



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: April 2023

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023	17 468	6 460	0,4%	7 594	2,7	1,2
02.04.2023	17 582	6 205	0,4%	7 084	2,8	1,1
03.04.2023	39 810	15 731	1,0%	16 981	2,5	1,1
04.04.2023	37 311	15 122	1,0%	16 335	2,5	1,1
05.04.2023	36 620	14 278	1,0%	15 463	2,6	1,1
06.04.2023	33 058	13 014	0,9%	14 022	2,5	1,1
07.04.2023	26 340	10 850	0,7%	11 815	2,4	1,1
08.04.2023	16 719	5 697	0,4%	6 635	2,9	1,2
09.04.2023	17 201	5 687	0,4%	6 607	3,0	1,2
10.04.2023	18 906	6 538	0,4%	7 687	2,9	1,2
11.04.2023	40 556	15 889	1,1%	17 192	2,6	1,1
12.04.2023	36 697	14 839	1,0%	16 061	2,5	1,1
13.04.2023	39 777	15 227	1,0%	16 483	2,6	1,1
14.04.2023	34 763	13 548	0,9%	14 681	2,6	1,1
15.04.2023	20 086	6 954	0,5%	8 189	2,9	1,2
16.04.2023	20 631	7 392	0,5%	8 350	2,8	1,1
17.04.2023	42 090	16 248	1,1%	17 581	2,6	1,1
18.04.2023	39 203	15 469	1,0%	16 700	2,5	1,1
19.04.2023	35 673	14 172	0,9%	15 366	2,5	1,1
20.04.2023	34 238	13 738	0,9%	14 854	2,5	1,1
21.04.2023	31 380	12 227	0,8%	13 313	2,6	1,1
22.04.2023	15 128	5 684	0,4%	6 557	2,7	1,2
23.04.2023	16 679	5 724	0,4%	6 669	2,9	1,2
24.04.2023	40 693	16 191	1,1%	17 565	2,5	1,1
25.04.2023	34 065	14 065	0,9%	15 145	2,4	1,1
26.04.2023	28 566	11 631	0,8%	12 676	2,5	1,1
27.04.2023	16 604	5 442	0,4%	6 325	3,1	1,2
28.04.2023	22 943	8 864	0,6%	9 764	2,6	1,1
29.04.2023	13 645	5 288	0,4%	6 029	2,6	1,1
30.04.2023	13 895	4 866	0,3%	5 615	2,9	1,2

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023 - 02.04.2023	35 050	11 563	0,8%	14 663	3,0	1,3
03.04.2023 - 09.04.2023	207 059	55 771	3,7%	87 930	3,7	1,6
10.04.2023 - 16.04.2023	211 416	53 797	3,6%	88 650	3,9	1,6
17.04.2023 - 23.04.2023	214 391	56 652	3,8%	91 046	3,8	1,6
24.04.2023 - 30.04.2023	170 411	43 867	2,9%	73 147	3,9	1,7

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023 - 30.04.2023	838 327	129 610	8,7%	355 433	6,5	2,7

