



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 seznani z vsemi najpomembnejšimi novicami dneva (Aktualno, Iz minute v minuto, Pregled dneva, Urednikov izbor ...). Oglaševalcem so na voljo najnaprednejši oglasni 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: October 2017

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2017.	1 253 327	156 387	12,2%	251 266	8,0	1,6
2.10.2017.	1 606 477	193 448	15,1%	335 781	8,3	1,7
3.10.2017.	1 628 243	191 054	14,9%	328 353	8,5	1,7
4.10.2017.	1 700 483	217 136	16,9%	378 047	7,8	1,7
5.10.2017.	1 655 634	196 229	15,3%	343 790	8,4	1,8
6.10.2017.	1 681 059	194 820	15,2%	345 626	8,6	1,8
7.10.2017.	1 185 613	145 975	11,4%	234 107	8,1	1,6
8.10.2017.	1 324 667	164 080	12,8%	273 295	8,1	1,7
9.10.2017.	1 666 602	198 043	15,4%	348 701	8,4	1,8
10.10.2017.	1 689 719	198 379	15,5%	344 327	8,5	1,7
11.10.2017.	1 618 705	189 460	14,8%	328 909	8,5	1,7
12.10.2017.	1 545 173	183 533	14,3%	318 165	8,4	1,7
13.10.2017.	1 458 298	171 549	13,4%	295 403	8,5	1,7
14.10.2017.	1 150 813	141 873	11,1%	229 955	8,1	1,6
15.10.2017.	1 277 481	157 109	12,2%	257 904	8,1	1,6
16.10.2017.	1 613 113	186 631	14,5%	326 392	8,6	1,7
17.10.2017.	1 597 778	192 204	15,0%	341 117	8,3	1,8
18.10.2017.	1 653 020	194 141	15,1%	342 840	8,5	1,8
19.10.2017.	1 521 827	183 676	14,3%	318 232	8,3	1,7
20.10.2017.	1 491 584	181 394	14,1%	313 374	8,2	1,7
21.10.2017.	1 181 678	144 631	11,3%	236 487	8,2	1,6
22.10.2017.	1 619 238	203 329	15,8%	348 466	8,0	1,7
23.10.2017.	1 728 610	205 404	16,0%	365 005	8,4	1,8
24.10.2017.	1 524 741	179 920	14,0%	315 940	8,5	1,8
25.10.2017.	1 512 399	178 194	13,9%	308 050	8,5	1,7
26.10.2017.	1 463 640	171 086	13,3%	299 768	8,6	1,8
27.10.2017.	1 479 888	172 916	13,5%	303 091	8,6	1,8
28.10.2017.	1 237 741	149 643	11,7%	247 492	8,3	1,7
29.10.2017.	1 427 059	168 561	13,1%	294 977	8,5	1,7
30.10.2017.	1 364 375	154 345	12,0%	275 147	8,8	1,8
31.10.2017.	1 251 625	150 643	11,7%	248 680	8,3	1,7

Weekly reach (Slovenian visitors)

