



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

Address: Cigaletova ulica 15

City: 1000 Ljubljana

Contact person: Alen Savič

E-mail: alen.savic@tsmedia.si

Telephone number: 01/ 473 00 10

# 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: April 2017

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2017.	1 020 795	107 976	8,4%	184 129	9,5	1,7
2.4.2017.	1 131 381	120 817	9,4%	211 590	9,4	1,8
3.4.2017.	1 546 104	162 671	12,6%	293 073	9,5	1,8
4.4.2017.	1 541 458	164 820	12,8%	295 695	9,4	1,8
5.4.2017.	1 486 172	162 215	12,6%	291 026	9,2	1,8
6.4.2017.	1 468 420	158 564	12,3%	281 277	9,3	1,8
7.4.2017.	1 380 901	146 875	11,4%	260 427	9,4	1,8
8.4.2017.	1 063 082	109 567	8,5%	185 940	9,7	1,7
9.4.2017.	1 188 989	125 858	9,8%	215 315	9,5	1,7
10.4.2017.	1 520 483	161 663	12,5%	291 205	9,4	1,8
11.4.2017.	1 603 967	168 285	13,0%	305 192	9,5	1,8
12.4.2017.	1 508 850	167 358	13,0%	299 449	9,0	1,8
13.4.2017.	1 436 517	159 750	12,4%	284 443	9,0	1,8
14.4.2017.	1 376 616	148 893	11,5%	261 629	9,3	1,8
15.4.2017.	1 207 336	126 387	9,8%	219 389	9,6	1,7
16.4.2017.	1 256 348	136 705	10,6%	236 362	9,2	1,7
17.4.2017.	1 310 389	136 973	10,6%	240 662	9,6	1,8
18.4.2017.	1 686 495	187 990	14,6%	325 558	9,0	1,7
19.4.2017.	1 597 127	168 611	13,1%	303 289	9,5	1,8
20.4.2017.	1 516 770	162 599	12,6%	286 456	9,3	1,8
21.4.2017.	1 425 603	148 710	11,5%	266 086	9,6	1,8
22.4.2017.	1 146 805	127 038	9,9%	209 652	9,0	1,7
23.4.2017.	1 368 755	149 246	11,6%	255 629	9,2	1,7
24.4.2017.	1 590 842	170 313	13,2%	307 273	9,3	1,8
25.4.2017.	1 523 008	164 958	12,8%	295 031	9,2	1,8
26.4.2017.	1 482 969	160 646	12,5%	290 513	9,2	1,8
27.4.2017.	1 269 650	136 178	10,6%	243 620	9,3	1,8
28.4.2017.	1 246 812	129 369	10,0%	237 845	9,6	1,8
29.4.2017.	982 938	111 117	8,6%	188 811	8,9	1,7
30.4.2017.	1 012 217	120 656	9,4%	197 598	8,4	1,6

