



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

Address: Cigaletova ulica 15

City: 1000 Ljubljana

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CERTIFICATE

Period: January 2017

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 seznani 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.

Comment:

Zaradi tehničnih težav s strežnikom je dne 27.01.2017 na spletni strani www.siol.net prišlo do manjšega upada prometa. *31.01.2017 med 9:50 in 12:05 se zaradi izpada električne energije meritve niso izvajale na nobeni spletni strani.

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2017.	1 290 722	120 752	9,4%	226 622	10,7	1,9
2.1.2017.	1 338 927	128 016	9,9%	237 037	10,5	1,9
3.1.2017.	1 547 247	168 036	13,1%	313 783	9,2	1,9
4.1.2017.	1 574 043	164 451	12,8%	302 157	9,6	1,8
5.1.2017.	1 565 746	156 146	12,1%	287 874	10,0	1,8
6.1.2017.	1 562 033	152 887	11,9%	282 084	10,2	1,9
7.1.2017.	1 229 295	114 746	8,9%	214 028	10,7	1,9
8.1.2017.	1 334 661	126 625	9,8%	235 912	10,5	1,9
9.1.2017.	1 588 203	159 399	12,4%	291 677	10,0	1,8
10.1.2017.	1 637 361	160 546	12,5%	296 285	10,2	1,9
11.1.2017.	1 574 160	156 549	12,2%	286 453	10,1	1,8
12.1.2017.	1 569 717	158 665	12,3%	288 690	9,9	1,8
13.1.2017.	1 631 637	155 710	12,1%	295 853	10,5	1,9
14.1.2017.	1 319 853	121 958	9,5%	227 183	10,8	1,9
15.1.2017.	1 320 311	126 663	9,8%	239 540	10,4	1,9
16.1.2017.	1 676 329	172 076	13,4%	318 818	9,7	1,9
17.1.2017.	1 642 012	164 240	12,8%	304 782	10,0	1,9
18.1.2017.	1 569 036	168 105	13,1%	308 622	9,3	1,8
19.1.2017.	1 539 774	166 755	13,0%	309 778	9,2	1,9
20.1.2017.	1 525 696	158 364	12,3%	291 464	9,6	1,8
21.1.2017.	1 291 532	128 007	9,9%	236 996	10,1	1,9
22.1.2017.	1 408 190	138 934	10,8%	260 277	10,1	1,9
23.1.2017.	1 629 091	166 225	12,9%	308 036	9,8	1,9
24.1.2017.	1 619 650	164 776	12,8%	309 145	9,8	1,9
25.1.2017.	1 667 758	165 244	12,8%	305 891	10,1	1,9
26.1.2017.	1 676 311	164 750	12,8%	310 255	10,2	1,9
27.1.2017.	1 491 713	155 224	12,1%	288 531	9,6	1,9
28.1.2017.	1 299 672	132 513	10,3%	250 683	9,8	1,9
29.1.2017.	1 502 841	156 457	12,2%	291 528	9,6	1,9
30.1.2017.	1 656 026	173 010	13,4%	321 253	9,6	1,9
31.1.2017.	1 407 657	155 722	12,1%	277 703	9,0	1,8

Weekly reach (Slovenian visitors)