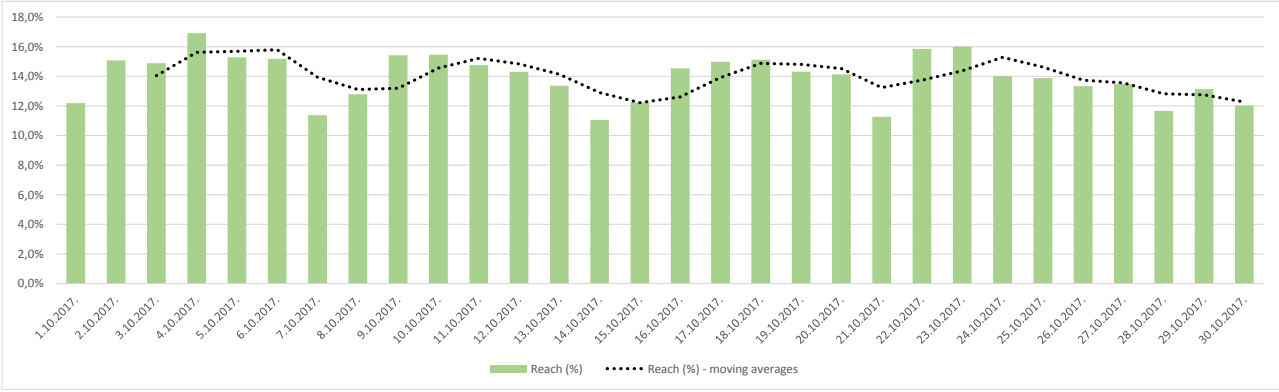
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2017. - 1.10.2017.	1 253 327	156 387	12,2%	251 266	8,0	1,6
2.10.2017. - 8.10.2017.	10 781 962	389 225	30,3%	2 239 029	27,7	5,8
9.10.2017. - 15.10.2017.	10 406 820	366 598	28,6%	2 123 409	28,4	5,8
16.10.2017. - 22.10.2017.	10 677 790	376 689	29,3%	2 226 746	28,3	5,9
23.10.2017. - 29.10.2017.	10 374 204	347 223	27,0%	2 134 416	29,9	6,1
30.10.2017. - 31.10.2017.	2 615 999	224 117	17,5%	523 842	11,7	2,3

Monthly reach (Slovenian visitors)

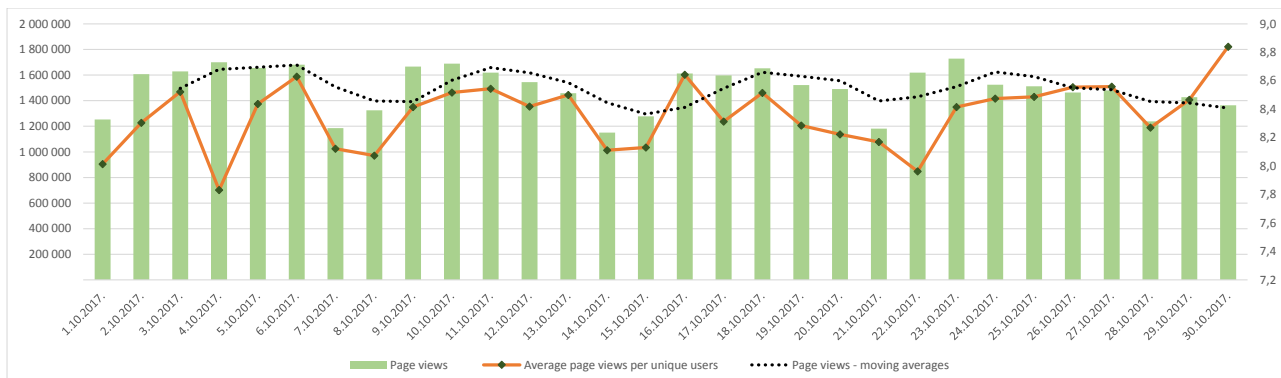
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2017. - 31.10.2017.	46 110 555	589 537	45,9%	9 498 920	78,2	16,1

