



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: August 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2022	34 731	14 510	1,0%	15 816	2,4	1,1
02.08.2022	35 047	13 542	0,9%	14 784	2,6	1,1
03.08.2022	34 395	13 809	0,9%	15 105	2,5	1,1
04.08.2022	32 891	13 021	0,9%	14 151	2,5	1,1
05.08.2022	30 044	12 497	0,8%	12 862	2,4	1,0
06.08.2022	18 266	5 878	0,4%	7 399	3,1	1,3
07.08.2022	17 339	5 822	0,4%	7 256	3,0	1,2
08.08.2022	36 788	14 505	1,0%	15 873	2,5	1,1
09.08.2022	37 295	14 812	1,0%	16 124	2,5	1,1
10.08.2022	34 349	13 593	0,9%	14 858	2,5	1,1
11.08.2022	31 911	12 879	0,9%	13 999	2,5	1,1
12.08.2022	30 876	12 113	0,8%	13 237	2,5	1,1
13.08.2022	19 552	6 319	0,4%	7 713	3,1	1,2
14.08.2022	6 353	2 082	0,1%	2 475	3,1	1,2
15.08.2022	7 421	2 408	0,2%	2 876	3,1	1,2
16.08.2022	34 129	13 976	0,9%	15 298	2,4	1,1
17.08.2022	36 492	14 831	1,0%	16 205	2,5	1,1
18.08.2022	35 456	14 567	1,0%	15 929	2,4	1,1
19.08.2022	33 360	13 378	0,9%	14 572	2,5	1,1
20.08.2022	19 905	6 463	0,4%	7 979	3,1	1,2
21.08.2022	18 563	6 340	0,4%	7 776	2,9	1,2
22.08.2022	42 415	17 194	1,1%	18 651	2,5	1,1
23.08.2022	38 076	15 626	1,0%	16 905	2,4	1,1
24.08.2022	36 114	15 111	1,0%	16 335	2,4	1,1
25.08.2022	35 858	14 818	1,0%	16 094	2,4	1,1
26.08.2022	32 840	13 507	0,9%	14 789	2,4	1,1
27.08.2022	20 195	6 531	0,4%	8 107	3,1	1,2
28.08.2022	18 811	6 578	0,4%	7 980	2,9	1,2
29.08.2022	41 076	17 569	1,2%	18 993	2,3	1,1
30.08.2022	38 168	16 348	1,1%	17 747	2,3	1,1
31.08.2022	37 175	15 736	1,1%	17 138	2,4	1,1

Weekly reach (Slovenian visitors)

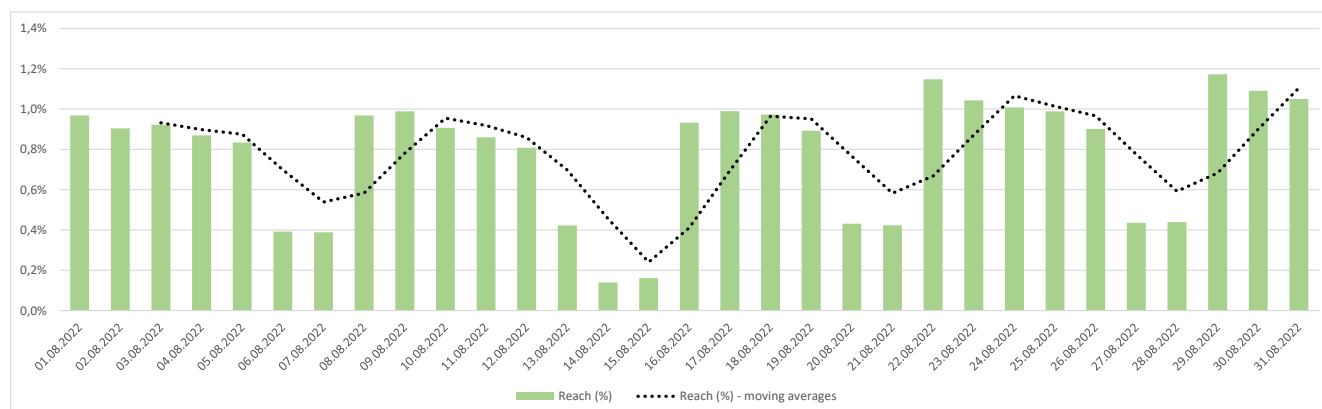
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2022 - 07.08.2022	202 713	51 765	3,5%	87 379	3,9	1,7
08.08.2022 - 14.08.2022	197 124	50 834	3,4%	84 282	3,9	1,7
15.08.2022 - 21.08.2022	185 326	48 551	3,2%	80 641	3,8	1,7
22.08.2022 - 28.08.2022	224 309	60 769	4,1%	98 873	3,7	1,6
29.08.2022 - 31.08.2022	116 419	47 849	3,2%	53 877	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
01.08.2022 - 31.08.2022	925 891	143 036	9,5%	404 977	6,5	2,8

