



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: October 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2022	18 248	6 374	0,4%	7 708	2,9	1,2
02.10.2022	11 304	4 160	0,3%	4 904	2,7	1,2
03.10.2022	38 117	15 579	1,0%	16 937	2,4	1,1
04.10.2022	37 337	14 690	1,0%	15 983	2,5	1,1
05.10.2022	35 675	14 729	1,0%	16 010	2,4	1,1
06.10.2022	34 063	14 147	0,9%	15 409	2,4	1,1
07.10.2022	30 408	13 166	0,9%	14 398	2,3	1,1
08.10.2022	16 601	5 864	0,4%	7 074	2,8	1,2
09.10.2022	17 283	6 277	0,4%	7 383	2,8	1,2
10.10.2022	40 165	16 774	1,1%	18 227	2,4	1,1
11.10.2022	37 690	15 280	1,0%	16 612	2,5	1,1
12.10.2022	37 946	15 558	1,0%	16 867	2,4	1,1
13.10.2022	35 301	14 547	1,0%	15 835	2,4	1,1
14.10.2022	31 973	13 417	0,9%	14 652	2,4	1,1
15.10.2022	18 742	6 543	0,4%	7 941	2,9	1,2
16.10.2022	17 300	6 140	0,4%	7 382	2,8	1,2
17.10.2022	40 475	16 600	1,1%	18 043	2,4	1,1
18.10.2022	39 813	14 903	1,0%	16 224	2,7	1,1
19.10.2022	37 936	15 168	1,0%	16 508	2,5	1,1
20.10.2022	37 223	14 060	0,9%	15 303	2,6	1,1
21.10.2022	34 533	12 760	0,9%	13 902	2,7	1,1
22.10.2022	20 276	6 895	0,5%	8 308	2,9	1,2
23.10.2022	18 039	6 483	0,4%	7 501	2,8	1,2
24.10.2022	40 546	16 151	1,1%	17 424	2,5	1,1
25.10.2022	39 034	15 926	1,1%	17 168	2,5	1,1
26.10.2022	37 045	15 235	1,0%	16 421	2,4	1,1
27.10.2022	36 862	15 717	1,0%	16 820	2,3	1,1
28.10.2022	30 578	12 743	0,9%	13 786	2,4	1,1
29.10.2022	19 747	7 915	0,5%	8 406	2,5	1,1
30.10.2022	15 845	5 343	0,4%	6 200	3,0	1,2
31.10.2022	15 834	5 641	0,4%	6 639	2,8	1,2

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2022 - 02.10.2022	29 552	9 599	0,6%	12 612	3,1	1,3
03.10.2022 - 09.10.2022	209 484	56 515	3,8%	93 175	3,7	1,6
10.10.2022 - 16.10.2022	219 117	59 383	4,0%	97 515	3,7	1,6
17.10.2022 - 23.10.2022	228 295	57 998	3,9%	95 749	3,9	1,7
24.10.2022 - 30.10.2022	219 657	61 473	4,1%	96 202	3,6	1,6
31.10.2022 - 31.10.2022	15 834	5 641	0,4%	6 639	2,8	1,2

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2022 - 31.10.2022	921 939	142 355	9,5%	401 818	6,5	2,8