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,4%	87	9,3%
	Three-year high school	13,0%	98	10,4%
	Four-year high school	43,2%	100	42,9%
	Higher school, university, college or more	31,3%	107	36,8%
Personal income	I don't want to answer	1,1%	101	0,6%
	I have no income	9,4%	90	7,2%
	Less than 400 EUR	9,8%	93	4,9%
	400 to 800 EUR	26,5%	100	25,2%
	800 to 1200 EUR	26,0%	101	27,9%
	1200 to 1500 EUR	8,9%	106	11,8%
	1500 to 1800 EUR	4,5%	105	5,1%
	over 1800 EUR	5,7%	110	7,8%
	I don't want to answer	9,1%	102	10,1%
Region	Pomurska	6,7%	95	8,6%
	Podravska	14,5%	92	9,7%
	Koroška	3,0%	99	1,1%
	Savinjska	12,4%	99	13,8%
	Zasavska	2,8%	107	3,1%
	Spodnje-posavska	2,5%	99	2,8%
	JV Slovenija	6,7%	98	5,3%
	Osrednjeslovenska	28,7%	107	34,1%
	Gorenjska	9,0%	98	8,1%
	Notranjsko-kraška	2,3%	94	1,6%
	Goriška	6,8%	107	8,4%
	Obalno-kraška	4,4%	96	3,3%
Gender	Male	50,5%	102	64,3%
	Female	49,5%	98	35,7%
Age	10 to 17 years	3,0%	81	2,2%
	18 to 24 years	9,7%	87	4,4%
	25 to 29 years	8,4%	96	5,7%
	30 to 39 years	25,2%	99	24,7%
	40 to 49 years	24,0%	103	24,2%
	50 to 59 years	17,4%	106	23,0%
	60 to 75 years	12,3%	109	15,8%
Employment status	Employed in public sector	15,7%	101	12,2%
	Employed in a private company	39,4%	101	44,9%
	Self-employed	10,0%	105	14,7%
	Unemployed	7,7%	96	6,1%
	Retired	12,5%	108	15,0%
	Pupil	3,9%	79	2,4%
	Student	9,5%	94	3,6%
	I don't want to answer	1,4%	104	1,2%



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.

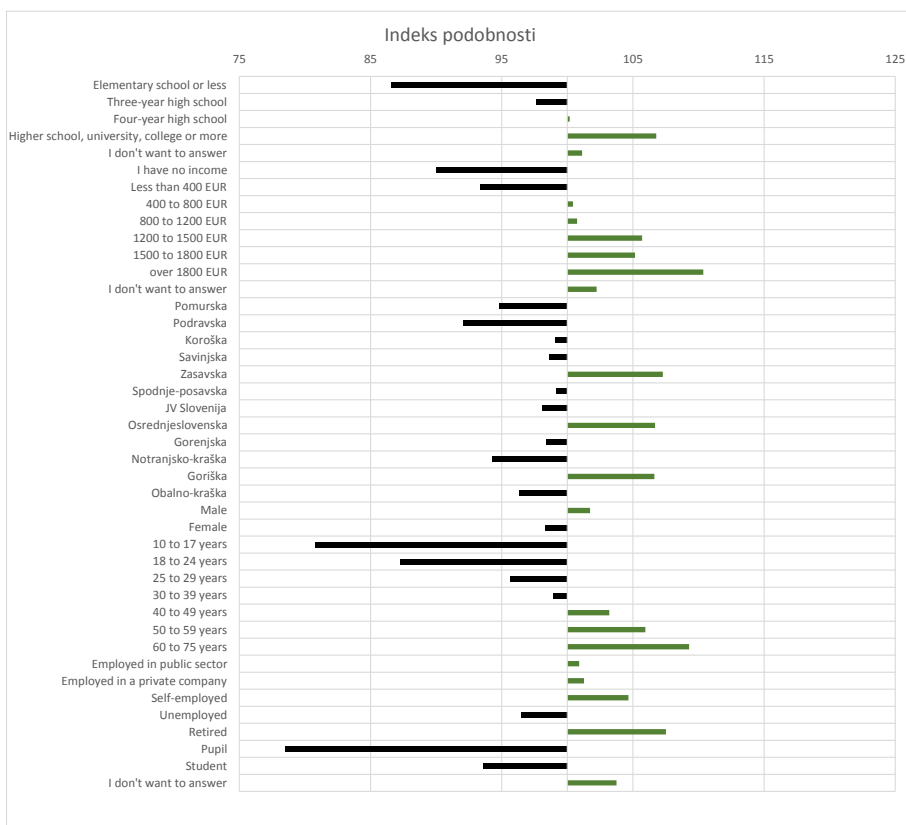


Note:

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 01.10. to 31.10.2017. 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 01.10. to 31.10.2017. Reach shows number 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 devices 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 period. 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. Visits 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 user.

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 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.

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 views (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 condition must be fulfilled (n=80),