



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.

Comment:

Period: February 2017

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2017.	1 620 799	163 828	12,7%	303 803	9,9	1,9
2.2.2017.	1 558 268	154 583	12,0%	286 793	10,1	1,9
3.2.2017.	1 526 241	149 523	11,6%	280 007	10,2	1,9
4.2.2017.	1 266 068	117 373	9,1%	221 870	10,8	1,9
5.2.2017.	1 372 824	132 000	10,3%	249 558	10,4	1,9
6.2.2017.	1 627 352	163 018	12,7%	307 754	10,0	1,9
7.2.2017.	1 563 869	160 791	12,5%	299 704	9,7	1,9
8.2.2017.	1 328 579	126 656	9,8%	237 234	10,5	1,9
9.2.2017.	1 599 668	163 266	12,7%	305 718	9,8	1,9
10.2.2017.	1 547 063	155 976	12,1%	295 683	9,9	1,9
11.2.2017.	1 302 090	125 488	9,7%	236 305	10,4	1,9
12.2.2017.	1 397 268	141 723	11,0%	264 836	9,9	1,9
13.2.2017.	1 650 720	164 901	12,8%	313 658	10,0	1,9
14.2.2017.	1 573 888	158 668	12,3%	297 076	9,9	1,9
15.2.2017.	1 494 070	152 483	11,8%	289 011	9,8	1,9
16.2.2017.	1 456 814	152 129	11,8%	286 102	9,6	1,9
17.2.2017.	1 479 449	147 422	11,5%	274 191	10,0	1,9
18.2.2017.	1 148 136	111 650	8,7%	197 446	10,3	1,8
19.2.2017.	1 235 678	120 176	9,3%	220 973	10,3	1,8
20.2.2017.	1 568 869	157 631	12,2%	296 678	10,0	1,9
21.2.2017.	1 572 273	152 527	11,8%	287 391	10,3	1,9
22.2.2017.	1 544 914	156 158	12,1%	290 898	9,9	1,9
23.2.2017.	1 507 707	152 791	11,9%	286 372	9,9	1,9
24.2.2017.	1 491 636	152 125	11,8%	290 105	9,8	1,9
25.2.2017.	1 199 780	114 550	8,9%	216 955	10,5	1,9
26.2.2017.	1 253 718	124 869	9,7%	233 260	10,0	1,9
27.2.2017.	1 537 220	148 510	11,5%	283 191	10,4	1,9
28.2.2017.	1 559 982	148 531	11,5%	283 793	10,5	1,9

Weekly reach (Slovenian visitors)

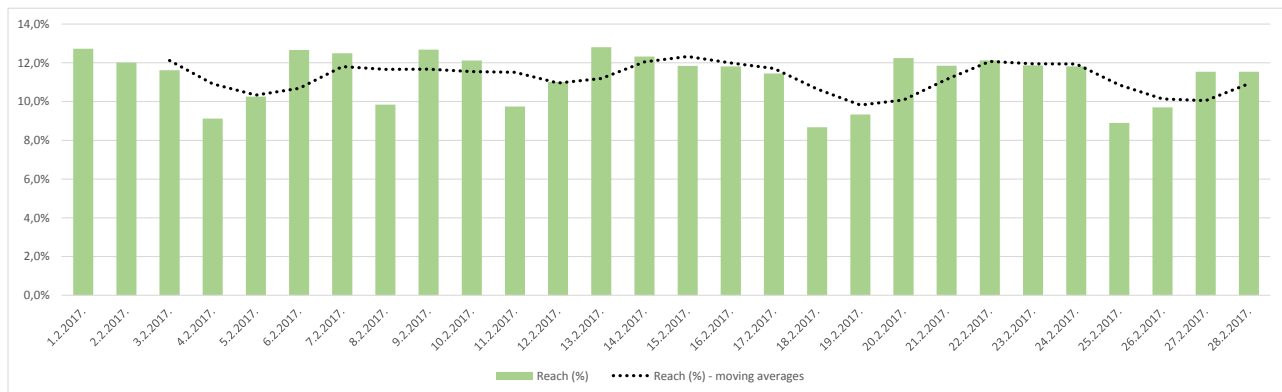
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2017. - 5.2.2017.	7 344 260	279 079	21,7%	1 341 974	26,3	4,8
6.2.2017. - 12.2.2017.	10 365 829	302 667	23,5%	1 947 147	34,2	6,4
13.2.2017. - 19.2.2017.	10 038 773	286 494	22,3%	1 878 423	35,0	6,6
20.2.2017. - 26.2.2017.	10 138 835	286 856	22,3%	1 901 768	35,3	6,6
27.2.2017. - 28.2.2017.	3 097 186	203 140	15,8%	566 967	15,2	2,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2017. - 28.2.2017.	40 984 841	492 241	38,2%	7 636 196	83,3	15,5

