



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 2023

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023	30 066	12 929	0,9%	12 567	2,3	1,0
02.08.2023	28 980	13 149	0,9%	12 491	2,2	1,0
03.08.2023	27 038	12 191	0,8%	11 614	2,2	1,0
04.08.2023	26 462	10 290	0,7%	10 412	2,6	1,0
05.08.2023	20 622	6 214	0,4%	7 446	3,3	1,2
06.08.2023	18 593	5 790	0,4%	6 900	3,2	1,2
07.08.2023	34 210	14 186	0,9%	13 751	2,4	1,0
08.08.2023	30 318	13 136	0,9%	12 534	2,3	1,0
09.08.2023	29 931	13 596	0,9%	13 012	2,2	1,0
10.08.2023	30 218	13 242	0,9%	12 702	2,3	1,0
11.08.2023	26 931	11 141	0,7%	11 206	2,4	1,0
12.08.2023	15 214	5 447	0,4%	6 273	2,8	1,2
13.08.2023	14 982	5 208	0,3%	6 038	2,9	1,2
14.08.2023	18 760	6 825	0,5%	7 969	2,8	1,2
15.08.2023	17 081	5 897	0,4%	6 943	2,9	1,2
16.08.2023	34 048	15 370	1,0%	14 986	2,2	1,0
17.08.2023	32 348	14 648	1,0%	14 130	2,2	1,0
18.08.2023	29 537	12 890	0,9%	12 806	2,3	1,0
19.08.2023	16 136	5 750	0,4%	6 732	2,8	1,2
20.08.2023	15 692	5 676	0,4%	6 625	2,8	1,2
21.08.2023	35 186	16 419	1,1%	15 835	2,1	1,0
22.08.2023	32 472	15 093	1,0%	14 383	2,2	1,0
23.08.2023	30 540	14 557	1,0%	13 844	2,1	1,0
24.08.2023	31 204	14 359	1,0%	13 656	2,2	1,0
25.08.2023	26 566	12 017	0,8%	11 836	2,2	1,0
26.08.2023	14 814	5 289	0,4%	6 159	2,8	1,2
27.08.2023	15 248	5 289	0,4%	6 227	2,9	1,2
28.08.2023	32 269	15 063	1,0%	14 436	2,1	1,0
29.08.2023	33 855	15 500	1,0%	14 784	2,2	1,0
30.08.2023	33 499	15 630	1,0%	14 654	2,1	0,9
31.08.2023	29 164	13 692	0,9%	12 991	2,1	1,0

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023 - 06.08.2023	151 761	39 537	2,6%	61 449	3,8	1,6
07.08.2023 - 13.08.2023	181 804	44 937	3,0%	75 509	4,1	1,7
14.08.2023 - 20.08.2023	163 602	39 805	2,7%	70 202	4,1	1,8
21.08.2023 - 27.08.2023	186 030	49 376	3,3%	81 964	3,8	1,7
28.08.2023 - 31.08.2023	128 787	46 146	3,1%	56 860	2,8	1,2
31.07.2023 - 31.07.2023	834 858	257 044	17,2%	400 903	3,3	1,6

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023 - 31.08.2023	811 984	124 389	8,3%	345 936	6,5	2,8

