



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 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2024	15 661	5 296	0,4%	6 394	3,0	1,2
02.04.2024	32 299	13 389	0,9%	14 654	2,4	1,1
03.04.2024	12 211	5 408	0,4%	5 784	2,3	1,1
04.04.2024	14	11	0,0%	14	1,3	1,3
05.04.2024	17	16	0,0%	17	1,1	1,1
06.04.2024	5	4	0,0%	5	1,3	1,3
07.04.2024	1	1	0,0%	1	1,0	1,0
08.04.2024	4	3	0,0%	4	1,3	1,3
09.04.2024			0,0%		0,0	0,0
10.04.2024			0,0%		0,0	0,0
11.04.2024			0,0%		0,0	0,0
12.04.2024			0,0%		0,0	0,0
13.04.2024			0,0%		0,0	0,0
14.04.2024			0,0%		0,0	0,0
15.04.2024			0,0%		0,0	0,0
16.04.2024			0,0%		0,0	0,0
17.04.2024			0,0%		0,0	0,0
18.04.2024			0,0%		0,0	0,0
19.04.2024			0,0%		0,0	0,0
20.04.2024			0,0%		0,0	0,0
21.04.2024			0,0%		0,0	0,0
22.04.2024			0,0%		0,0	0,0
23.04.2024			0,0%		0,0	0,0
24.04.2024			0,0%		0,0	0,0
25.04.2024			0,0%		0,0	0,0
26.04.2024			0,0%		0,0	0,0
27.04.2024			0,0%		0,0	0,0
28.04.2024			0,0%		0,0	0,0
29.04.2024			0,0%		0,0	0,0
30.04.2024			0,0%		0,0	0,0

Weekly reach (Slovenian visitors)

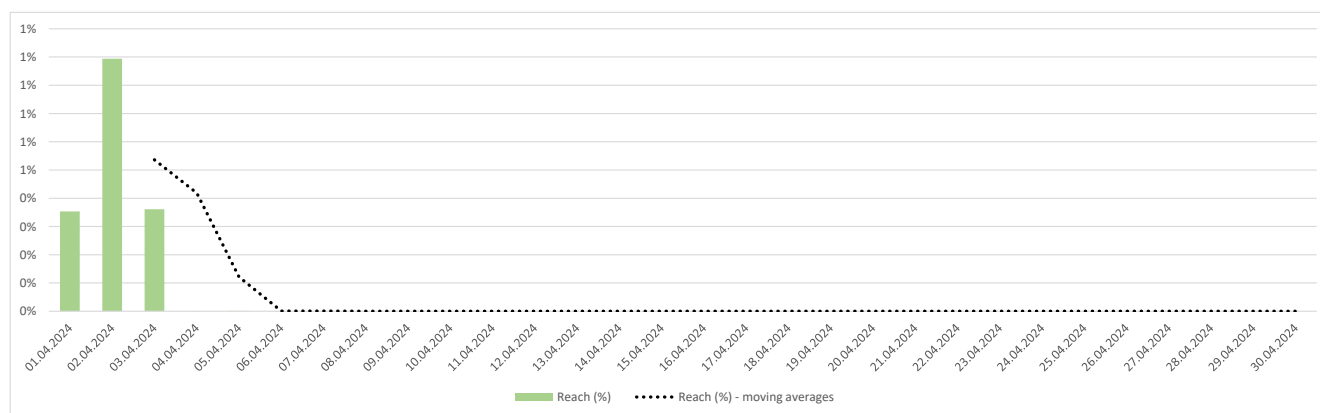
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2024 - 07.04.2024	60 208	17 233	1,2%	26 874	3,5	1,6
08.04.2024 - 14.04.2024	4	3	0,0%	4	1,3	1,3
15.04.2024 - 21.04.2024			0,0%		0,0	0,0
22.04.2024 - 28.04.2024			0,0%		0,0	0,0
29.04.2024 - 30.04.2024			0,0%		0,0	0,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2024 - 30.04.2024	60 212	12 445	0,8%	26 879	4,8	2,2

