



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: December 2022

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2022	36 338	14 549	1,0%	15 734	2,5	1,1
02.12.2022	32 322	13 356	0,9%	14 438	2,4	1,1
03.12.2022	19 508	6 913	0,5%	7 903	2,8	1,1
04.12.2022	19 771	7 292	0,5%	8 092	2,7	1,1
05.12.2022	37 720	15 701	1,0%	16 923	2,4	1,1
06.12.2022	36 829	14 480	1,0%	15 574	2,5	1,1
07.12.2022	34 984	14 645	1,0%	15 764	2,4	1,1
08.12.2022	37 279	14 180	0,9%	15 321	2,6	1,1
09.12.2022	32 098	13 042	0,9%	14 106	2,5	1,1
10.12.2022	20 163	6 816	0,5%	7 650	3,0	1,1
11.12.2022	18 600	6 793	0,5%	7 487	2,7	1,1
12.12.2022	38 977	15 485	1,0%	16 641	2,5	1,1
13.12.2022	41 107	14 837	1,0%	16 006	2,8	1,1
14.12.2022	38 375	15 347	1,0%	16 542	2,5	1,1
15.12.2022	37 977	14 414	1,0%	15 585	2,6	1,1
16.12.2022	36 822	13 479	0,9%	14 631	2,7	1,1
17.12.2022	22 839	7 329	0,5%	8 535	3,1	1,2
18.12.2022	25 492	7 753	0,5%	8 820	3,3	1,1
19.12.2022	54 074	18 568	1,2%	20 127	2,9	1,1
20.12.2022	55 400	18 136	1,2%	19 696	3,1	1,1
21.12.2022	52 962	17 879	1,2%	19 405	3,0	1,1
22.12.2022	43 215	15 264	1,0%	16 580	2,8	1,1
23.12.2022	31 683	12 098	0,8%	13 196	2,6	1,1
24.12.2022	17 549	6 053	0,4%	7 055	2,9	1,2
25.12.2022	17 438	5 646	0,4%	6 573	3,1	1,2
26.12.2022	21 576	7 239	0,5%	8 185	3,0	1,1
27.12.2022	36 173	13 512	0,9%	14 768	2,7	1,1
28.12.2022	31 755	12 284	0,8%	13 400	2,6	1,1
29.12.2022	28 352	11 821	0,8%	11 911	2,4	1,0
30.12.2022	23 992	9 684	0,6%	9 993	2,5	1,0
31.12.2022	15 594	5 088	0,3%	5 949	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
1.12.2022 - 4.12.2022	107 939	35 926	2,4%	46 168	3,0	1,3
5.12.2022 - 11.12.2022	217 673	58 734	3,9%	92 830	3,7	1,6
12.12.2022 - 18.12.2022	241 589	60 188	4,0%	96 734	4,0	1,6
19.12.2022 - 25.12.2022	272 321	62 184	4,2%	102 557	4,4	1,6
26.12.2022 - 31.12.2022	157 442	39 726	2,7%	64 199	4,0	1,6

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2022 - 31.12.2022	996 964	142 146	9,5%	402 384	7,0	2,8