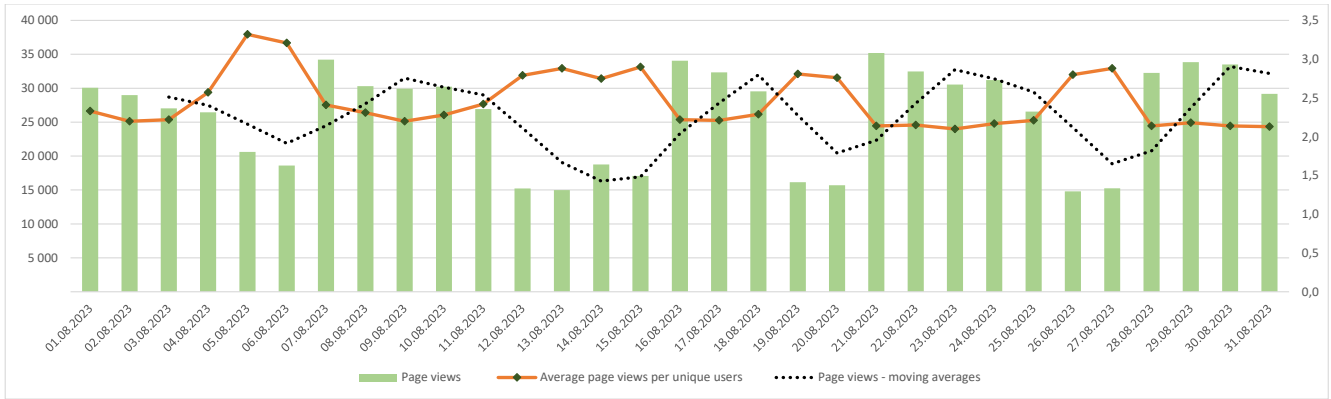
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,0%	98	15,2%	
	Three-year high school	11,4%	92	8,0%	
	Four-year high school	42,3%	106	42,8%	
	Higher school, university, college or more	32,8%	98	33,8%	
	I don't want to answer	0,5%	66	0,3%	
Personal income	I have no income	7,8%	82	8,1%	
	Less than 400 EUR	6,5%	91	9,7%	
	400 to 800 EUR	19,6%	112	20,5%	
	800 to 1200 EUR	31,2%	107	34,0%	
	1200 to 1500 EUR	12,5%	107	9,3%	
	1500 to 1800 EUR	6,4%	86	5,0%	
	over 1800 EUR	7,7%	82	6,5%	
	I don't want to answer	8,5%	100	6,8%	
	Region	Pomurska	7,1%	119	8,9%
Podravska		18,0%	108	16,0%	
Koroška		3,5%	104	3,8%	
Savinjska		12,1%	98	9,2%	
Zasavska		2,9%	106	1,7%	
Posavska		4,6%	142	4,6%	
JV Slovenija		5,6%	90	4,8%	
Osrednjeslovenska		21,2%	80	22,4%	
Gorenjska		12,0%	112	18,8%	
Primorsko-notranjska		2,2%	99	1,0%	
Goriška		5,0%	97	3,0%	
Obalno-kraška		5,7%	123	5,8%	
Gender		Male	46,7%	91	39,6%
		Female	53,3%	110	60,4%
Age	10 to 17 years	1,3%	38	0,8%	
	18 to 24 years	8,9%	86	14,5%	
	25 to 29 years	6,8%	97	4,2%	
	30 to 39 years	16,9%	84	12,8%	
	40 to 49 years	21,3%	99	21,9%	
	50 to 59 years	21,5%	113	21,8%	
	60 to 75 years	22,5%	125	22,5%	
Employment status	Employed in public sector	16,7%	102	14,4%	
	Employed in a private company	36,6%	95	35,3%	
	Self-employed	8,2%	92	7,2%	
	Unemployed	8,3%	121	7,2%	
	Retired	19,1%	126	20,8%	
	Pupil	4,1%	66	5,2%	
	Student	5,9%	84	9,2%	
	I don't want to answer	1,1%	123	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.

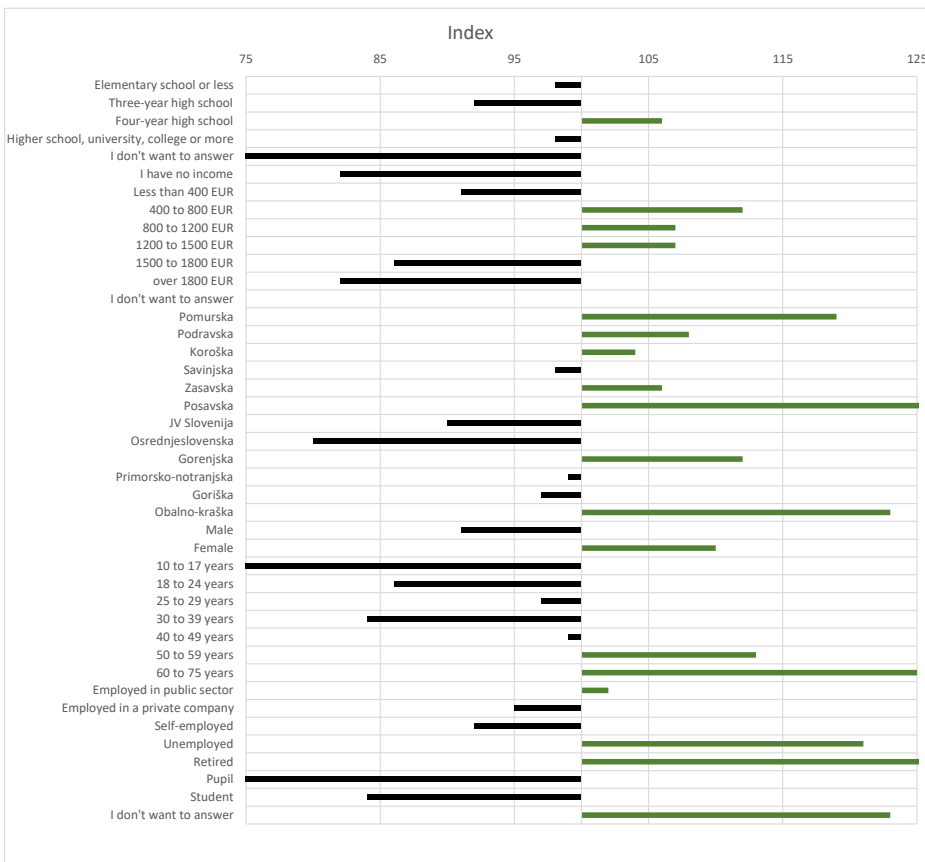


**Note:**

**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 1.8. to 31.8.2023. 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 1.8. to 31.8.2023. 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.