



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 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2022	39 293	15 496	1,0%	16 760	2,5	1,1
02.06.2022	35 352	14 492	1,0%	15 630	2,4	1,1
03.06.2022	33 902	13 632	0,9%	14 827	2,5	1,1
04.06.2022	19 005	6 283	0,4%	7 633	3,0	1,2
05.06.2022	18 395	6 329	0,4%	7 554	2,9	1,2
06.06.2022	41 896	17 287	1,2%	18 669	2,4	1,1
07.06.2022	40 370	16 438	1,1%	17 705	2,5	1,1
08.06.2022	40 435	16 457	1,1%	17 805	2,5	1,1
09.06.2022	40 745	16 706	1,1%	18 086	2,4	1,1
10.06.2022	34 611	14 041	0,9%	15 297	2,5	1,1
11.06.2022	18 017	6 221	0,4%	7 601	2,9	1,2
12.06.2022	16 510	5 839	0,4%	7 191	2,8	1,2
13.06.2022	39 175	16 881	1,1%	18 262	2,3	1,1
14.06.2022	37 266	15 557	1,0%	16 805	2,4	1,1
15.06.2022	36 163	15 464	1,0%	16 732	2,3	1,1
16.06.2022	33 906	14 448	1,0%	15 702	2,3	1,1
17.06.2022	32 181	13 528	0,9%	14 776	2,4	1,1
18.06.2022	18 130	6 194	0,4%	7 474	2,9	1,2
19.06.2022	16 816	6 054	0,4%	7 213	2,8	1,2
20.06.2022	39 321	16 565	1,1%	17 931	2,4	1,1
21.06.2022	38 437	15 634	1,0%	17 006	2,5	1,1
22.06.2022	36 875	15 298	1,0%	16 642	2,4	1,1
23.06.2022	36 114	14 787	1,0%	16 078	2,4	1,1
24.06.2022	29 967	12 331	0,8%	13 512	2,4	1,1
25.06.2022	18 001	5 705	0,4%	7 036	3,2	1,2
26.06.2022	17 574	5 942	0,4%	7 337	3,0	1,2
27.06.2022	36 368	15 411	1,0%	16 731	2,4	1,1
28.06.2022	35 543	14 645	1,0%	15 896	2,4	1,1
29.06.2022	36 620	15 040	1,0%	16 423	2,4	1,1
30.06.2022	34 123	14 258	1,0%	15 637	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
01.06.2022 - 05.06.2022	145 947	45 664	3,0%	62 422	3,2	1,4
06.06.2022 - 12.06.2022	232 584	64 420	4,3%	102 367	3,6	1,6
13.06.2022 - 19.06.2022	213 637	60 500	4,0%	97 000	3,5	1,6
20.06.2022 - 26.06.2022	216 289	58 416	3,9%	95 537	3,7	1,6
27.06.2022 - 30.06.2022	142 654	51 734	3,5%	64 689	2,8	1,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2022 - 30.06.2022	951 111	154 840	10,3%	421 997	6,1	2,7