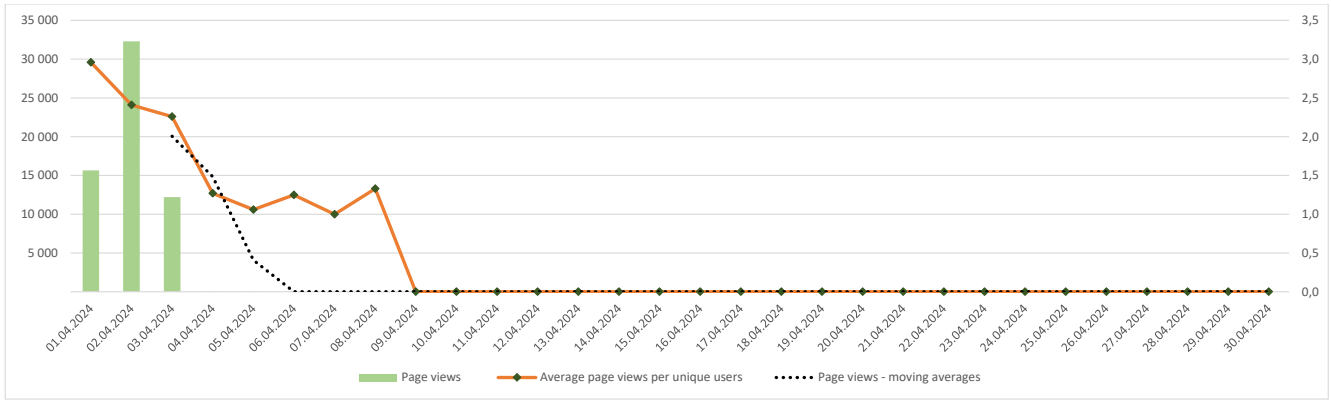
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	16,2%	126	53,8%
	Three-year high school	15,8%	127	6,5%
	Four-year high school	43,3%	108	25,9%
	Higher school, university, college or more	24,2%	72	13,7%
	I don't want to answer	0,5%	62	0,2%
Personal income	I have no income	16,3%	168	50,1%
	Less than 400 EUR	1,8%	27	0,4%
	400 to 800 EUR	23,1%	132	16,0%
	800 to 1200 EUR	29,0%	100	16,1%
	1200 to 1500 EUR	13,9%	122	9,6%
	1500 to 1800 EUR	5,7%	77	2,0%
	over 1800 EUR	3,6%	38	0,9%
	I don't want to answer	6,6%	77	4,7%
Region	Pomurska	1,9%	32	0,8%
	Podravska	21,6%	127	11,4%
	Koroška	0,9%	24	0,5%
	Savinjska	26,0%	205	59,6%
	Zasavska	1,1%	40	0,5%
	Posavska	2,9%	83	2,4%
	JV Slovenija	3,9%	64	1,4%
	Osrednjeslovenska	25,1%	96	14,2%
	Gorenjska	10,5%	99	7,9%
	Primorsko-notranjska	0,6%	30	0,2%
	Goriška	3,1%	60	0,6%
	Obalno-kraška	2,4%	54	0,6%
	Gender	Male	56,6%	110
Female		43,4%	89	27,6%
Age	10 to 17 years	N/A	N/A	N/A
	18 to 24 years	6,2%	59	3,1%
	25 to 29 years	6,2%	90	6,9%
	30 to 39 years	23,5%	120	56,9%
	40 to 49 years	15,5%	73	7,2%
	50 to 59 years	25,8%	132	10,6%
	60 to 75 years	22,8%	125	15,4%
Employment status	Employed in public sector	10,4%	62	6,3%
	Employed in a private company	42,3%	109	27,1%
	Self-employed	8,2%	92	5,2%
	Unemployed	16,6%	268	50,2%
	Retired	20,6%	136	10,8%
	Pupil	N/A	N/A	N/A
	Student	1,2%	16	0,2%
	I don't want to answer	0,8%	91	0,2%

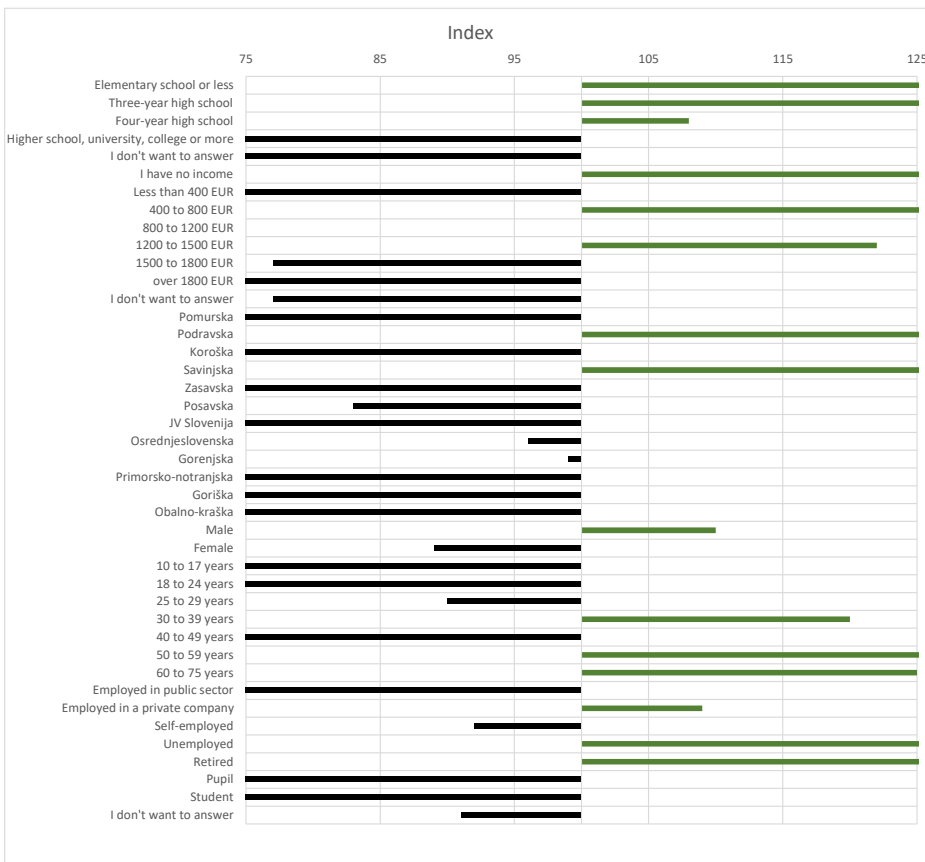


Note:

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 30.4.2024. 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 1.4. to 30.4.2024. 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.