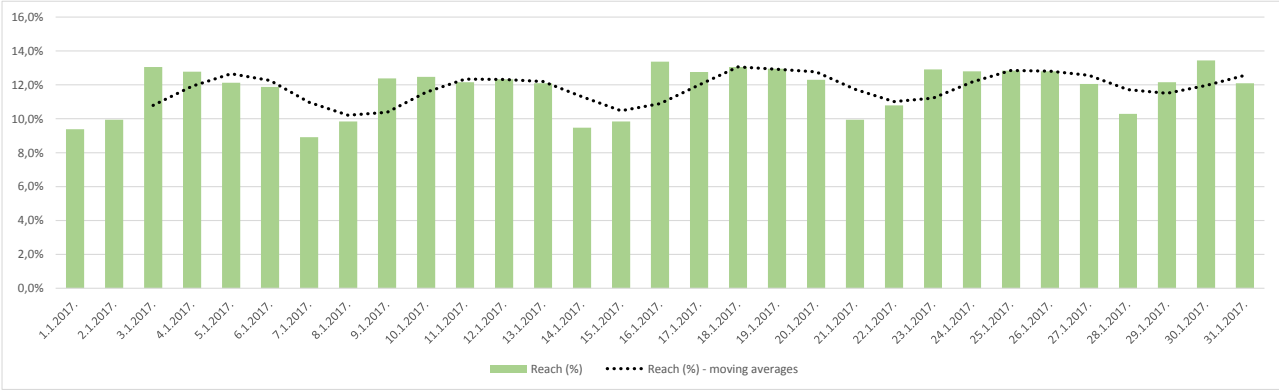
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2017. - 1.1.2017.	1 290 722	120 752	9,4%	226 622	10,7	1,9
2.1.2017. - 8.1.2017.	10 151 932	295 097	22,9%	1 872 683	34,4	6,4
9.1.2017. - 15.1.2017.	10 641 226	296 971	23,1%	1 925 700	35,8	6,5
16.1.2017. - 22.1.2017.	10 652 623	315 404	24,5%	2 030 606	33,8	6,4
23.1.2017. - 29.1.2017.	10 886 892	313 955	24,4%	2 063 873	34,7	6,6
30.1.2017. - 31.1.2017.	3 063 690	228 165	17,7%	598 950	13,4	2,6

Monthly reach (Slovenian visitors)

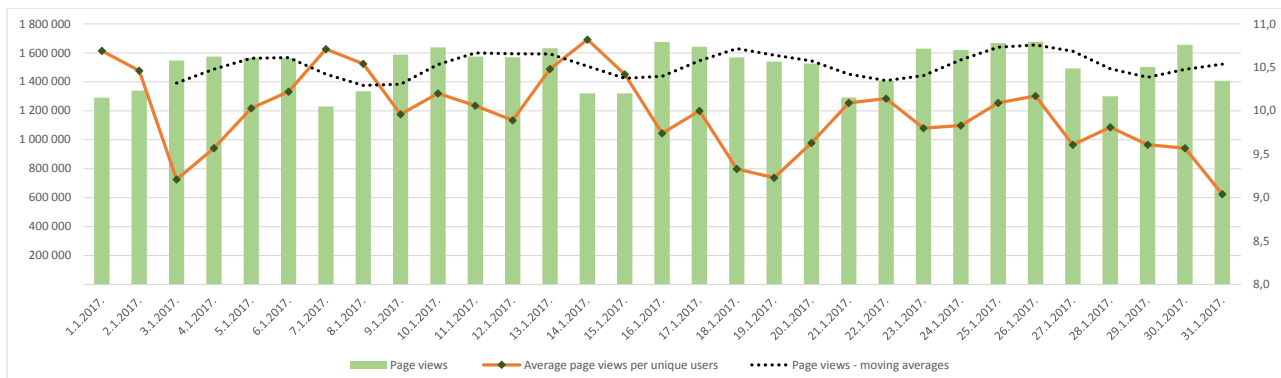
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2017. - 31.1.2017.	46 687 779	524 457	40,7%	8 717 995	89,0	16,6

