



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: June 2017

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2017.	1 436 336	155 439	12,1%	284 476	9,2	1,8
2.6.2017.	1 328 625	141 772	11,0%	254 769	9,4	1,8
3.6.2017.	999 851	117 496	9,1%	193 292	8,5	1,7
4.6.2017.	1 163 655	130 319	10,1%	222 973	8,9	1,7
5.6.2017.	1 551 875	168 372	13,1%	310 442	9,2	1,8
6.6.2017.	1 537 146	164 178	12,7%	302 675	9,4	1,8
7.6.2017.	1 483 086	158 269	12,3%	287 894	9,4	1,8
8.6.2017.	1 351 064	143 381	11,1%	257 776	9,4	1,8
9.6.2017.	1 272 532	138 527	10,7%	246 823	9,2	1,8
10.6.2017.	988 861	107 412	8,3%	182 386	9,2	1,7
11.6.2017.	1 086 136	120 005	9,3%	205 830	9,1	1,7
12.6.2017.	1 444 182	155 049	12,0%	286 595	9,3	1,9
13.6.2017.	1 461 263	157 308	12,2%	288 800	9,3	1,8
14.6.2017.	1 472 826	159 633	12,4%	291 850	9,2	1,8
15.6.2017.	1 403 648	154 403	12,0%	280 877	9,1	1,8
16.6.2017.	1 363 527	144 193	11,2%	263 637	9,5	1,8
17.6.2017.	1 029 112	109 170	8,5%	187 251	9,4	1,7
18.6.2017.	1 150 597	135 602	10,5%	228 510	8,5	1,7
19.6.2017.	1 557 754	165 528	12,8%	313 170	9,4	1,9
20.6.2017.	1 463 897	152 711	11,8%	281 216	9,6	1,8
21.6.2017.	1 445 986	154 610	12,0%	289 023	9,4	1,9
22.6.2017.	1 397 953	149 475	11,6%	274 384	9,4	1,8
23.6.2017.	1 291 841	140 242	10,9%	260 200	9,2	1,9
24.6.2017.	976 709	106 595	8,3%	184 058	9,2	1,7
25.6.2017.	1 160 448	131 039	10,2%	233 499	8,9	1,8
26.6.2017.	1 310 368	144 689	11,2%	269 552	9,1	1,9
27.6.2017.	1 335 120	144 896	11,2%	270 010	9,2	1,9
28.6.2017.	1 438 396	167 077	13,0%	309 744	8,6	1,9
29.6.2017.	1 652 446	178 427	13,8%	345 063	9,3	1,9
30.6.2017.	1 340 356	147 883	11,5%	272 688	9,1	1,8

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2017. - 4.6.2017.	4 928 318	270 237	21,0%	955 603	18,2	3,5
5.6.2017. - 11.6.2017.	9 270 686	294 721	22,9%	1 794 094	31,5	6,1
12.6.2017. - 18.6.2017.	9 325 283	308 071	23,9%	1 827 724	30,3	5,9
19.6.2017. - 25.6.2017.	9 294 824	303 371	23,5%	1 835 610	30,6	6,1
26.6.2017. - 30.6.2017.	7 076 745	315 557	24,5%	1 467 017	22,4	4,7

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2017. - 30.6.2017.	39 896 960	535 517	41,5%	7 879 615	74,5	14,7

