2022 - 29.05.2022	241 997	62 106	4,1%	99 765	3,9	1,6
30.05.2022 - 31.05.2022	84 017	33 823	2,3%	35 388	2,5	1,0

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2022 - 31.05.2022	987 439	151 362	10,1%	417 348	6,5	2,8

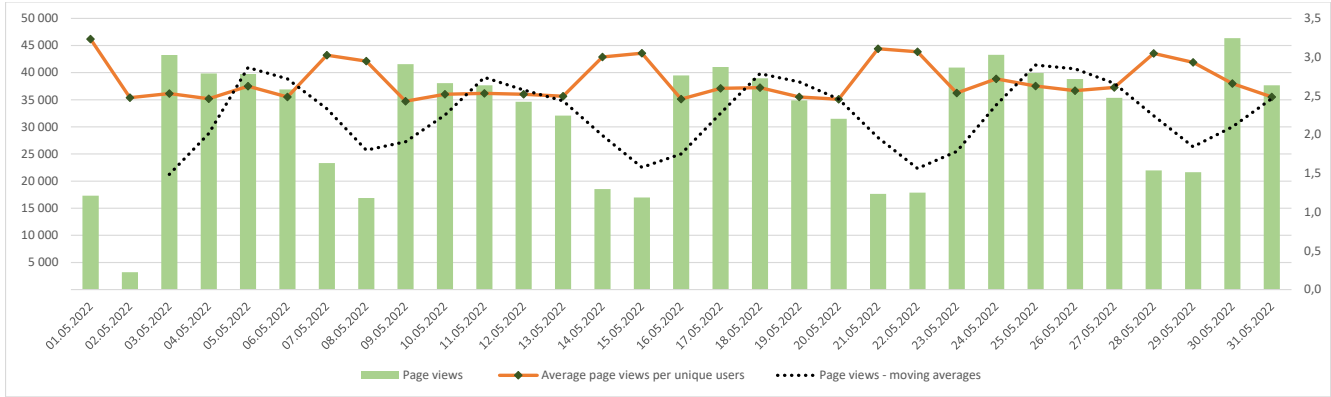
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	12,6%	88	14,0%	
	Three-year high school	12,4%	102	12,4%	
	Four-year high school	41,3%	106	42,1%	
	Higher school, university, college or more	33,1%	98	30,9%	
	I don't want to answer	0,7%	81	0,6%	
Personal income	I have no income	8,9%	84	8,7%	
	Less than 400 EUR	6,9%	98	7,2%	
	400 to 800 EUR	20,6%	119	25,2%	
	800 to 1200 EUR	29,3%	100	31,1%	
	1200 to 1500 EUR	12,4%	106	9,5%	
	1500 to 1800 EUR	6,8%	100	5,6%	
	over 1800 EUR	7,1%	78	5,1%	
	I don't want to answer	8,2%	98	7,6%	
	Region	Pomurska	6,1%	105	7,3%
Podravska		17,1%	106	17,3%	
Koroška		2,9%	88	4,2%	
Savinjska		14,0%	111	18,2%	
Zasavska		2,3%	93	2,1%	
Spodnje-posavska		3,8%	111	2,9%	
JV Slovenija		6,7%	103	6,0%	
Osrednjeslovenska		23,1%	84	22,5%	
Gorenjska		12,1%	120	10,3%	
Notranjsko-kraška		2,3%	111	1,6%	
Goriška		6,0%	113	4,9%	
Obalno-kraška		3,6%	74	2,8%	
Gender		Male	45,7%	89	51,7%
		Female	54,3%	112	48,3%
Age	10 to 17 years	2,0%	51	1,1%	
	18 to 24 years	9,3%	83	9,6%	
	25 to 29 years	6,2%	84	8,1%	
	30 to 39 years	17,9%	90	16,7%	
	40 to 49 years	21,9%	103	17,4%	
	50 to 59 years	21,1%	114	22,3%	
	60 to 75 years	20,8%	120	23,9%	
Employment status	Employed in public sector	15,4%	94	14,1%	
	Employed in a private company	39,0%	101	37,4%	
	Self-employed	9,2%	101	7,9%	
	Unemployed	7,2%	110	11,1%	
	Retired	17,3%	128	21,8%	
	Pupil	4,6%	63	2,7%	
	Student	6,0%	82	3,3%	
	I don't want to answer	1,2%	119	1,7%	



### 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.

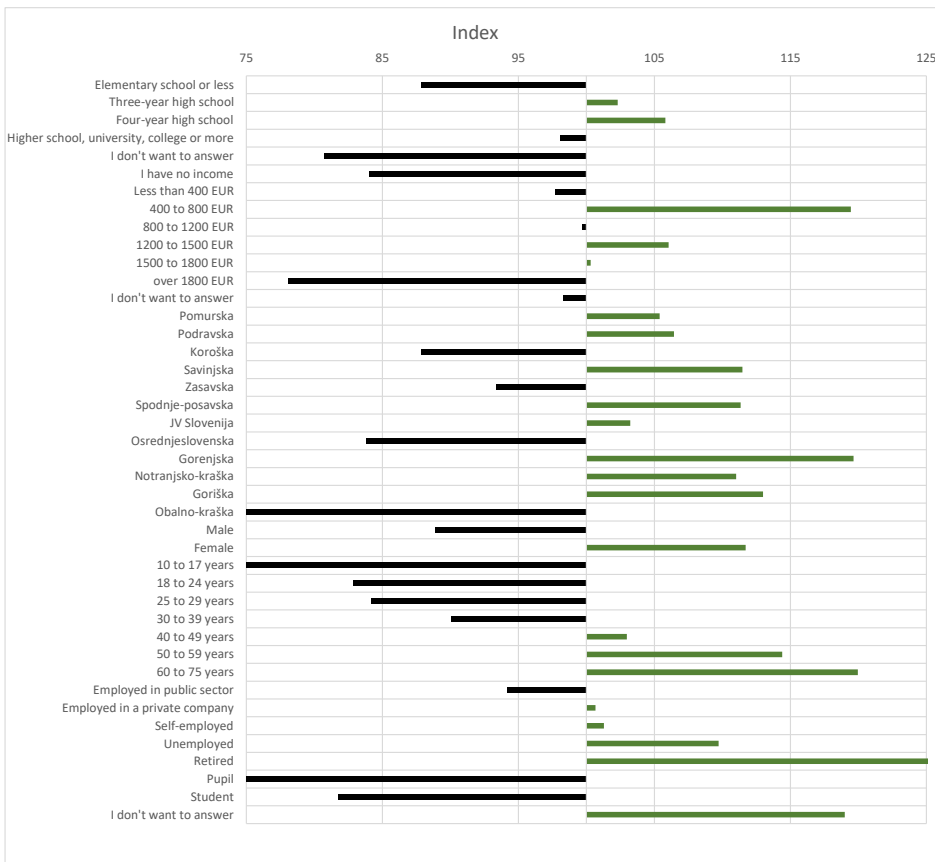


**Note:**

**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 1.5. to 31.5.2022. 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 1.5. to 31.5.2022. 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.