



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

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# CERTIFICATE

## Short description:

Siol.net je digitalni medij, ki je dostopen na petih zaslonih: klasičnem spletnem, mobilnem, televizijskem, tabličnem ter na zunanjih digitalnih zaslonih. Bralcem nudi najbolj sveže in aktualne novice iz Slovenije in sveta, intervjuje, kolumne, odlične zgodbe iz sveta športa, avtomobilov in trendov. Medij bralcem ponuja številne funkcionalnosti, ki bralca v trenutku seznanijo z vsemi najpomembnejšimi novicami dneva (Aktualno, Iz minute v minuto, Pregled dneva, Urednikov izbor ...). Oglaševalcem so na voljo najnaprednejši oglašni formati, ki so skladni z mednarodno uveljavljenimi IAB standardi ter so umeščeni v spletno mesto tako, da sočasno zagotavljajo učinke za oglaševalce in niso moteči za uporabnike.

Period: december 2016

Comment:

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2016.	1 458 003	154 441	12,0%	274 825	9,4	1,8
2.12.2016.	1 368 349	141 109	11,0%	251 884	9,7	1,8
3.12.2016.	1 170 390	116 092	9,0%	209 780	10,1	1,8
4.12.2016.	1 257 449	123 217	9,6%	227 666	10,2	1,9
5.12.2016.	1 505 790	164 764	12,8%	295 830	9,1	1,8
6.12.2016.	1 456 092	155 913	12,1%	279 219	9,3	1,8
7.12.2016.	1 525 516	159 955	12,4%	286 072	9,5	1,8
8.12.2016.	1 440 180	152 419	11,8%	270 757	9,5	1,8
9.12.2016.	1 367 241	143 684	11,2%	253 854	9,5	1,8
10.12.2016.	1 097 506	110 687	8,6%	198 192	9,9	1,8
11.12.2016.	1 208 692	123 649	9,6%	225 362	9,8	1,8
12.12.2016.	1 553 035	165 656	12,9%	302 103	9,4	1,8
13.12.2016.	1 525 331	155 488	12,1%	281 252	9,8	1,8
14.12.2016.	1 434 228	148 979	11,6%	265 901	9,6	1,8
15.12.2016.	1 417 377	148 131	11,5%	268 707	9,6	1,8
16.12.2016.	1 368 523	140 027	10,9%	254 666	9,8	1,8
17.12.2016.	1 145 248	109 933	8,5%	203 706	10,4	1,9
18.12.2016.	1 215 777	121 844	9,5%	225 894	10,0	1,9
19.12.2016.	1 518 474	158 100	12,3%	289 838	9,6	1,8
20.12.2016.	1 486 812	158 376	12,3%	292 732	9,4	1,9
21.12.2016.	1 525 074	155 233	12,1%	284 106	9,8	1,8
22.12.2016.	1 433 238	144 700	11,2%	263 891	9,9	1,8
23.12.2016.	1 314 012	130 880	10,2%	236 588	10,0	1,8
24.12.2016.	1 120 847	100 836	7,8%	185 111	11,1	1,8
25.12.2016.	1 255 617	115 729	9,0%	210 582	10,9	1,8
26.12.2016.	1 211 982	117 459	9,1%	213 979	10,3	1,8
27.12.2016.	1 440 315	142 226	11,0%	264 269	10,1	1,9
28.12.2016.	1 452 587	139 978	10,9%	258 418	10,4	1,9
29.12.2016.	1 402 777	137 035	10,6%	253 541	10,2	1,9
30.12.2016.	1 254 042	124 178	9,6%	228 181	10,1	1,8
31.12.2016.	1 144 455	110 675	8,6%	201 173	10,3	1,8