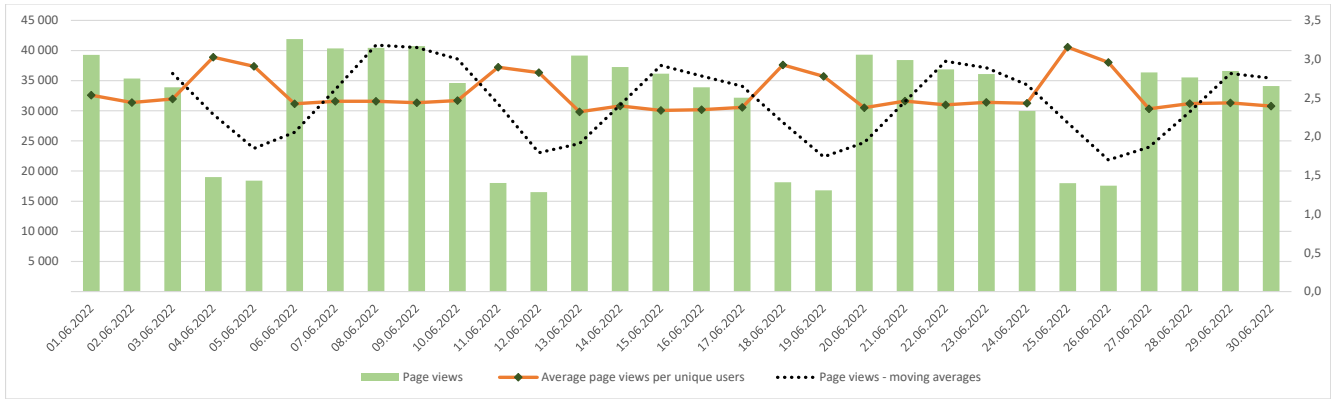
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,1%	91	15,3%	
	Three-year high school	13,0%	108	14,5%	
	Four-year high school	41,4%	105	39,3%	
	Higher school, university, college or more	31,8%	96	30,1%	
	I don't want to answer	0,8%	94	0,8%	
Personal income	I have no income	9,6%	91	12,2%	
	Less than 400 EUR	7,0%	96	7,9%	
	400 to 800 EUR	19,2%	110	19,0%	
	800 to 1200 EUR	31,4%	107	33,8%	
	1200 to 1500 EUR	11,4%	99	10,4%	
	1500 to 1800 EUR	5,8%	87	3,8%	
	over 1800 EUR	7,9%	91	6,6%	
	I don't want to answer	7,6%	92	6,3%	
	Region	Pomurska	7,1%	118	7,1%
Podravska		15,6%	96	16,3%	
Koroška		3,9%	121	5,1%	
Savinjska		12,7%	102	12,1%	
Zasavska		2,7%	115	2,6%	
Spodnje-posavska		4,2%	125	3,1%	
JV Slovenija		6,3%	98	6,7%	
Osrednjeslovenska		24,4%	90	27,8%	
Gorenjska		10,5%	101	9,2%	
Notranjsko-kraška		1,9%	88	1,1%	
Goriška		5,6%	102	5,6%	
Obalno-kraška		5,0%	105	3,5%	
Gender		Male	46,2%	91	49,5%
		Female	53,9%	109	50,5%
Age	10 to 17 years	2,3%	58	1,0%	
	18 to 24 years	10,5%	91	16,0%	
	25 to 29 years	6,5%	88	4,2%	
	30 to 39 years	17,6%	87	14,8%	
	40 to 49 years	20,5%	98	17,5%	
	50 to 59 years	21,0%	116	21,9%	
	60 to 75 years	20,9%	120	23,8%	
Employment status	Employed in public sector	38,2%	99	34,5%	
	Employed in a private company	15,8%	98	14,4%	
	Self-employed	9,9%	109	8,0%	
	Unemployed	6,7%	100	9,2%	
	Retired	16,8%	123	20,9%	
	Pupil	5,8%	80	5,1%	
	Student	5,8%	76	6,6%	
	I don't want to answer	1,0%	95	1,3%	

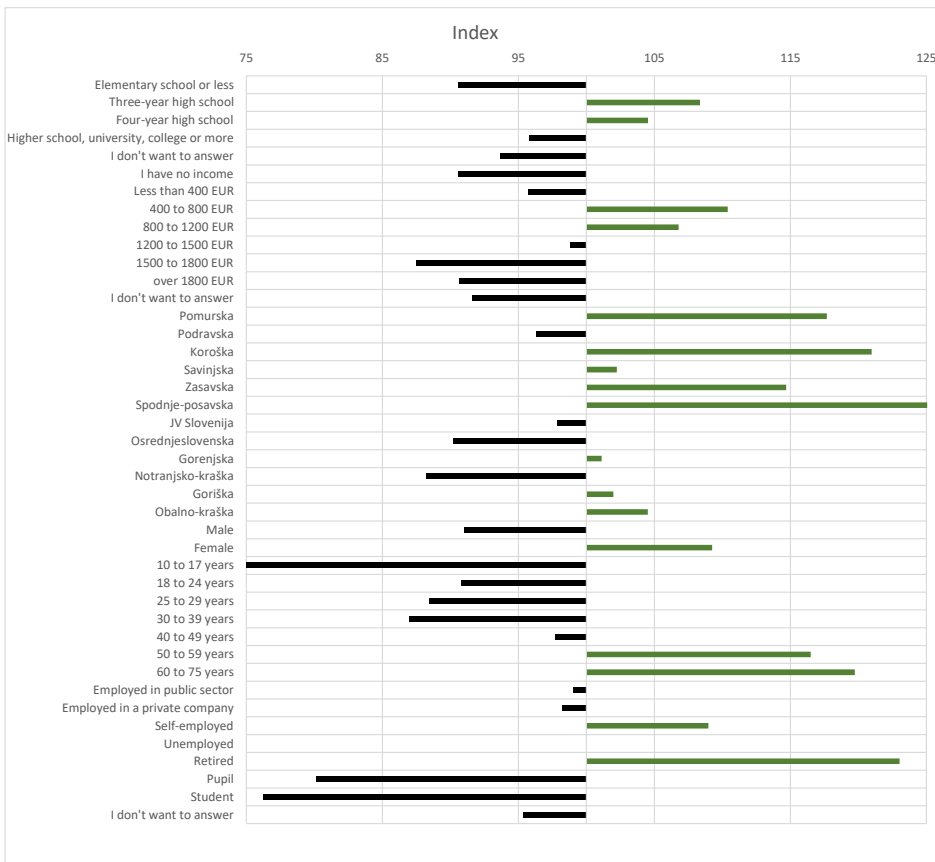


Note:

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 1.5. 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.