



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: August 2017

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.8.2017.	1 320 949	135 940	10,5%	256 397	9,7	1,9
2.8.2017.	1 372 582	140 462	10,9%	272 905	9,8	1,9
3.8.2017.	1 324 967	142 400	11,0%	269 923	9,3	1,9
4.8.2017.	1 322 735	143 437	11,1%	270 573	9,2	1,9
5.8.2017.	985 036	112 806	8,7%	197 944	8,7	1,8
6.8.2017.	1 114 181	128 356	10,0%	231 489	8,7	1,8
7.8.2017.	1 364 505	142 548	11,1%	272 186	9,6	1,9
8.8.2017.	1 362 019	141 026	10,9%	268 009	9,7	1,9
9.8.2017.	1 372 445	143 777	11,1%	272 471	9,5	1,9
10.8.2017.	1 460 029	156 586	12,1%	295 052	9,3	1,9
11.8.2017.	1 314 387	141 049	10,9%	265 062	9,3	1,9
12.8.2017.	1 051 169	115 366	8,9%	204 774	9,1	1,8
13.8.2017.	1 059 940	126 935	9,8%	214 708	8,4	1,7
14.8.2017.	1 237 581	135 150	10,5%	248 606	9,2	1,8
15.8.2017.	1 079 438	136 816	10,6%	218 434	7,9	1,6
16.8.2017.	1 485 957	153 610	11,9%	296 324	9,7	1,9
17.8.2017.	1 395 800	147 562	11,4%	282 779	9,5	1,9
18.8.2017.	1 391 269	153 972	11,9%	286 310	9,0	1,9
19.8.2017.	1 203 135	132 020	10,2%	232 569	9,1	1,8
20.8.2017.	1 196 274	135 699	10,5%	236 248	8,8	1,7
21.8.2017.	1 507 872	156 332	12,1%	295 611	9,6	1,9
22.8.2017.	1 480 794	157 137	12,2%	293 284	9,4	1,9
23.8.2017.	1 478 338	162 711	12,6%	300 051	9,1	1,8
24.8.2017.	1 460 249	151 489	11,7%	284 704	9,6	1,9
25.8.2017.	1 396 989	145 240	11,3%	271 821	9,6	1,9
26.8.2017.	1 037 383	118 051	9,2%	197 219	8,8	1,7
27.8.2017.	1 260 575	156 949	12,2%	262 071	8,0	1,7
28.8.2017.	1 655 849	180 317	14,0%	337 505	9,2	1,9
29.8.2017.	1 562 318	169 152	13,1%	314 620	9,2	1,9
30.8.2017.	1 520 206	178 343	13,8%	300 393	8,5	1,7
31.8.2017.	1 598 138	170 699	13,2%	322 959	9,4	1,9

Weekly reach (Slovenian visitors)

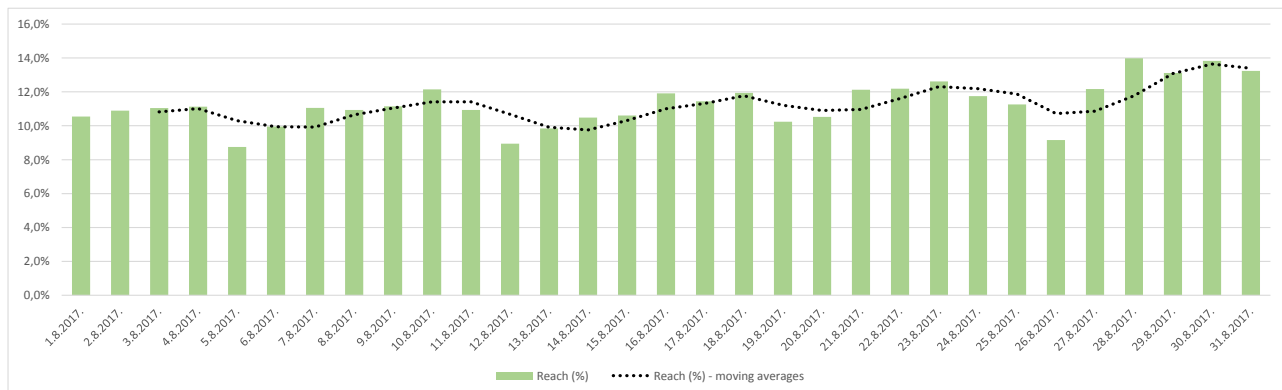
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.8.2017. - 6.8.2017.	7 440 390	288 030	22,3%	1 499 004	25,8	5,2
7.8.2017. - 13.8.2017.	8 984 507	307 421	23,8%	1 792 261	29,2	5,8
14.8.2017. - 20.8.2017.	8 989 774	318 236	24,7%	1 801 308	28,2	5,7
21.8.2017. - 27.8.2017.	9 617 607	327 444	25,4%	1 903 095	29,4	5,8
28.8.2017. - 31.8.2017.	6 340 503	333 559	25,9%	1 277 705	19,0	3,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.8.2017. - 31.8.2017.	41 370 736	560 302	43,4%	8 272 308	73,8	14,8