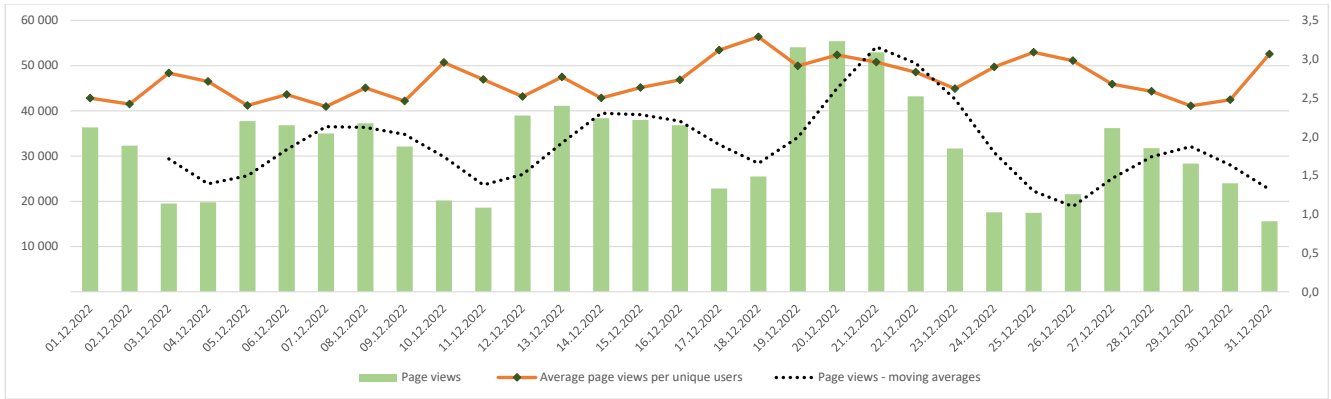
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,0%	93	20,3%	
	Three-year high school	13,1%	108	18,1%	
	Four-year high school	41,1%	104	36,4%	
	Higher school, university, college or more	32,1%	95	24,4%	
	I don't want to answer	0,8%	103	0,8%	
Personal income	I have no income	9,1%	94	7,8%	
	Less than 400 EUR	6,4%	86	7,2%	
	400 to 800 EUR	17,7%	105	22,7%	
	800 to 1200 EUR	30,4%	104	28,9%	
	1200 to 1500 EUR	11,6%	98	9,5%	
	1500 to 1800 EUR	7,5%	104	6,1%	
	over 1800 EUR	9,2%	97	11,2%	
	I don't want to answer	8,2%	98	6,7%	
	Region	Pomurska	6,1%	105	6,3%
		Podravska	16,9%	103	14,0%
Koroška		3,9%	116	5,3%	
Savinjska		13,1%	107	13,5%	
Zasavska		2,4%	93	3,7%	
Spodnje-posavska		3,5%	102	4,4%	
JV Slovenija		6,0%	88	5,2%	
Osrednjeslovenska		25,9%	96	21,3%	
Gorenjska		10,1%	99	15,9%	
Notranjsko-kraška		2,3%	110	2,5%	
Goriška		5,4%	99	4,9%	
Obalno-kraška		4,4%	94	3,2%	
Gender		Male	55,4%	107	59,1%
	Female	44,6%	92	40,9%	
Age	10 to 17 years	3,2%	82	3,6%	
	18 to 24 years	9,1%	83	5,6%	
	25 to 29 years	7,2%	99	6,8%	
	30 to 39 years	23,1%	116	16,6%	
	40 to 49 years	22,4%	105	23,6%	
	50 to 59 years	18,4%	99	22,9%	
	60 to 75 years	16,3%	92	20,8%	
Employment status	Employed in public sector	15,8%	97	18,6%	
	Employed in a private company	40,2%	104	32,5%	
	Self-employed	10,6%	117	11,0%	
	Unemployed	7,1%	109	7,1%	
	Retired	14,2%	97	19,2%	
	Pupil	4,8%	71	5,5%	
	Student	6,4%	88	5,3%	
	I don't want to answer	0,9%	94	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.

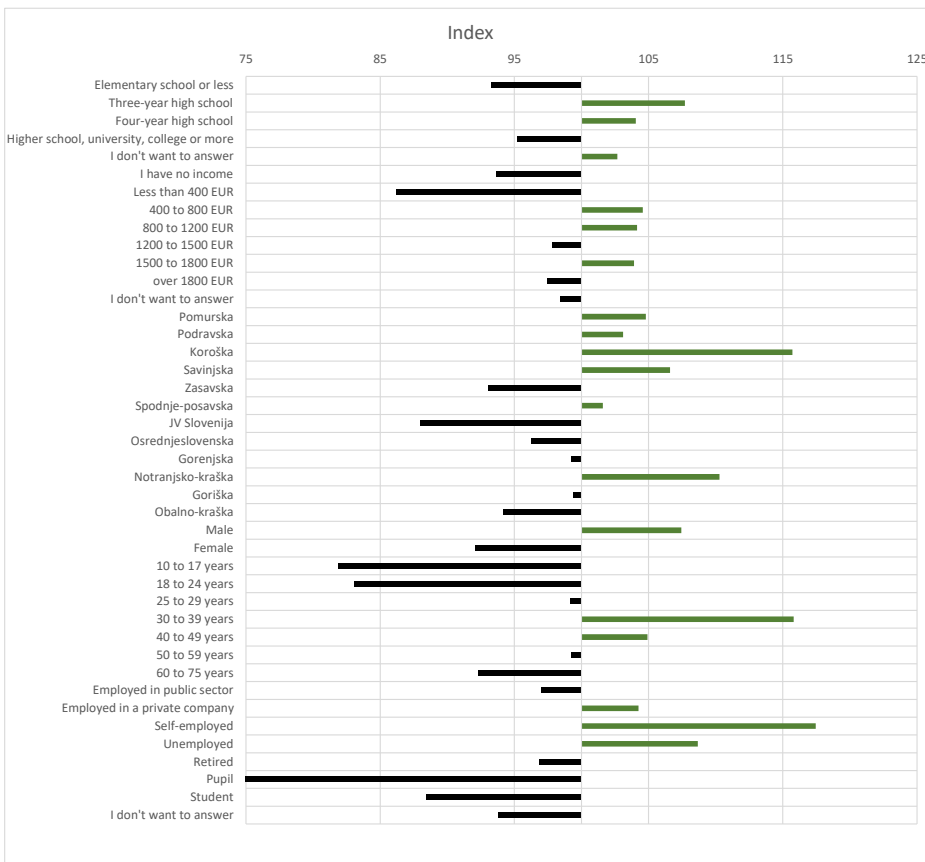


**Note:**

**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 1.12. to 31.12.2022. 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 1.12. to 31.12.2022. 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 website that is participating in MOSS.