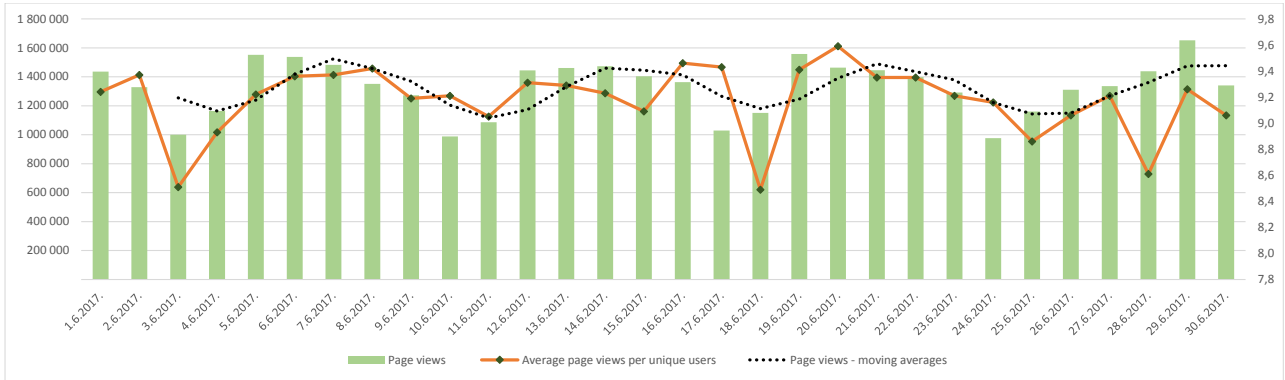
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,0%	91	6,2%
	Three-year high school	13,0%	97	9,9%
	Four-year high school	42,3%	98	47,1%
	Higher school, university, college or more	31,6%	109	36,0%
	I don't want to answer	1,1%	100	0,8%
Personal income	I have no income	9,8%	89	6,9%
	less than 400 EUR	9,8%	92	5,3%
	400 to 800 EUR	25,9%	99	23,9%
	800 to 1200 EUR	25,9%	101	28,2%
	1200 to 1500 EUR	8,8%	109	12,8%
	1500 to 1800 EUR	4,6%	109	6,0%
	over 1800 EUR	5,9%	116	8,0%
	I don't want to answer	9,4%	102	9,0%
Region	Pomurska	6,8%	96	7,4%
	Podravska	14,6%	93	10,9%
	Koroška	3,0%	93	1,1%
	Savinjska	12,5%	101	14,7%
	Zasavska	2,6%	94	2,1%
	Spodnje-posavska	2,7%	100	2,6%
	JV Slovenija	7,2%	108	5,6%
	Osrednjeslovenska	28,2%	104	32,9%
	Gorenjska	9,4%	100	9,6%
	Notranjsko-kraška	2,3%	96	1,6%
	Goriška	6,5%	104	8,0%
	Obalno-kraška	4,4%	96	3,5%
	Male	51,7%	103	63,9%
	Female	48,3%	97	36,1%
Age	10 to 17 years	3,3%	90	1,1%
	18 to 24 years	10,0%	86	4,3%
	25 to 29 years	8,4%	93	5,8%
	30 to 39 years	24,7%	98	26,8%
	40 to 49 years	24,5%	106	26,5%
	50 to 59 years	17,0%	105	21,0%
	60 to 75 years	12,1%	109	14,5%
Employment status	Employed in public sector	15,3%	102	12,7%
	Employed in a private company	39,6%	102	45,0%
	Self-employed	10,1%	107	15,1%
	Unemployed	7,6%	94	5,8%
	Retired	12,3%	107	14,7%
	Pupil	4,5%	90	1,3%
	Student	9,1%	86	3,8%
	I don't want to answer	1,4%	105	1,7%

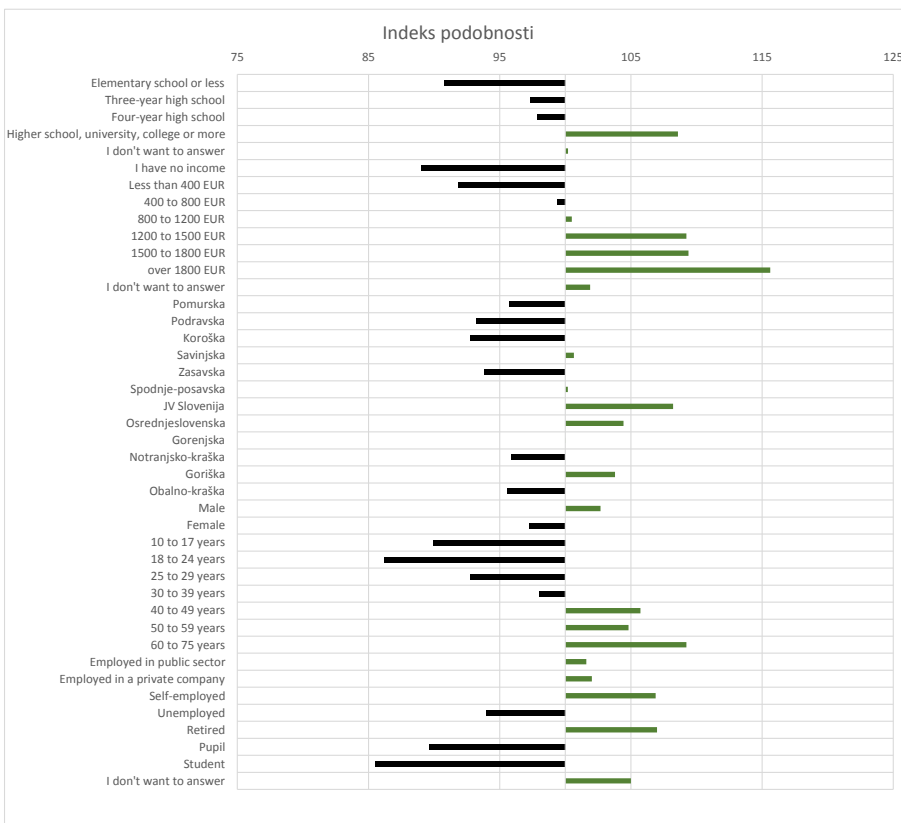


Note:

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 01.06. to 30.06.2017. 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 01.06. to 30.06.2017. 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),