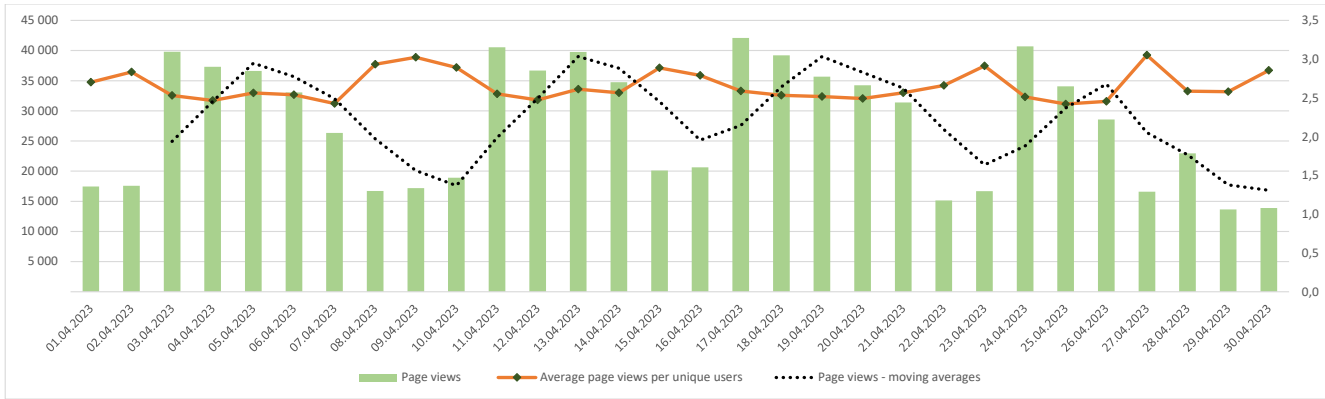
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,7%	101	18,0%
	Three-year high school	12,3%	102	14,0%
	Four-year high school	41,5%	104	40,2%
	Higher school, university, college or more	31,9%	95	27,5%
	I don't want to answer	0,6%	75	0,3%
Personal income	I have no income	8,2%	85	13,0%
	Less than 400 EUR	6,5%	89	7,3%
	400 to 800 EUR	19,3%	113	21,3%
	800 to 1200 EUR	31,2%	107	29,4%
	1200 to 1500 EUR	11,4%	98	10,2%
	1500 to 1800 EUR	6,3%	86	4,5%
	over 1800 EUR	8,4%	89	6,6%
	I don't want to answer	8,8%	104	7,7%
	Pomurska	6,9%	117	6,8%
Region	Podravska	17,1%	103	22,9%
	Koroška	4,2%	125	3,6%
	Savinjska	13,3%	104	11,4%
	Zasavska	1,7%	66	1,2%
	Spodnje-posavska	4,1%	127	4,0%
	JV Slovenija	5,1%	79	4,6%
	Osrednjeslovenska	23,8%	91	23,2%
	Gorenjska	10,3%	98	11,1%
	Notranjsko-kraška	1,8%	82	1,4%
	Goriška	6,7%	123	5,4%
Gender	Obalno-kraška	5,0%	105	4,3%
	Male	47,9%	94	50,6%
Age	Female	52,1%	106	49,4%
	10 to 17 years	1,9%	47	2,9%
	18 to 24 years	9,7%	90	14,4%
	25 to 29 years	5,6%	77	4,5%
	30 to 39 years	16,2%	81	14,3%
	40 to 49 years	22,3%	105	17,0%
	50 to 59 years	21,9%	118	21,7%
	60 to 75 years	21,9%	123	23,9%
Employment status	Employed in public sector	14,5%	89	13,9%
	Employed in a private company	37,8%	98	31,0%
	Self-employed	10,5%	117	8,5%
	Unemployed	6,7%	104	12,2%
	Retired	19,6%	133	21,4%
	Pupil	4,2%	65	5,7%
	Student	5,5%	74	6,4%
	I don't want to answer	1,1%	112	1,0%



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.

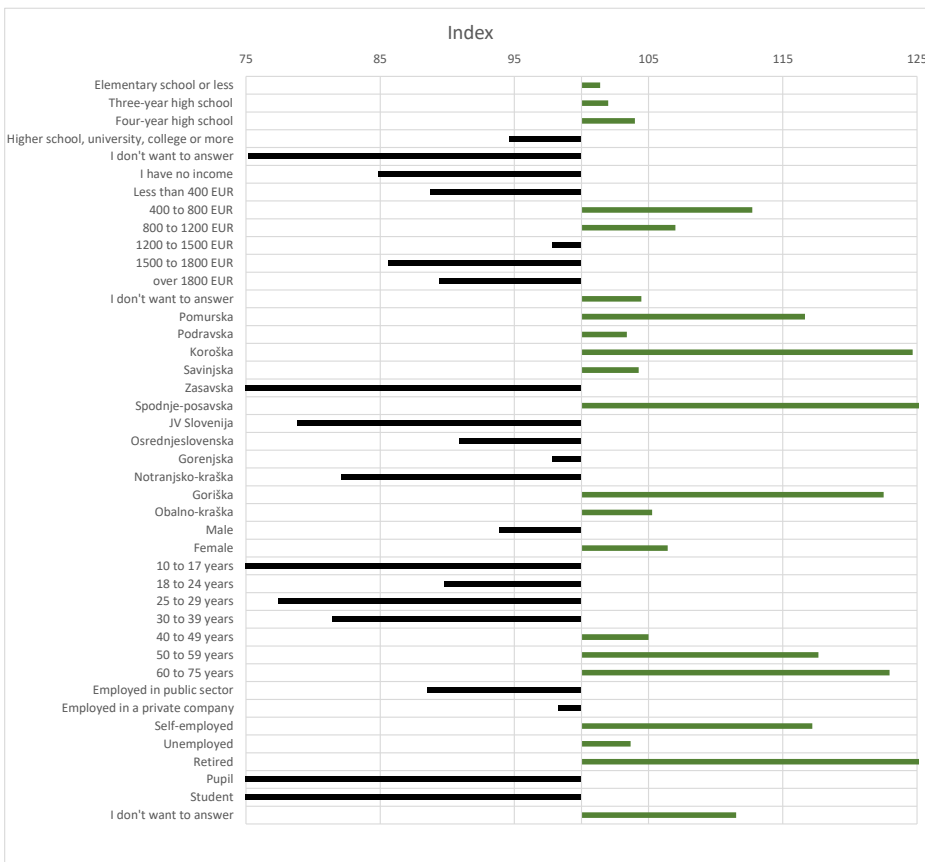


Note:

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 1.4. to 30.4.2023. 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 1.4. to 30.4.2023. 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.