



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: September 2017

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2017.	1 583 496	169 307	13,1%	316 331	9,4	1,9
2.9.2017.	1 323 677	147 731	11,5%	252 370	9,0	1,7
3.9.2017.	1 352 811	151 236	11,7%	261 691	8,9	1,7
4.9.2017.	1 534 238	161 911	12,6%	303 441	9,5	1,9
5.9.2017.	1 609 318	176 785	13,7%	323 969	9,1	1,8
6.9.2017.	1 604 189	174 736	13,5%	325 303	9,2	1,9
7.9.2017.	1 649 719	169 214	13,1%	320 027	9,7	1,9
8.9.2017.	1 514 297	157 023	12,2%	291 995	9,6	1,9
9.9.2017.	1 308 946	151 901	11,8%	253 387	8,6	1,7
10.9.2017.	1 560 228	175 515	13,6%	308 944	8,9	1,8
11.9.2017.	1 591 233	173 474	13,5%	320 146	9,2	1,8
12.9.2017.	1 862 564	196 469	15,2%	370 056	9,5	1,9
13.9.2017.	1 708 227	197 615	15,3%	354 831	8,6	1,8
14.9.2017.	1 741 476	203 040	15,7%	371 897	8,6	1,8
15.9.2017.	1 891 347	226 965	17,6%	404 064	8,3	1,8
16.9.2017.	1 473 356	179 229	13,9%	299 613	8,2	1,7
17.9.2017.	1 577 752	193 030	15,0%	326 072	8,2	1,7
18.9.2017.	2 094 822	252 194	19,6%	453 758	8,3	1,8
19.9.2017.	2 107 669	310 143	24,1%	520 947	6,8	1,7
20.9.2017.	1 844 151	259 222	20,1%	433 109	7,1	1,7
21.9.2017.	1 572 535	178 415	13,8%	318 614	8,8	1,8
22.9.2017.	1 455 171	168 628	13,1%	297 234	8,6	1,8
23.9.2017.	1 173 707	138 358	10,7%	223 902	8,5	1,6
24.9.2017.	1 534 756	178 100	13,8%	306 597	8,6	1,7
25.9.2017.	1 752 357	191 502	14,9%	357 599	9,2	1,9
26.9.2017.	1 669 480	190 052	14,7%	346 804	8,8	1,8
27.9.2017.	1 614 459	181 895	14,1%	331 273	8,9	1,8
28.9.2017.	1 553 781	175 879	13,6%	316 501	8,8	1,8
29.9.2017.	1 455 005	164 784	12,8%	288 307	8,8	1,7
30.9.2017.	1 125 578	132 741	10,3%	214 739	8,5	1,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2017. - 3.9.2017.	4 260 052	280 925	21,8%	830 629	15,2	3,0
4.9.2017. - 10.9.2017.	10 780 594	364 052	28,2%	2 126 701	29,6	5,8
11.9.2017. - 17.9.2017.	11 845 839	438 736	34,0%	2 446 376	27,0	5,6
18.9.2017. - 24.9.2017.	11 781 996	489 679	38,0%	2 553 131	24,1	5,2
25.9.2017. - 30.9.2017.	9 170 636	368 547	28,6%	1 855 491	24,9	5,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2017. - 30.9.2017.	47 838 405	684 491	53,1%	9 810 730	69,9	14,3