## Weekly reach (Slovenian visitors)

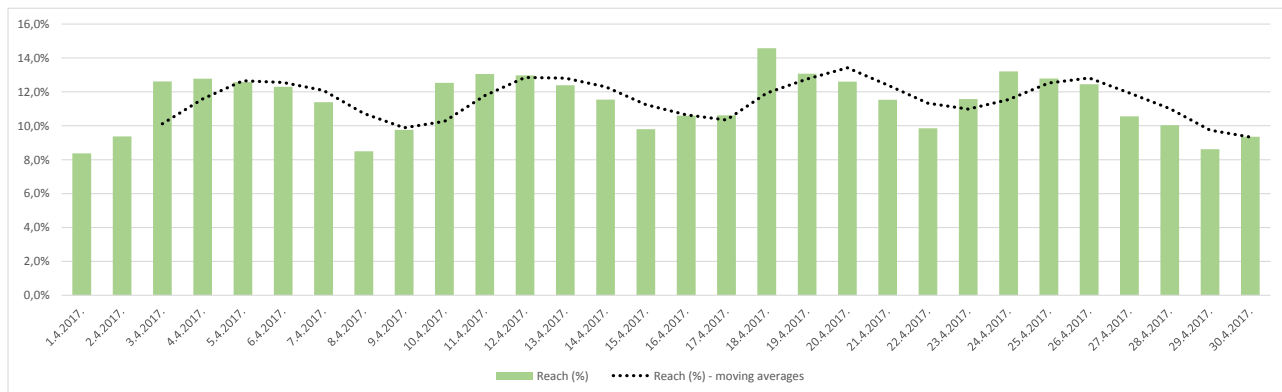
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2017. - 2.4.2017.	2 152 174	166 389	12,9%	395 713	12,9	2,4
3.4.2017. - 9.4.2017.	9 675 087	290 869	22,6%	1 822 844	33,3	6,3
10.4.2017. - 16.4.2017.	9 909 960	313 114	24,3%	1 897 738	31,7	6,1
17.4.2017. - 23.4.2017.	10 051 555	329 245	25,5%	1 886 890	30,5	5,7
24.4.2017. - 30.4.2017.	9 109 533	320 280	24,8%	1 760 892	28,4	5,5

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2017. - 30.4.2017.	40 898 173	529 851	41,1%	7 764 305	77,2	14,7

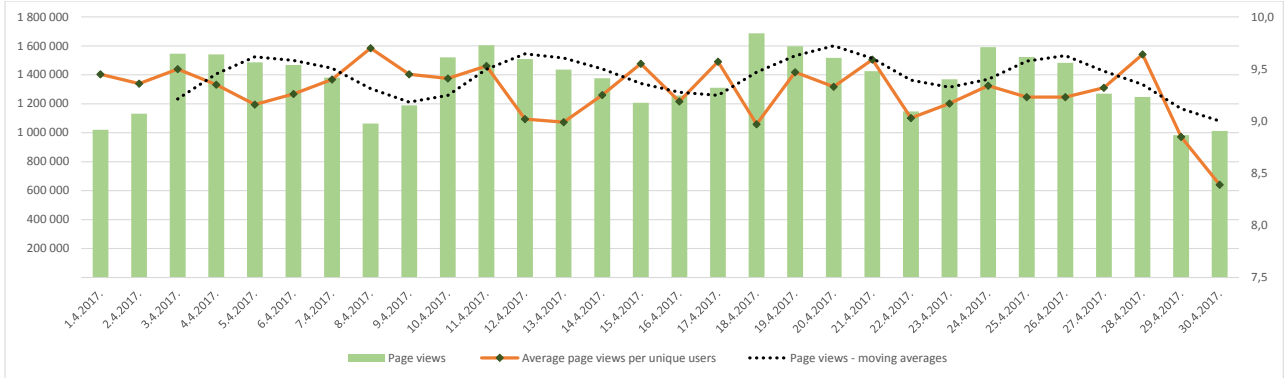
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	12,6%	93	14,8%	
	Three-year high school	13,0%	96	8,6%	
	Four-year high school	42,3%	98	44,7%	
	Higher school, university, college or more	31,1%	108	31,1%	
	I don't want to answer	1,1%	104	0,7%	
Personal income	I have no income	10,1%	92	6,1%	
	less than 400 EUR	10,6%	98	5,1%	
	400 to 800 EUR	25,7%	98	20,4%	
	800 to 1200 EUR	25,7%	100	27,0%	
	1200 to 1500 EUR	8,5%	104	10,5%	
	1500 to 1800 EUR	4,1%	100	4,9%	
	over 1800 EUR	5,5%	112	17,0%	
	I don't want to answer	9,7%	109	9,0%	
	Region	Pomurska	6,9%	98	7,8%
Podravska		14,3%	91	9,1%	
Koroška		3,1%	98	1,2%	
Savinjska		12,3%	97	15,0%	
Zasavska		2,5%	98	1,5%	
Spodnje-posavska		2,6%	100	2,5%	
JV Slovenija		6,7%	101	5,8%	
Osrednjeslovenska		28,6%	106	38,5%	
Gorenjska		9,3%	101	7,8%	
Notranjsko-kraška		2,4%	98	1,4%	
Goriška		6,7%	107	6,5%	
Obalno-kraška		4,6%	99	3,0%	
Gender		Male	52,4%	103	71,0%
		Female	47,6%	97	29,0%
Age		10 to 17 years	3,1%	87	0,8%
	18 to 24 years	10,8%	92	3,1%	
	25 to 29 years	8,2%	90	7,7%	
	30 to 39 years	24,2%	96	29,8%	
	40 to 49 years	24,2%	105	24,8%	
	50 to 59 years	17,0%	106	20,3%	
	60 to 75 years	12,4%	113	13,5%	
Employment status	Employed in public sector	14,8%	100	10,9%	
	Employed in a private company	39,3%	101	50,8%	
	Self-employed	9,6%	102	13,3%	
	Unemployed	7,8%	99	5,6%	
	Retired	12,7%	109	13,6%	
	Pupil	4,5%	89	1,1%	
	Student	10,2%	93	3,3%	
	I don't want to answer	1,2%	93	1,3%	