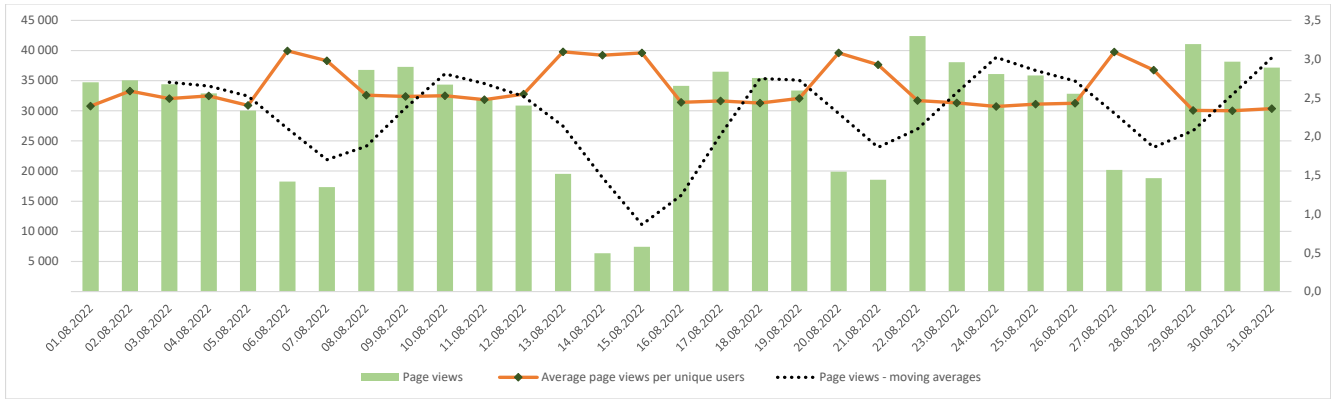
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,1%	87	15,4%
	Three-year high school	12,3%	100	15,9%
	Four-year high school	43,2%	108	41,4%
	Higher school, university, college or more	31,4%	94	26,3%
	I don't want to answer	1,1%	140	1,0%
Personal income	I have no income	8,6%	84	14,4%
	Less than 400 EUR	5,0%	70	6,7%
	400 to 800 EUR	19,1%	108	21,0%
	800 to 1200 EUR	30,8%	104	26,7%
	1200 to 1500 EUR	13,1%	112	11,1%
	1500 to 1800 EUR	6,8%	102	5,8%
	over 1800 EUR	7,2%	83	5,2%
	I don't want to answer	9,4%	115	9,2%
	Region	Pomurska	7,0%	120
Podravska		17,8%	108	22,5%
Koroška		3,1%	97	2,3%
Savinjska		11,6%	92	9,5%
Zasavska		3,1%	123	2,2%
Spodnje-posavska		3,8%	111	1,8%
JV Slovenija		6,3%	98	7,6%
Osrednjeslovenska		22,3%	83	21,8%
Gorenjska		11,3%	109	10,5%
Notranjsko-kraška		2,2%	107	1,9%
Goriška		6,7%	126	9,2%
Obalno-kraška		4,8%	98	3,3%
Gender		Male	47,6%	93
	Female	52,4%	107	44,9%
Age	10 to 17 years	1,9%	50	1,5%
	18 to 24 years	8,3%	76	12,3%
	25 to 29 years	5,8%	79	7,9%
	30 to 39 years	18,2%	92	14,5%
	40 to 49 years	22,1%	105	13,7%
	50 to 59 years	20,2%	109	20,7%
	60 to 75 years	22,6%	125	26,7%
Employment status	Employed in public sector	16,8%	106	13,7%
	Employed in a private company	38,4%	99	28,9%
	Self-employed	8,8%	97	7,7%
	Unemployed	7,6%	112	17,5%
	Retired	18,9%	133	24,7%
	Pupil	4,3%	63	2,5%
	Student	4,3%	57	4,2%
	I don't want to answer	1,0%	96	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.