## Weekly reach (Slovenian visitors)

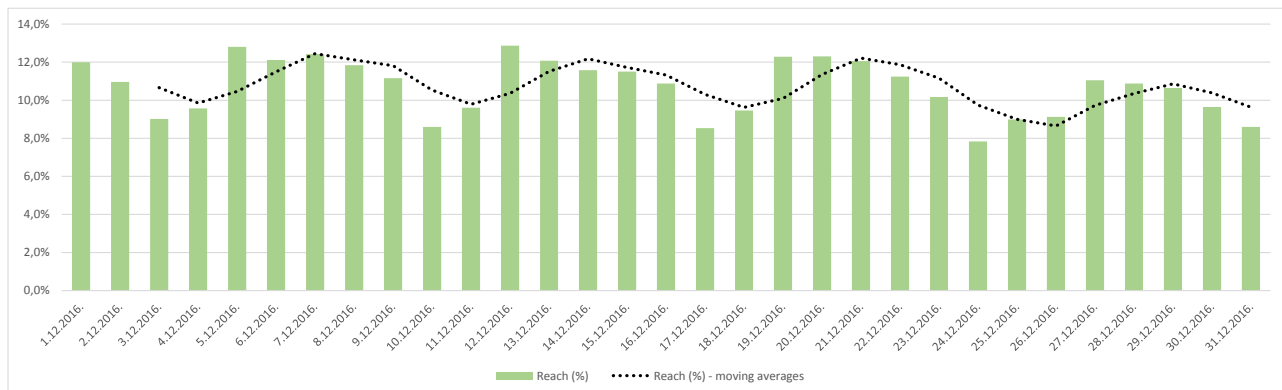
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2016. - 4.12.2016.	5 254 197	252 874	19,6%	964 165	20,8	3,8
5.12.2016. - 11.12.2016.	9 600 996	292 935	22,8%	1 809 362	32,8	6,2
12.12.2016. - 18.12.2016.	9 659 478	287 664	22,3%	1 802 154	33,6	6,3
19.12.2016. - 25.12.2016.	9 654 111	277 143	21,5%	1 762 769	34,8	6,4
26.12.2016. - 31.12.2016.	7 906 149	262 152	20,4%	1 419 539	30,2	5,4

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2016. - 31.12.2016.	42 075 655	485 643	37,7%	7 757 686	86,6	16,0

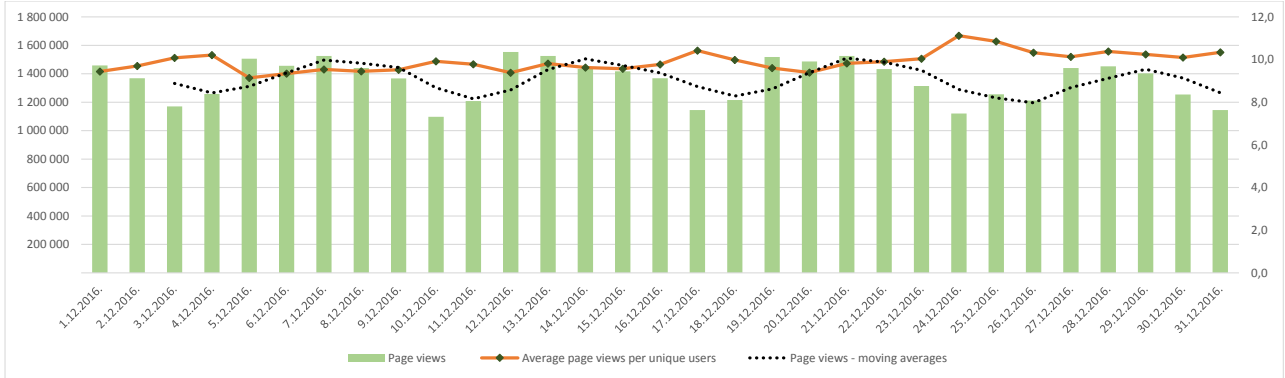
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,8%	88	8,6%
	Three-year high school	13,8%	98	8,9%
	Four-year high school	42,8%	99	47,4%
	Higher school, university, college or more	29,9%	108	34,2%
	I don't want to answer	0,8%	107	0,9%
Personal income	I have no income	10,1%	88	4,2%
	less than 400 EUR	12,0%	95	7,9%
	400 to 800 EUR	26,0%	98	24,2%
	800 to 1200 EUR	24,3%	102	24,4%
	1200 to 1500 EUR	8,1%	106	10,3%
	1500 to 1800 EUR	4,5%	116	4,4%
	over 1800 EUR	5,5%	111	11,7%
	I don't want to answer	9,5%	105	12,9%
Region	Pomurska	7,1%	110	11,2%
	Podravska	14,4%	94	11,4%
	Koroška	3,5%	94	1,2%
	Savinjska	13,6%	104	11,4%
	Zasavska	2,3%	98	2,2%
	Spodnje-posavska	2,6%	98	1,7%
	JV Slovenija	6,3%	95	4,5%
	Osrednjeslovenska	27,5%	102	34,1%
	Gorenjska	10,3%	104	9,0%
	Notranjsko-kraška	2,4%	99	1,7%
	Goriška	5,6%	105	8,3%
	Obalno-kraška	4,4%	87	3,2%
	Gender	Male	54,2%	104
Female		45,8%	96	38,0%
Age	10 to 17 years	2,9%	79	0,7%
	18 to 24 years	11,4%	85	4,9%
	25 to 29 years	9,5%	99	5,3%
	30 to 39 years	23,9%	98	24,4%
	40 to 49 years	23,0%	105	28,1%
	50 to 59 years	16,1%	107	20,9%
	60 to 75 years	13,1%	112	15,7%
Employment status	Employed in public sector	13,6%	105	9,4%
	Employed in a private company	37,5%	101	48,0%
	Self-employed	9,7%	110	13,6%
	Unemployed	6,6%	96	4,5%
	Retired	14,4%	112	16,9%
	Pupil	5,1%	81	1,2%
	Student	11,9%	88	5,2%
	I don't want to answer	1,3%	79	1,1%

