



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: February 2023

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2023	34 270	14 107	0,9%	15 218	2,4	1,1
02.02.2023	33 137	13 752	0,9%	14 832	2,4	1,1
03.02.2023	30 971	12 793	0,9%	13 884	2,4	1,1
04.02.2023	18 807	6 707	0,4%	7 936	2,8	1,2
05.02.2023	18 115	6 559	0,4%	7 424	2,8	1,1
06.02.2023	37 389	15 003	1,0%	16 216	2,5	1,1
07.02.2023	33 879	13 285	0,9%	14 388	2,6	1,1
08.02.2023	20 370	7 313	0,5%	8 198	2,8	1,1
09.02.2023	35 323	14 457	1,0%	15 659	2,4	1,1
10.02.2023	30 326	12 426	0,8%	13 488	2,4	1,1
11.02.2023	18 289	6 607	0,4%	7 735	2,8	1,2
12.02.2023	18 086	6 671	0,4%	7 527	2,7	1,1
13.02.2023	37 845	15 851	1,1%	17 052	2,4	1,1
14.02.2023	36 093	14 879	1,0%	15 971	2,4	1,1
15.02.2023	35 233	14 315	1,0%	15 393	2,5	1,1
16.02.2023	34 973	14 123	0,9%	15 243	2,5	1,1
17.02.2023	30 098	12 880	0,9%	13 963	2,3	1,1
18.02.2023	18 893	6 653	0,4%	7 770	2,8	1,2
19.02.2023	17 096	6 726	0,4%	7 651	2,5	1,1
20.02.2023	39 828	16 224	1,1%	17 480	2,5	1,1
21.02.2023	35 257	14 182	0,9%	15 307	2,5	1,1
22.02.2023	36 253	14 392	1,0%	15 475	2,5	1,1
23.02.2023	35 641	14 219	0,9%	15 390	2,5	1,1
24.02.2023	33 155	13 355	0,9%	14 458	2,5	1,1
25.02.2023	19 742	6 951	0,5%	7 994	2,8	1,2
26.02.2023	19 490	6 986	0,5%	7 764	2,8	1,1
27.02.2023	41 255	15 702	1,0%	16 814	2,6	1,1
28.02.2023	39 045	15 155	1,0%	16 338	2,6	1,1

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2023 - 05.02.2023	135 300	43 506	2,9%	59 299	3,1	1,4
06.02.2023 - 12.02.2023	193 662	51 325	3,4%	83 238	3,8	1,6
13.02.2023 - 19.02.2023	210 231	59 411	4,0%	93 043	3,5	1,6
20.02.2023 - 26.02.2023	219 366	59 349	4,0%	93 884	3,7	1,6
27.02.2023 - 28.02.2023	80 300	30 300	2,0%	33 151	2,7	1,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2023 - 28.02.2023	838 859	140 290	9,4%	362 575	6,0	2,6