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,1%	95	6,5%
	Three-year high school	13,5%	95	9,0%
	Four-year high school	42,9%	99	46,8%
	Higher school, university, college or more	29,8%	107	36,9%
Personal income	I don't want to answer	0,7%	96	0,8%
	I have no income	9,8%	84	4,9%
	Less than 400 EUR	11,2%	91	7,4%
	400 to 800 EUR	26,8%	101	25,3%
	800 to 1200 EUR	24,4%	103	25,4%
	1200 to 1500 EUR	8,2%	103	10,3%
	1500 to 1800 EUR	4,4%	113	4,9%
	over 1800 EUR	5,6%	114	9,4%
	I don't want to answer	9,6%	106	12,4%
Region	Pomurska	7,2%	107	11,1%
	Podravska	14,2%	94	10,9%
	Koroška	3,8%	101	1,4%
	Savinjska	13,3%	100	10,3%
	Zasavska	2,3%	96	1,5%
	Spodnje-posavska	2,7%	107	2,1%
	JV Slovenija	6,9%	107	5,6%
	Osrednjeslovenska	27,8%	101	34,7%
	Gorenjska	9,6%	98	10,6%
	Notranjsko-kraška	2,4%	103	1,4%
	Goriška	5,3%	101	6,7%
	Obalno-kraška	4,4%	91	3,8%
Gender	Male	52,7%	101	58,8%
	Female	47,3%	99	41,2%
Age	10 to 17 years	3,0%	85	0,8%
	18 to 24 years	12,4%	93	4,0%
	25 to 29 years	8,4%	86	6,7%
	30 to 39 years	24,3%	99	23,0%
	40 to 49 years	22,8%	105	27,4%
	50 to 59 years	15,8%	103	21,1%
	60 to 75 years	13,2%	113	17,0%
Employment status	Employed in public sector	13,7%	105	11,1%
	Employed in a private company	38,2%	101	44,9%
	Self-employed	9,5%	107	14,4%
	Unemployed	6,3%	93	5,6%
	Retired	14,0%	111	16,9%
	Pupil	5,7%	94	1,5%
	Student	11,3%	84	4,4%
	I don't want to answer	1,3%	87	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.

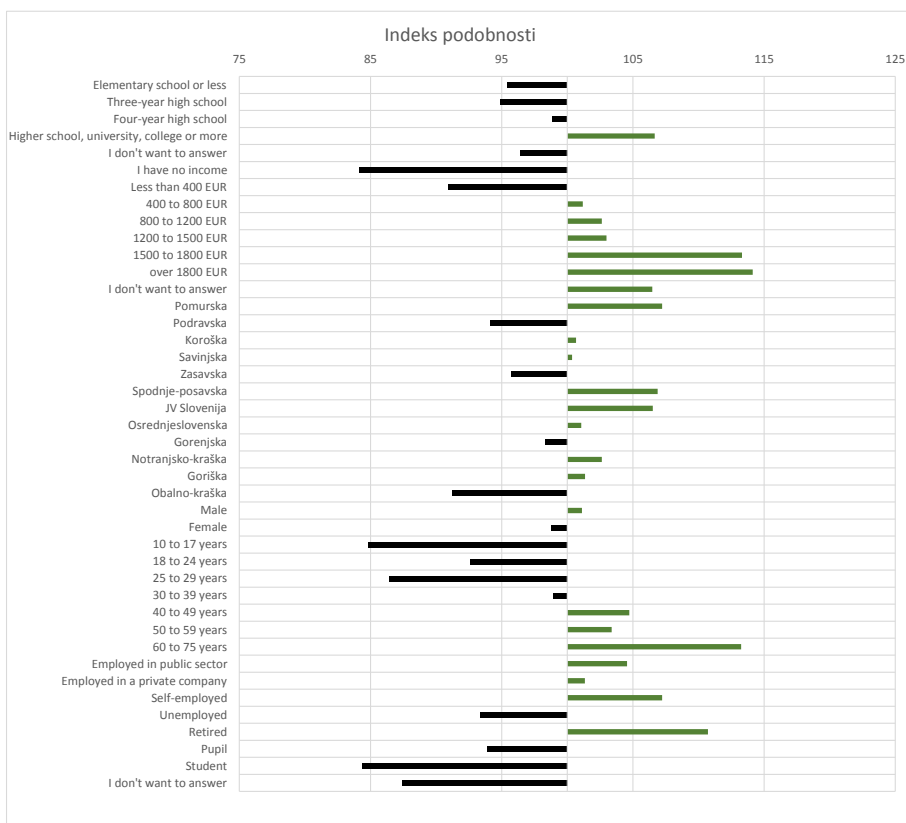


Note:

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 side 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 01.01. to 31.01.2017. 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 01.01. to 31.01.2017. 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),