



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

Address: Cigaletova ulica 15

City: 1000 Ljubljana

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CERTIFICATE

Period: March 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 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:

Zaradi tehničnih težav, se promet na spletni strani www.siol.net med 01.03. in 08.03.2017 ni meril v celoti. Dne 16.03.2017 je med 14:00 in 14:30 uro prišlo do izpada v merjenju. Promet se v tem času ni meril v celoti.

Daily reach (Slovenian visitors)

| Period | Page views | Reach | Reach (%) | Visits | Average page views per unique users | Average visits per unique user |
|------------|------------|---------|-----------|---------|-------------------------------------|--------------------------------|
| 1.3.2017. | 1 561 464 | 151 119 | 11,7% | 284 840 | 10,3 | 1,9 |
| 2.3.2017. | 1 470 249 | 145 030 | 11,3% | 276 409 | 10,1 | 1,9 |
| 3.3.2017. | 1 466 046 | 143 101 | 11,1% | 268 515 | 10,2 | 1,9 |
| 4.3.2017. | 1 246 372 | 121 808 | 9,5% | 224 442 | 10,2 | 1,8 |
| 5.3.2017. | 1 356 342 | 142 500 | 11,1% | 260 992 | 9,5 | 1,8 |
| 6.3.2017. | 1 631 565 | 163 659 | 12,7% | 308 044 | 10,0 | 1,9 |
| 7.3.2017. | 1 579 174 | 158 534 | 12,3% | 298 789 | 10,0 | 1,9 |
| 8.3.2017. | 1 400 450 | 145 237 | 11,3% | 270 674 | 9,6 | 1,9 |
| 9.3.2017. | 1 549 846 | 157 503 | 12,2% | 293 285 | 9,8 | 1,9 |
| 10.3.2017. | 1 497 415 | 144 189 | 11,2% | 270 958 | 10,4 | 1,9 |
| 11.3.2017. | 1 146 212 | 113 022 | 8,8% | 202 552 | 10,1 | 1,8 |
| 12.3.2017. | 1 332 708 | 130 698 | 10,2% | 236 985 | 10,2 | 1,8 |
| 13.3.2017. | 1 583 249 | 162 946 | 12,7% | 306 800 | 9,7 | 1,9 |
| 14.3.2017. | 1 564 848 | 156 932 | 12,2% | 291 016 | 10,0 | 1,9 |
| 15.3.2017. | 1 572 908 | 164 120 | 12,7% | 306 045 | 9,6 | 1,9 |
| 16.3.2017. | 1 452 177 | 151 872 | 11,8% | 281 391 | 9,6 | 1,9 |
| 17.3.2017. | 1 387 488 | 141 642 | 11,0% | 266 153 | 9,8 | 1,9 |
| 18.3.2017. | 1 185 510 | 119 026 | 9,2% | 214 878 | 10,0 | 1,8 |
| 19.3.2017. | 1 288 160 | 141 013 | 11,0% | 248 557 | 9,1 | 1,8 |
| 20.3.2017. | 1 556 623 | 158 689 | 12,3% | 296 542 | 9,8 | 1,9 |
| 21.3.2017. | 1 526 437 | 152 733 | 11,9% | 282 075 | 10,0 | 1,8 |
| 22.3.2017. | 1 569 290 | 159 237 | 12,4% | 296 830 | 9,9 | 1,9 |
| 23.3.2017. | 1 472 849 | 152 732 | 11,9% | 286 921 | 9,6 | 1,9 |
| 24.3.2017. | 1 404 580 | 146 187 | 11,4% | 273 641 | 9,6 | 1,9 |
| 25.3.2017. | 1 126 787 | 126 404 | 9,8% | 219 879 | 8,9 | 1,7 |
| 26.3.2017. | 1 322 369 | 165 466 | 12,9% | 289 692 | 8,0 | 1,8 |
| 27.3.2017. | 1 530 755 | 159 524 | 12,4% | 297 318 | 9,6 | 1,9 |
| 28.3.2017. | 1 528 910 | 154 390 | 12,0% | 284 903 | 9,9 | 1,8 |
| 29.3.2017. | 1 501 263 | 151 598 | 11,8% | 282 557 | 9,9 | 1,9 |
| 30.3.2017. | 1 416 323 | 144 769 | 11,2% | 267 081 | 9,8 | 1,8 |
| 31.3.2017. | 1 317 368 | 130 644 | 10,1% | 240 857 | 10,1 | 1,8 |

Weekly reach (Slovenian visitors)