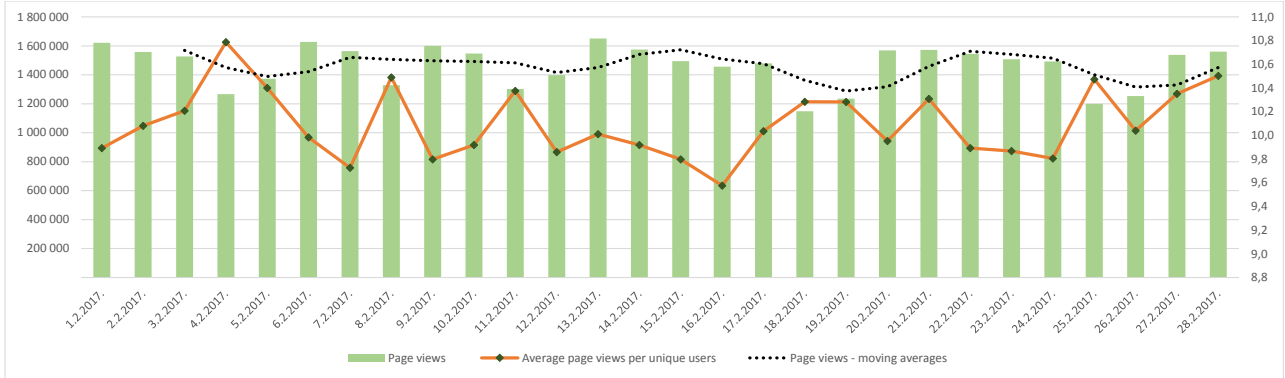
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,0%	88	10,5%
	Three-year high school	13,8%	98	8,1%
	Four-year high school	43,5%	100	46,5%
	Higher school, university, college or more	29,9%	106	34,2%
	I don't want to answer	0,8%	102	0,7%
Personal income	I have no income	9,8%	86	4,6%
	less than 400 EUR	10,7%	87	5,9%
	400 to 800 EUR	26,7%	100	24,9%
	800 to 1200 EUR	25,6%	107	22,8%
	1200 to 1500 EUR	8,0%	102	10,6%
	1500 to 1800 EUR	4,3%	107	5,4%
	over 1800 EUR	5,2%	108	15,0%
	I don't want to answer	9,7%	108	10,9%
Region	Pomurska	6,7%	102	7,9%
	Podravska	13,7%	92	10,9%
	Koroška	3,6%	94	1,4%
	Savinjska	13,6%	100	9,9%
	Zasavska	2,2%	97	1,2%
	Spodnje-posavska	2,4%	97	2,1%
	JV Slovenija	6,7%	102	6,4%
	Osrednjeslovenska	28,7%	104	38,8%
	Gorenjska	9,6%	98	9,5%
	Notranjsko-kraška	2,3%	102	1,4%
	Goriška	6,0%	115	6,7%
	Obalno-kraška	4,3%	89	3,8%
	Male	53,2%	102	62,5%
	Female	46,8%	98	37,5%
Age	10 to 17 years	3,1%	83	0,7%
	18 to 24 years	11,2%	86	3,1%
	25 to 29 years	8,9%	93	7,0%
	30 to 39 years	24,6%	101	27,3%
	40 to 49 years	22,8%	104	24,9%
	50 to 59 years	15,4%	101	20,5%
	60 to 75 years	13,9%	117	16,6%
Employment status	Employed in public sector	12,6%	94	10,9%
	Employed in a private company	39,0%	104	47,8%
	Self-employed	9,8%	110	13,8%
	Unemployed	6,7%	102	5,2%
	Retired	14,0%	110	16,4%
	Pupil	5,0%	83	1,2%
	Student	11,5%	87	3,7%
	I don't want to answer	1,3%	95	1,0%

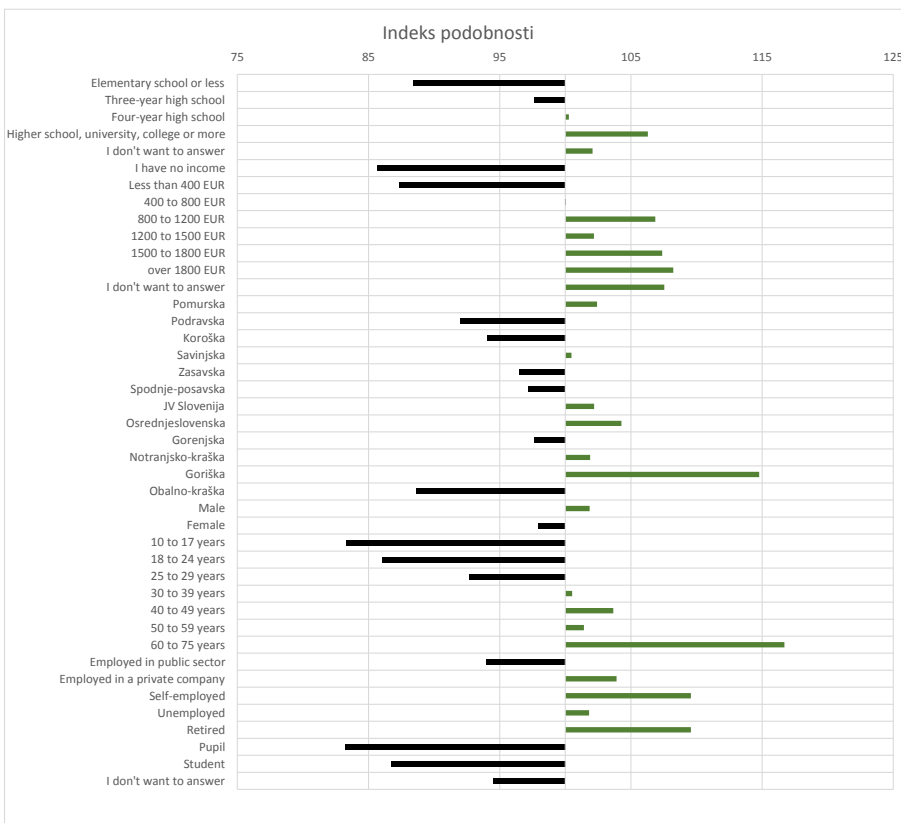


Note:

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 01.02. to 28.02.2017. 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 01.02. to 28.02.2017. Reach shows n umber 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 de vices 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 perio d. 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. Vi sits 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 us er.

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 spec ified 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 view s (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 condtion must be fulfilled(n=80),