



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: March 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2024	27 325	11 379	0,8%	12 482	2,4	1,1
02.03.2024	15 530	5 474	0,4%	6 924	2,8	1,3
03.03.2024	16 008	5 498	0,4%	6 744	2,9	1,2
04.03.2024	31 813	13 970	0,9%	15 230	2,3	1,1
05.03.2024	31 583	13 106	0,9%	14 294	2,4	1,1
06.03.2024	33 063	13 891	0,9%	15 164	2,4	1,1
07.03.2024	29 981	12 477	0,8%	13 620	2,4	1,1
08.03.2024	27 028	12 037	0,8%	12 098	2,3	1,0
09.03.2024	17 394	5 830	0,4%	7 159	3,0	1,2
10.03.2024	18 497	5 603	0,4%	6 776	3,3	1,2
11.03.2024	32 734	14 256	1,0%	15 534	2,3	1,1
12.03.2024	31 112	13 073	0,9%	14 264	2,4	1,1
13.03.2024	28 874	12 381	0,8%	13 513	2,3	1,1
14.03.2024	28 042	11 460	0,8%	12 540	2,5	1,1
15.03.2024	25 815	11 753	0,8%	11 954	2,2	1,0
16.03.2024	14 562	5 199	0,3%	6 482	2,8	1,3
17.03.2024	14 659	4 871	0,3%	6 058	3,0	1,2
18.03.2024	33 671	13 969	0,9%	15 259	2,4	1,1
19.03.2024	32 935	13 169	0,9%	14 387	2,5	1,1
20.03.2024	29 094	11 981	0,8%	13 098	2,4	1,1
21.03.2024	28 498	11 394	0,8%	12 487	2,5	1,1
22.03.2024	24 022	10 946	0,7%	11 094	2,2	1,0
23.03.2024	14 068	4 918	0,3%	6 186	2,9	1,3
24.03.2024	14 455	5 019	0,3%	6 173	2,9	1,2
25.03.2024	32 127	12 942	0,9%	14 106	2,5	1,1
26.03.2024	31 071	12 430	0,8%	13 573	2,5	1,1
27.03.2024	31 599	12 394	0,8%	13 501	2,6	1,1
28.03.2024	29 064	11 385	0,8%	12 414	2,6	1,1
29.03.2024	24 027	10 092	0,7%	10 366	2,4	1,0
30.03.2024	11 484	4 139	0,3%	5 149	2,8	1,2
31.03.2024	11 945	4 009	0,3%	4 982	3,0	1,2

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2024 - 03.03.2024	58 863	19 522	1,3%	26 155	3,0	1,3
04.03.2024 - 10.03.2024	189 359	50 863	3,4%	84 321	3,7	1,7
11.03.2024 - 17.03.2024	175 798	47 854	3,2%	80 354	3,7	1,7
18.03.2024 - 24.03.2024	176 743	46 822	3,1%	78 688	3,8	1,7
25.03.2024 - 31.03.2024	171 317	44 340	3,0%	74 092	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
01.03.2024 - 31.03.2024	772 080	119 767	8,0%	343 598	6,5	2,9