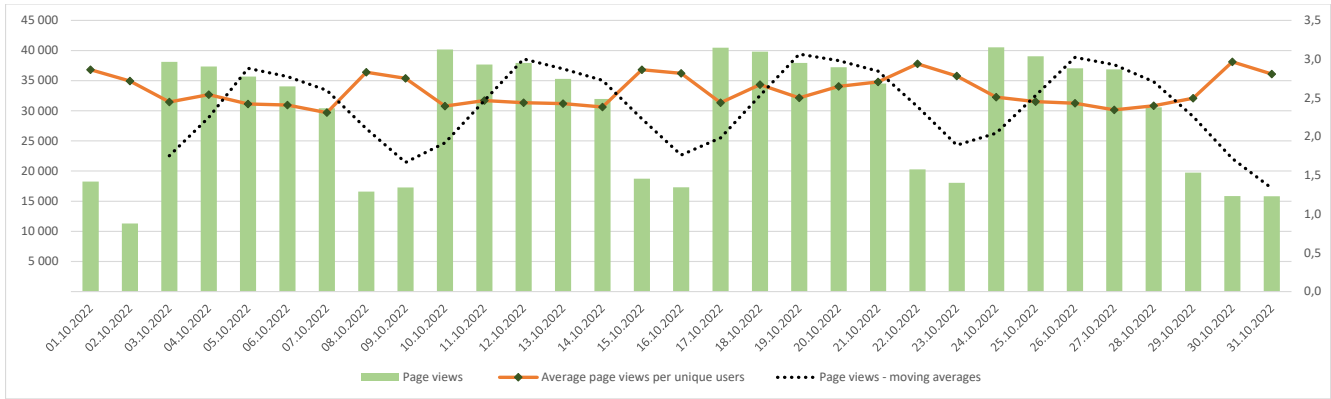
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,8%	84	11,3%
	Three-year high school	13,8%	114	15,1%
	Four-year high school	43,3%	110	46,7%
	Higher school, university, college or more	30,5%	91	26,2%
	I don't want to answer	0,6%	73	0,7%
Personal income	I have no income	7,0%	70	7,8%
	Less than 400 EUR	6,8%	93	6,2%
	400 to 800 EUR	18,8%	111	18,1%
	800 to 1200 EUR	32,0%	110	37,9%
	1200 to 1500 EUR	12,5%	104	10,3%
	1500 to 1800 EUR	6,9%	94	5,3%
	over 1800 EUR	7,8%	83	5,4%
	I don't want to answer	8,4%	103	9,0%
	Region	Pomurska	6,8%	119
Podravska		17,6%	108	13,2%
Koroška		3,1%	90	2,0%
Savinjska		10,4%	83	8,7%
Zasavska		2,1%	86	1,4%
Spodnje-posavska		3,1%	91	3,3%
JV Slovenija		8,1%	120	8,9%
Osrednjeslovenska		24,6%	91	29,6%
Gorenjska		11,4%	109	11,3%
Notranjsko-kraška		1,7%	81	1,5%
Goriška		6,0%	111	7,5%
Obalno-kraška		5,1%	112	3,9%
Gender		Male	46,7%	91
	Female	53,3%	110	55,9%
Age	10 to 17 years	2,5%	64	1,8%
	18 to 24 years	7,3%	66	7,3%
	25 to 29 years	5,6%	76	5,0%
	30 to 39 years	19,1%	95	19,9%
	40 to 49 years	22,2%	105	19,9%
	50 to 59 years	21,5%	116	24,0%
	60 to 75 years	21,4%	122	21,9%
Employment status	Employed in public sector	16,0%	99	13,4%
	Employed in a private company	38,8%	100	39,1%
	Self-employed	9,7%	108	8,6%
	Unemployed	8,0%	121	9,8%
	Retired	18,1%	126	20,6%
	Pupil	3,6%	52	2,3%
	Student	4,8%	69	5,5%
	I don't want to answer	0,9%	90	0,7%

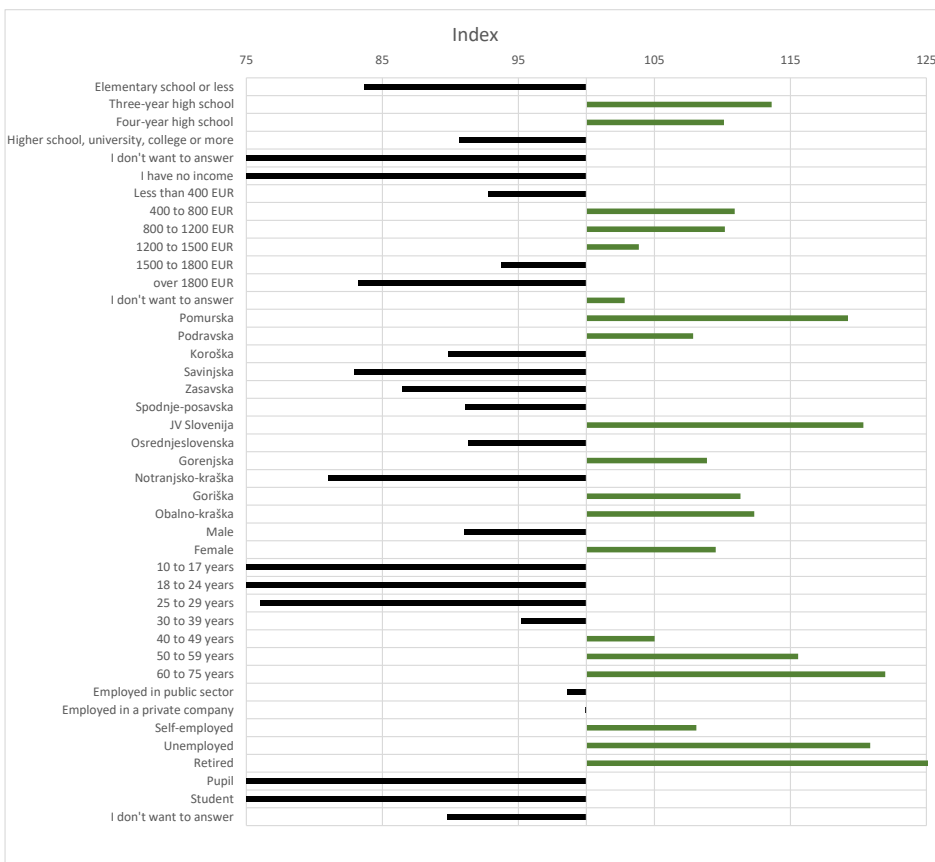


Note:

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 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 1.10. to 31.10.2022. 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 1.10. to 31.10.2022. 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.