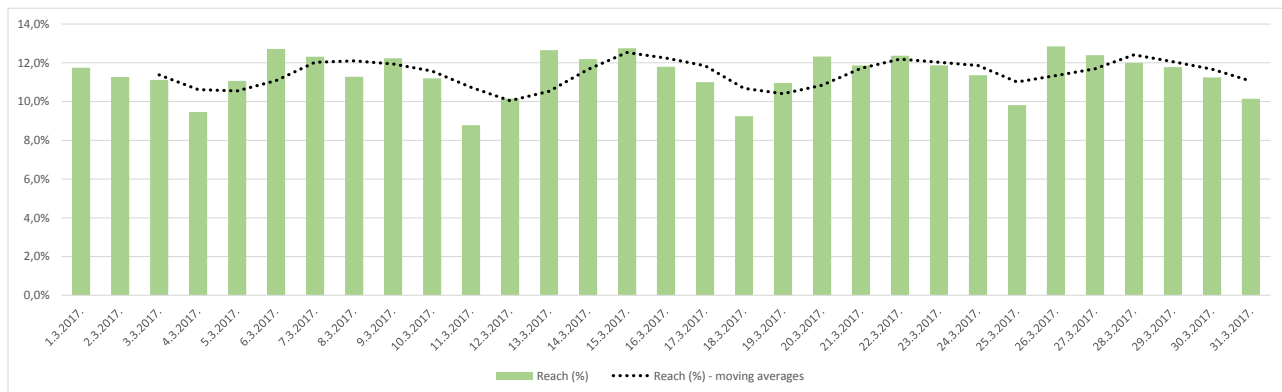
| Period | Page views | Reach | Reach (%) | Visits | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|-----------|-------------------------------------|--------------------------------|
| 1.3.2017. - 5.3.2017. | 7 099 872 | 270 833 | 21,0% | 1 314 863 | 26,2 | 4,9 |
| 6.3.2017. - 12.3.2017. | 10 137 291 | 291 927 | 22,7% | 1 881 519 | 34,7 | 6,4 |
| 13.3.2017. - 19.3.2017. | 10 034 158 | 297 045 | 23,1% | 1 914 900 | 33,8 | 6,4 |
| 20.3.2017. - 26.3.2017. | 9 978 707 | 307 041 | 23,9% | 1 944 514 | 32,5 | 6,3 |
| 27.3.2017. - 31.3.2017. | 7 294 621 | 270 438 | 21,0% | 1 372 647 | 27,0 | 5,1 |

Monthly reach (Slovenian visitors)

| Period | Page views | Reach | Reach (%) | Visits | Average page views per unique users | Average visits per unique user |
|------------------------|------------|---------|-----------|-----------|-------------------------------------|--------------------------------|
| 1.3.2017. - 31.3.2017. | 44 544 688 | 544 128 | 42,3% | 8 428 315 | 81,9 | 15,5 |

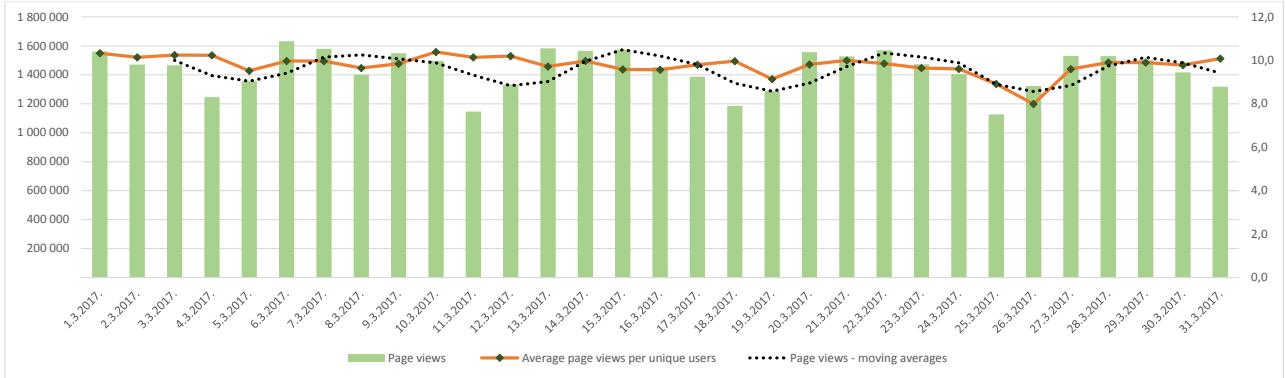
Demographic profile of Slovenian visitors