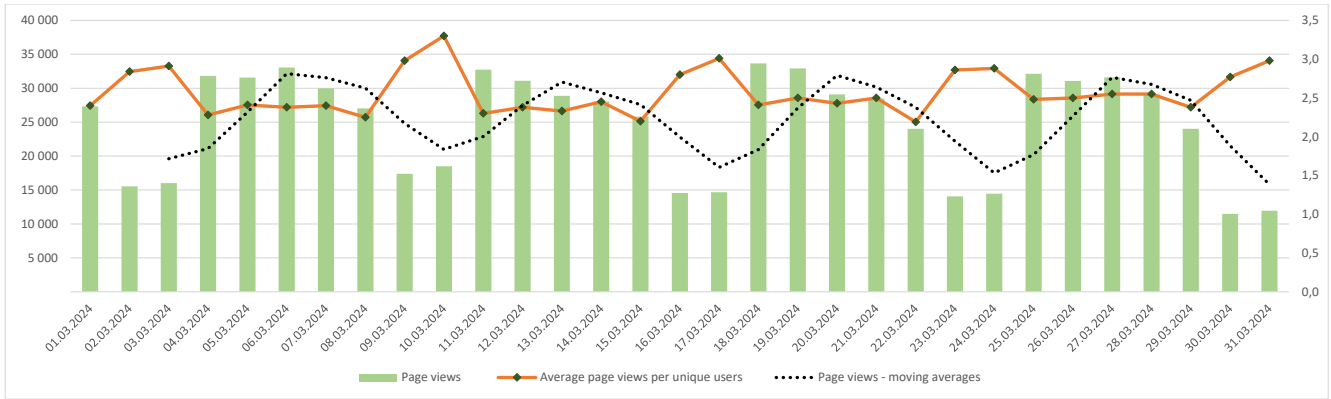
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	9,2%	68	9,1%	
	Three-year high school	12,4%	100	12,1%	
	Four-year high school	44,0%	111	43,7%	
	Higher school, university, college or more	33,8%	100	34,7%	
	I don't want to answer	0,6%	71	0,3%	
Personal income	I have no income	6,2%	64	6,6%	
	Less than 400 EUR	5,2%	80	6,1%	
	400 to 800 EUR	19,8%	112	25,3%	
	800 to 1200 EUR	30,4%	105	28,2%	
	1200 to 1500 EUR	13,8%	119	10,6%	
	1500 to 1800 EUR	6,5%	85	5,1%	
	over 1800 EUR	8,8%	94	7,9%	
	I don't want to answer	9,3%	111	10,4%	
	Region	Pomurska	6,8%	112	6,2%
		Podravska	14,3%	85	16,3%
Koroška		2,6%	72	4,9%	
Savinjska		13,4%	107	9,2%	
Zasavska		2,3%	83	1,9%	
Posavska		5,7%	164	5,9%	
JV Slovenija		7,3%	118	8,9%	
Osrednjeslovenska		24,6%	93	23,7%	
Gorenjska		11,8%	114	11,8%	
Primorsko-notranjska		1,8%	83	1,8%	
Goriška		5,5%	104	6,1%	
Obalno-kraška		4,0%	88	3,4%	
Gender		Male	46,6%	90	47,6%
	Female	53,4%	110	52,4%	
Age	10 to 17 years	1,1%	32	1,0%	
	18 to 24 years	9,5%	93	10,5%	
	25 to 29 years	4,5%	64	7,7%	
	30 to 39 years	17,9%	91	15,4%	
	40 to 49 years	21,2%	98	17,9%	
	50 to 59 years	22,2%	114	21,6%	
	60 to 75 years	23,3%	127	25,5%	
Employment status	Employed in public sector	16,5%	99	20,9%	
	Employed in a private company	39,3%	102	33,4%	
	Self-employed	10,0%	110	6,9%	
	Unemployed	7,1%	114	11,0%	
	Retired	18,4%	120	19,0%	
	Pupil	2,4%	40	2,2%	
	Student	5,4%	79	5,5%	
	I don't want to answer	0,9%	92	1,1%	



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.

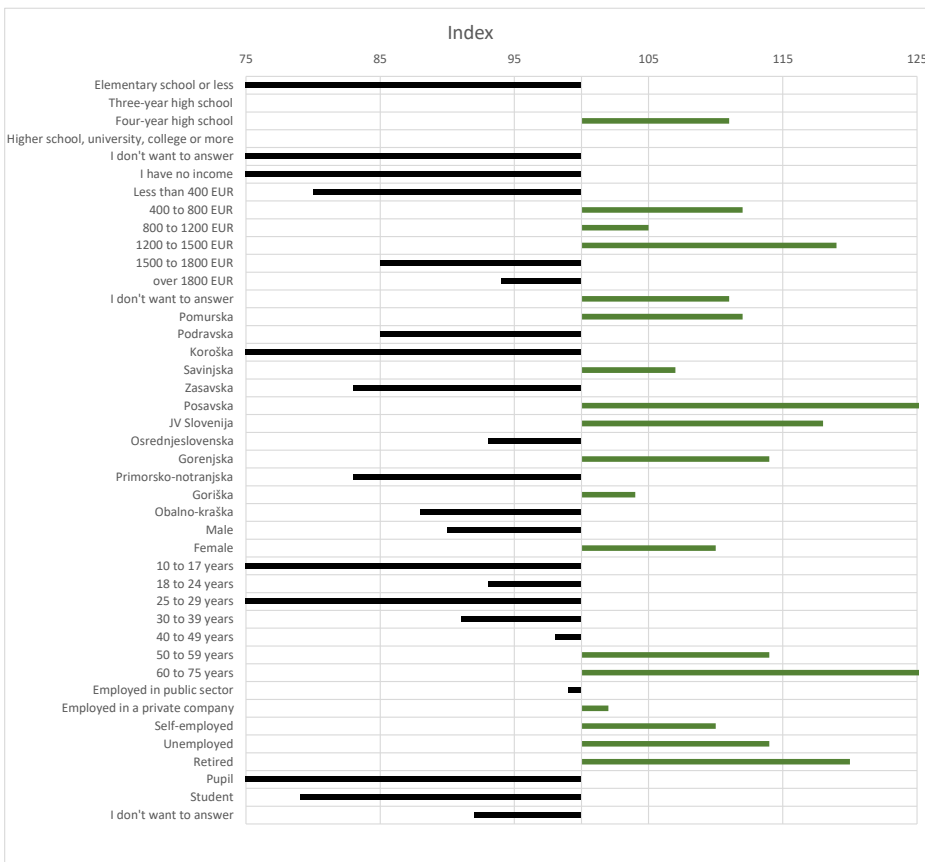


Note:

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 1.3. to 31.3.2024. 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 1.3. to 31.3.2024. 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.