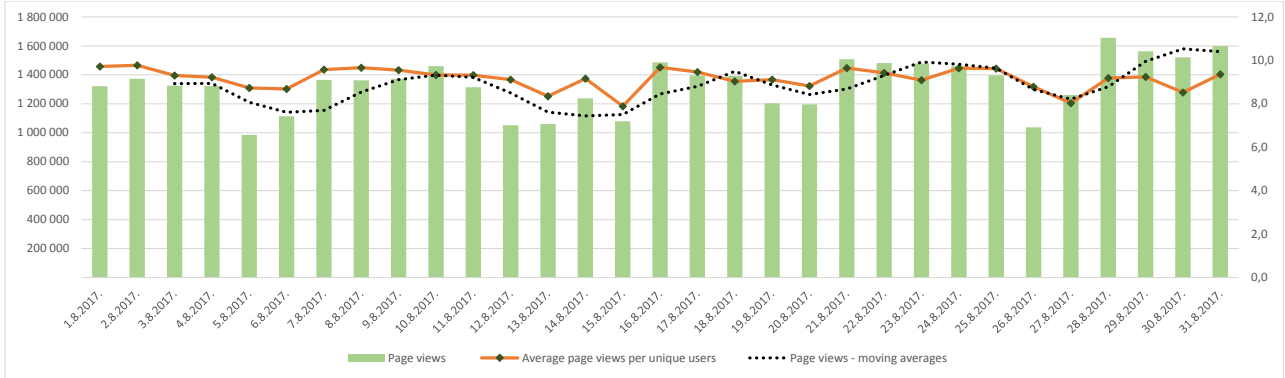
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,3%	85	5,5%	
	Three-year high school	13,2%	98	9,3%	
	Four-year high school	43,1%	100	50,3%	
	Higher school, university, college or more	31,3%	107	34,0%	
	I don't want to answer	1,1%	105	0,9%	
Personal income	I have no income	9,3%	86	7,0%	
	less than 400 EUR	9,8%	92	4,5%	
	400 to 800 EUR	26,2%	100	25,7%	
	800 to 1200 EUR	26,5%	103	29,0%	
	1200 to 1500 EUR	9,2%	109	12,6%	
	1500 to 1800 EUR	4,5%	110	4,8%	
	over 1800 EUR	5,5%	107	6,8%	
	I don't want to answer	9,1%	101	9,6%	
	Region	Pomurska	7,0%	102	8,5%
Podravska		14,4%	92	12,7%	
Koroška		2,8%	92	1,0%	
Savinjska		12,9%	100	15,7%	
Zasavska		2,9%	112	2,2%	
Spodnje-posavska		2,7%	106	2,6%	
JV Slovenija		6,5%	97	5,0%	
Osrednjeslovenska		28,3%	105	31,4%	
Gorenjska		8,8%	93	8,6%	
Notranjsko-kraška		2,5%	101	1,6%	
Goriška		6,5%	107	6,4%	
Obalno-kraška		4,5%	96	4,3%	
Gender		Male	51,4%	102	63,5%
		Female	48,6%	98	36,5%
Age	10 to 17 years	3,2%	82	1,0%	
	18 to 24 years	9,5%	85	5,7%	
	25 to 29 years	8,1%	92	7,4%	
	30 to 39 years	24,8%	98	25,8%	
	40 to 49 years	24,7%	106	25,9%	
	50 to 59 years	17,1%	105	19,2%	
	60 to 75 years	12,8%	113	14,9%	
Employment status	Employed in public sector	15,6%	103	14,7%	
	Employed in a private company	39,2%	101	45,6%	
	Self-employed	10,0%	105	12,0%	
	Unemployed	7,9%	100	6,5%	
	Retired	13,0%	110	15,2%	
	Pupil	4,3%	84	1,4%	
	Student	8,7%	84	3,4%	
	I don't want to answer	1,3%	100	1,1%	

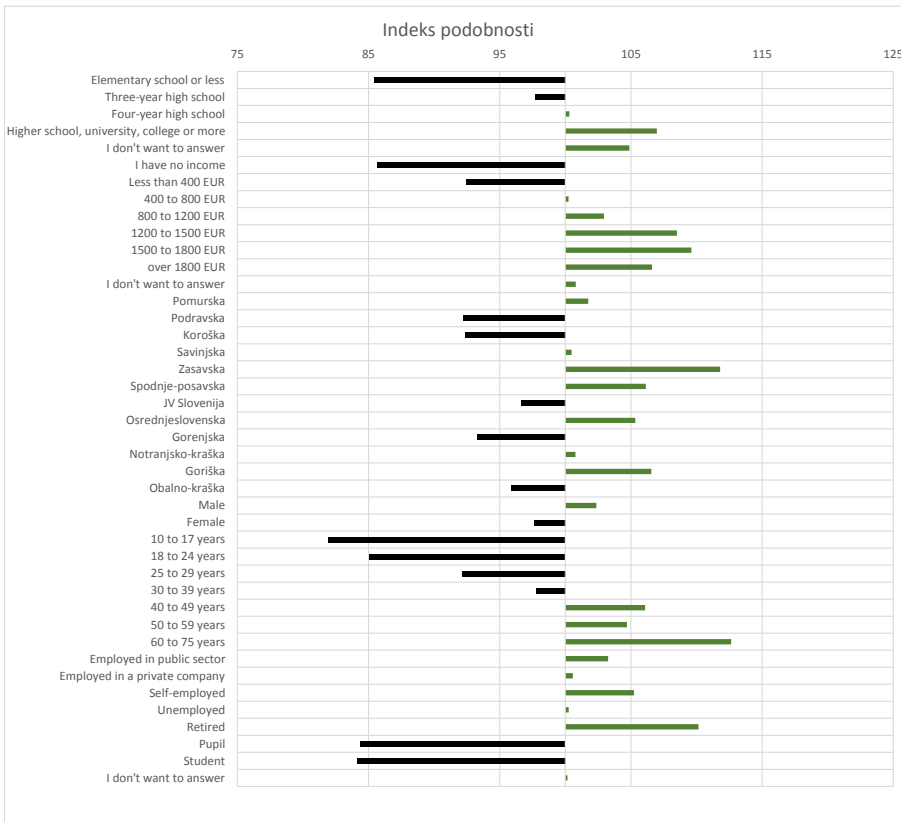


Note:

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 01.08. to 31.08.2017. 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 01.08. to 31.08.2017. 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),