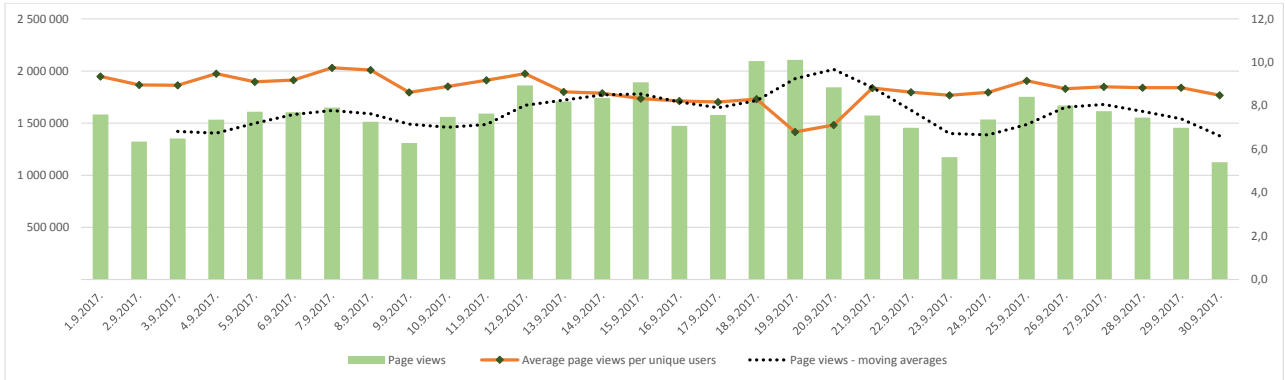
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,9%	91	7,5%
	Three-year high school	13,3%	98	10,8%
	Four-year high school	42,5%	99	45,4%
	Higher school, university, college or more	31,3%	107	35,6%
	I don't want to answer	1,0%	89	0,8%
Personal income	I have no income	9,8%	91	8,0%
	Less than 400 EUR	9,8%	93	4,7%
	400 to 800 EUR	25,8%	97	25,1%
	800 to 1200 EUR	26,5%	104	28,8%
	1200 to 1500 EUR	8,8%	106	11,0%
	1500 to 1800 EUR	4,5%	106	4,7%
	over 1800 EUR	5,7%	110	7,3%
	I don't want to answer	9,2%	102	10,4%
Region	Pomurska	6,6%	94	10,4%
	Podravska	14,2%	91	11,0%
	Koroška	2,9%	98	1,2%
	Savinjska	12,9%	102	14,7%
	Zasavska	2,6%	102	2,7%
	Spodnje-posavska	2,5%	97	3,1%
	JV Slovenija	6,9%	103	4,8%
	Osrednjeslovenska	28,3%	105	30,7%
	Gorenjska	9,0%	98	7,7%
	Notranjsko-kraška	2,5%	99	1,8%
	Goriška	6,8%	108	7,8%
	Obalno-kraška	4,8%	101	3,9%
	Male	50,9%	103	62,4%
	Female	49,1%	98	37,6%
Age	10 to 17 years	3,2%	83	1,4%
	18 to 24 years	9,9%	89	6,3%
	25 to 29 years	8,5%	97	7,0%
	30 to 39 years	25,0%	98	24,0%
	40 to 49 years	24,3%	105	24,4%
	50 to 59 years	17,3%	105	21,8%
	60 to 75 years	11,9%	108	15,1%
Employment status	Employed in public sector	15,6%	101	13,1%
	Employed in a private company	39,8%	102	43,8%
	Self-employed	10,0%	105	13,8%
	Unemployed	7,8%	96	7,5%
	Retired	12,1%	105	14,9%
	Pupil	4,4%	84	1,7%
	Student	9,1%	90	3,8%
	I don't want to answer	1,4%	100	1,3%

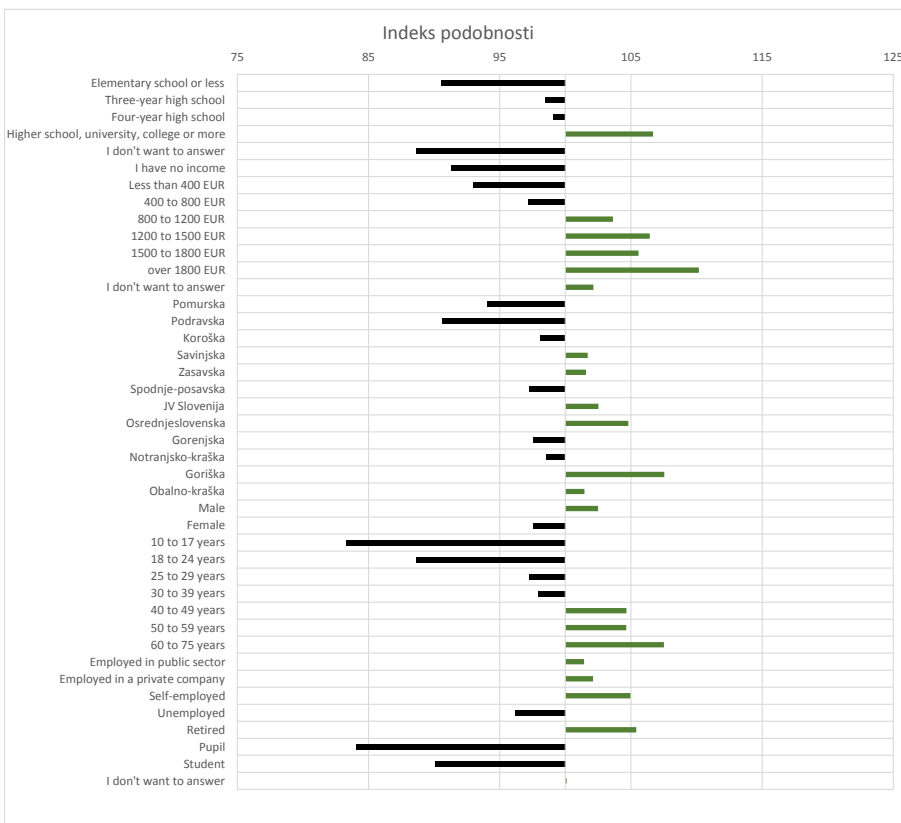


Note:

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 01.09. to 30.09.2017. 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 01.09. to 30.09.2017. 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),