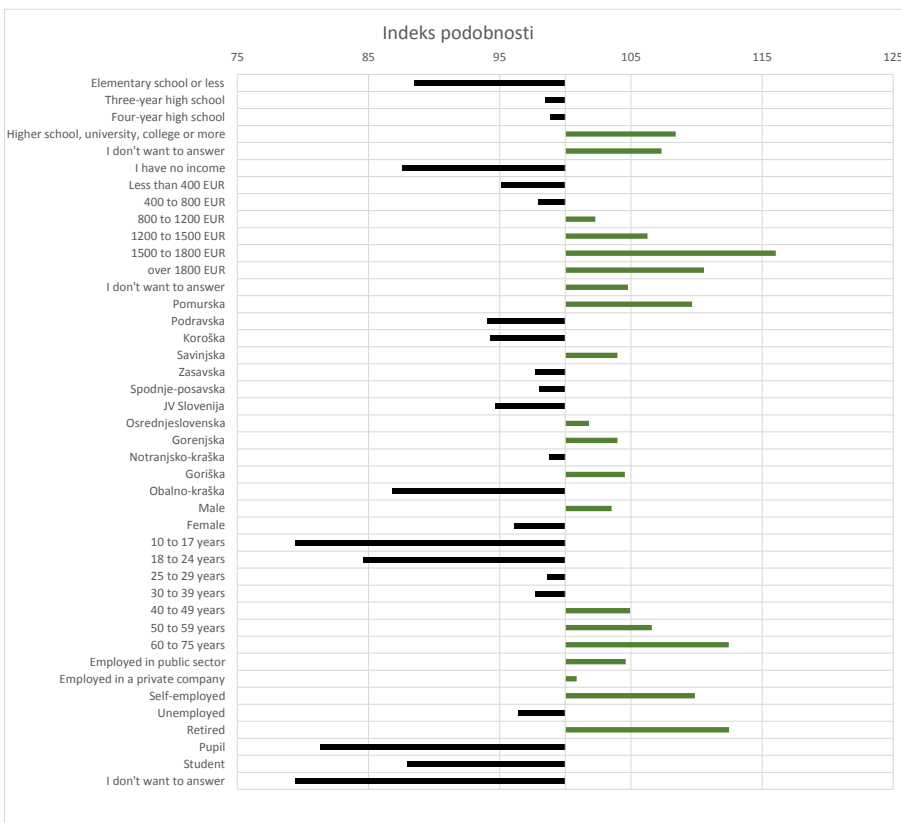


### Note:

**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 01.12. to 31.12.2016. 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:**

Reach is measured Slovenian reach of the web site in period from 01.12. to 31.12.2016. 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),