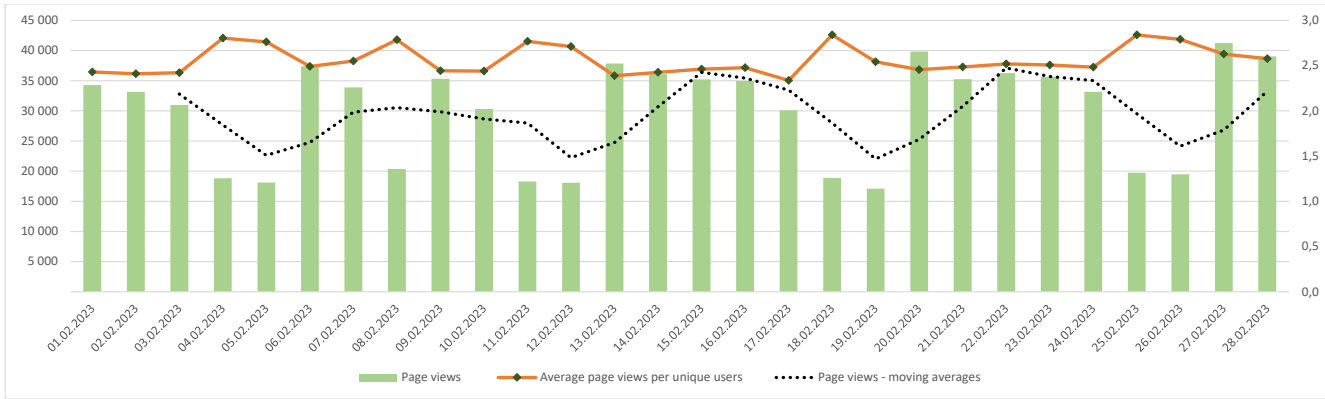
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,4%	99	14,0%
	Three-year high school	13,7%	113	14,3%
	Four-year high school	41,7%	104	43,1%
	Higher school, university, college or more	30,6%	91	28,0%
	I don't want to answer	0,7%	90	0,6%
Personal income	I have no income	8,5%	89	9,0%
	Less than 400 EUR	6,6%	89	7,7%
	400 to 800 EUR	19,7%	115	21,7%
	800 to 1200 EUR	30,3%	104	26,8%
	1200 to 1500 EUR	13,2%	112	15,8%
	1500 to 1800 EUR	5,3%	73	4,7%
	over 1800 EUR	7,8%	82	6,1%
	I don't want to answer	8,7%	106	8,3%
	Pomurska	6,3%	108	7,6%
	Podravska	16,7%	101	19,8%
Koroška	3,0%	85	3,0%	
Savinjska	12,4%	99	12,1%	
Zasavska	2,7%	101	1,9%	
Spodnje-posavska	3,5%	106	2,8%	
JV Slovenija	6,6%	98	6,7%	
Osrednjeslovenska	23,9%	90	25,3%	
Gorenjska	11,0%	107	9,6%	
Notranjsko-kraška	2,5%	122	1,6%	
Goriška	6,1%	113	5,1%	
Obalno-kraška	5,5%	115	4,6%	
Gender	Male	47,1%	92	47,2%
	Female	52,9%	109	52,8%
Age	10 to 17 years	2,6%	71	1,9%
	18 to 24 years	9,9%	90	12,9%
	25 to 29 years	5,4%	73	6,5%
	30 to 39 years	16,7%	84	14,4%
	40 to 49 years	22,1%	103	18,4%
	50 to 59 years	20,9%	113	19,5%
	60 to 75 years	21,8%	124	25,9%
Employment status	Employed in public sector	15,0%	92	17,0%
	Employed in a private company	37,1%	95	32,9%
	Self-employed	9,9%	111	9,7%
	Unemployed	6,6%	100	7,2%
	Retired	20,3%	140	22,4%
	Pupil	4,7%	71	4,4%
	Student	5,7%	78	5,7%
	I don't want to answer	0,8%	83	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.

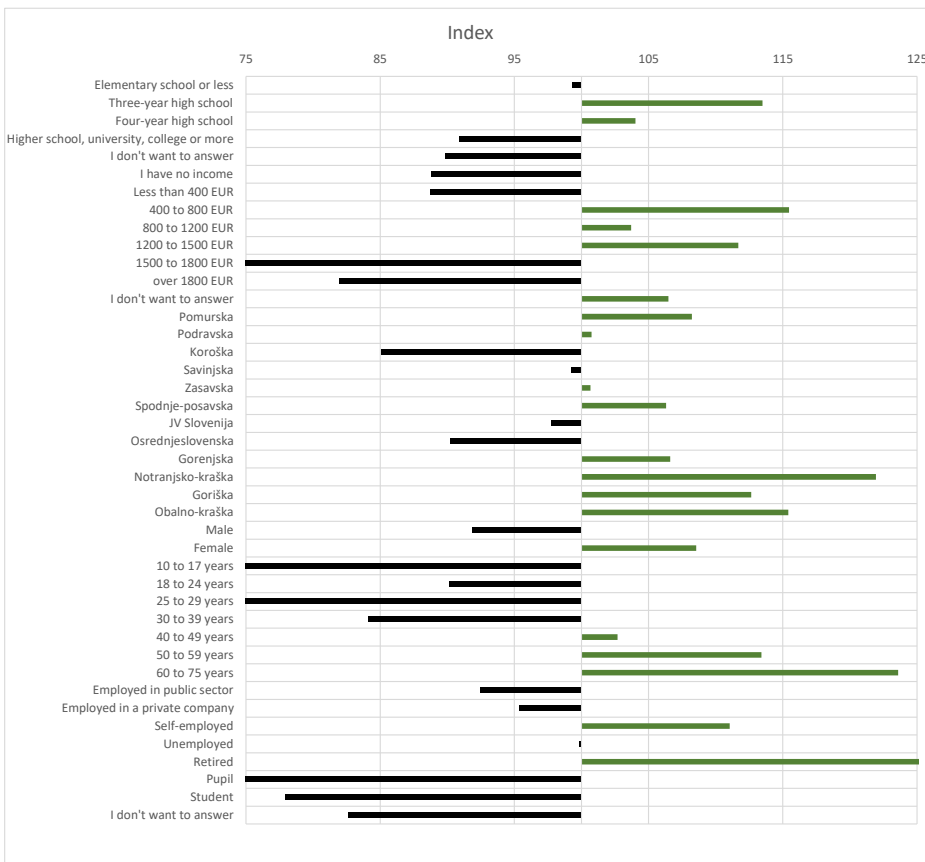


Note:

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 1.2. to 28.2.2023. 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 1.2. to 28.2.2023. 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.