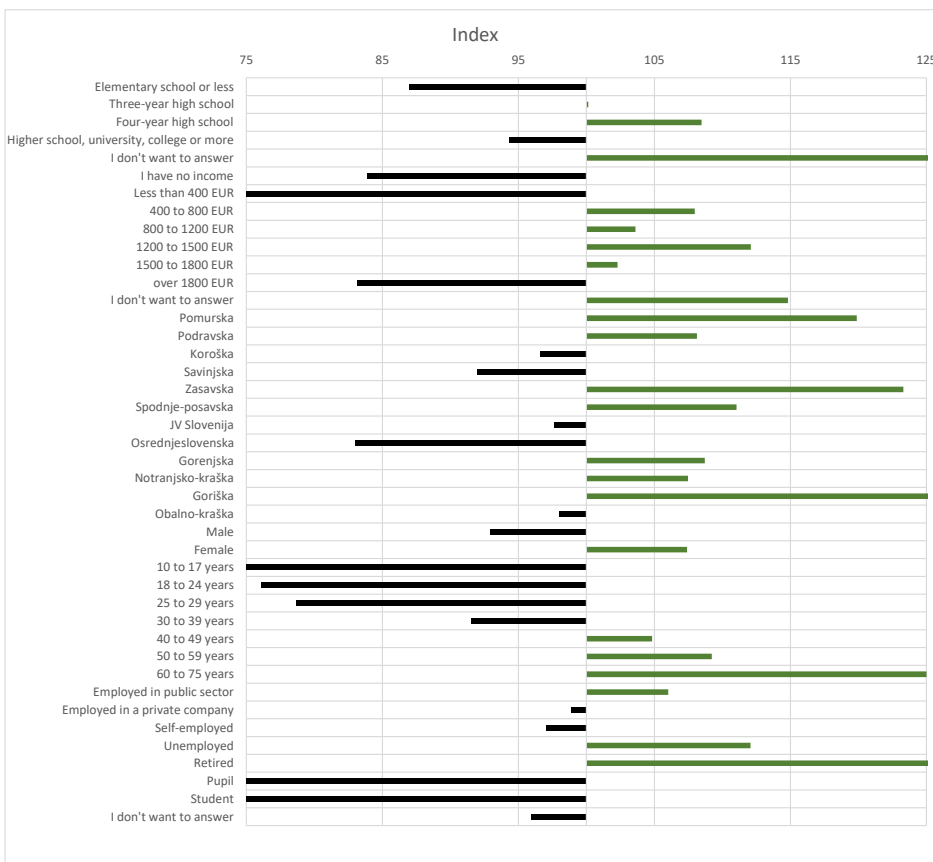


Note:

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 1.8. to 31.8.2022. 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 1.8. to 31.8.2022. 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.