| | Variable | Audience composition (%) | Affinity index | Page views composition (%) |
|--------------------|--|--------------------------|----------------|----------------------------|
| Level of Education | Elementary school or less | 13,2% | 99 | 8,7% |
| | Three-year high school | 12,7% | 88 | 8,8% |
| | Four-year high school | 43,2% | 99 | 47,6% |
| | Higher school, university, college or more | 30,2% | 108 | 34,2% |
| | I don't want to answer | 0,7% | 106 | 0,7% |
| Personal income | I have no income | 9,3% | 84 | 5,3% |
| | less than 400 EUR | 10,9% | 91 | 5,6% |
| | 400 to 800 EUR | 26,8% | 100 | 25,8% |
| | 800 to 1200 EUR | 24,4% | 100 | 24,0% |
| | 1200 to 1500 EUR | 8,2% | 103 | 10,4% |
| | 1500 to 1800 EUR | 4,5% | 110 | 6,4% |
| | over 1800 EUR | 5,3% | 113 | 10,8% |
| | I don't want to answer | 10,6% | 117 | 11,6% |
| Region | Pomurska | 6,7% | 99 | 10,3% |
| | Podravska | 14,5% | 97 | 10,6% |
| | Koroška | 3,6% | 94 | 1,3% |
| | Savinjska | 13,4% | 97 | 11,0% |
| | Zasavska | 2,5% | 100 | 1,0% |
| | Spodnje-posavska | 2,2% | 93 | 1,9% |
| | JV Slovenija | 6,2% | 98 | 4,8% |
| | Osrednjeslovenska | 28,3% | 104 | 37,6% |
| | Gorenjska | 10,2% | 102 | 9,2% |
| | Notranjsko-kraška | 2,5% | 105 | 1,4% |
| | Goriška | 5,4% | 101 | 7,3% |
| | Obalno-kraška | 4,6% | 94 | 3,4% |
| | Gender | Male | 52,7% | 100 |
| Female | | 47,3% | 99 | 37,2% |
| Age | 10 to 17 years | 3,3% | 96 | 0,8% |
| | 18 to 24 years | 11,2% | 87 | 3,6% |
| | 25 to 29 years | 8,8% | 93 | 5,7% |
| | 30 to 39 years | 23,4% | 95 | 25,7% |
| | 40 to 49 years | 23,5% | 106 | 27,0% |
| | 50 to 59 years | 16,1% | 105 | 20,2% |
| | 60 to 75 years | 13,7% | 113 | 17,1% |
| Employment status | Employed in public sector | 14,0% | 101 | 10,3% |
| | Employed in a private company | 38,7% | 103 | 47,7% |
| | Self-employed | 9,5% | 105 | 14,0% |
| | Unemployed | 6,4% | 99 | 4,3% |
| | Retired | 14,0% | 109 | 16,9% |
| | Pupil | 5,5% | 96 | 1,5% |
| | Student | 10,6% | 82 | 3,9% |
| | I don't want to answer | 1,2% | 90 | 1,4% |

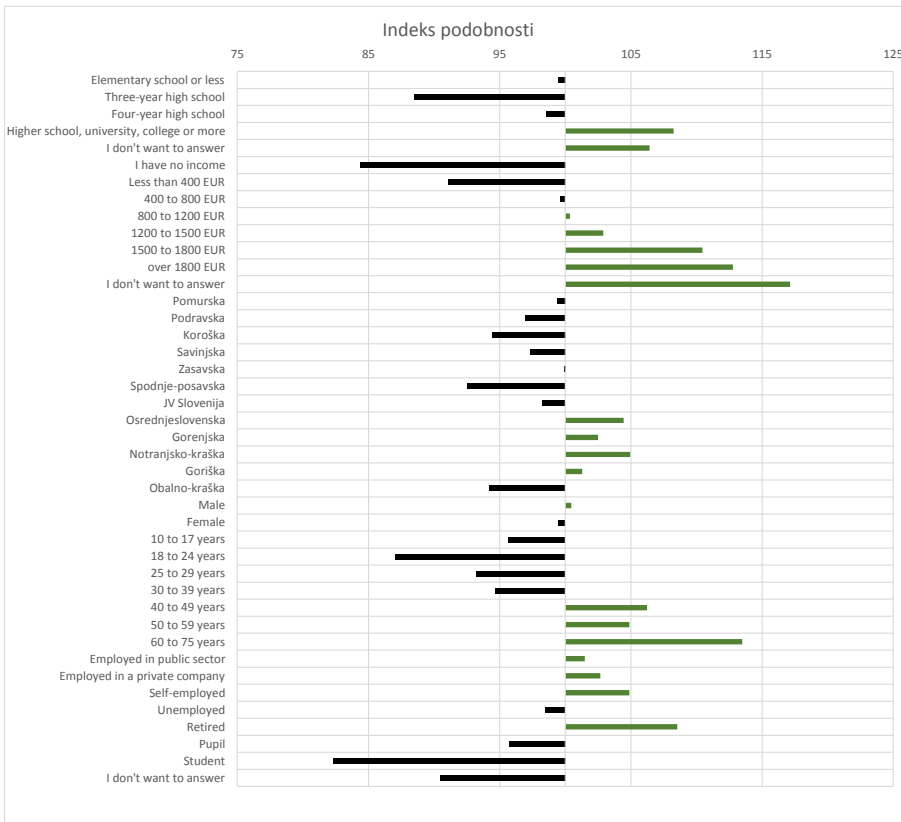


Note:

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 01.03. to 31.03.2017. 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 01.03. to 31.03.2017. 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),