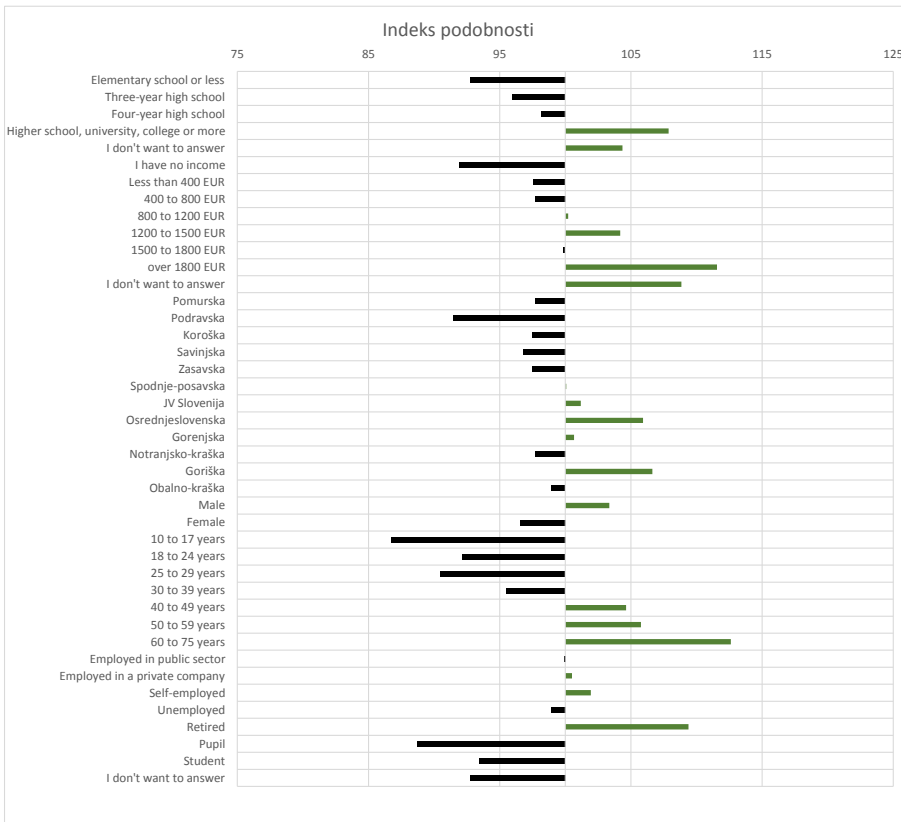


### Note:

**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 01.04. to 30.04.2017. 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 01.04. to 30.04.2017. 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),