



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: November 2017

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2017.	1 304 374	162 357	12,6%	271 668	8,0	1,7
2.11.2017.	1 548 738	180 550	14,1%	324 915	8,6	1,8
3.11.2017.	1 510 242	176 808	13,8%	314 010	8,5	1,8
4.11.2017.	1 251 600	152 931	11,9%	252 908	8,2	1,7
5.11.2017.	1 399 744	167 277	13,0%	283 948	8,4	1,7
6.11.2017.	1 707 905	197 395	15,4%	351 744	8,7	1,8
7.11.2017.	1 650 963	186 295	14,5%	326 720	8,9	1,8
8.11.2017.	1 542 350	177 839	13,9%	309 565	8,7	1,7
9.11.2017.	1 552 394	176 273	13,7%	305 519	8,8	1,7
10.11.2017.	1 460 636	171 671	13,4%	297 583	8,5	1,7
11.11.2017.	1 248 653	152 390	11,9%	248 308	8,2	1,6
12.11.2017.	1 503 218	191 317	14,9%	326 831	7,9	1,7
13.11.2017.	1 800 870	210 805	16,4%	383 479	8,5	1,8
14.11.2017.	1 660 107	197 370	15,4%	348 848	8,4	1,8
15.11.2017.	1 597 931	187 935	14,6%	328 412	8,5	1,7
16.11.2017.	1 530 423	177 681	13,8%	310 452	8,6	1,7
17.11.2017.	1 502 888	174 134	13,6%	304 963	8,6	1,8
18.11.2017.	1 246 588	149 974	11,7%	250 521	8,3	1,7
19.11.2017.	1 377 111	174 174	13,6%	290 436	7,9	1,7
20.11.2017.	1 644 068	191 300	14,9%	342 204	8,6	1,8
21.11.2017.	1 629 609	187 738	14,6%	332 303	8,7	1,8
22.11.2017.	1 575 125	183 864	14,3%	324 469	8,6	1,8
23.11.2017.	1 572 739	184 352	14,4%	324 499	8,5	1,8
24.11.2017.	1 467 556	166 318	13,0%	289 674	8,8	1,7
25.11.2017.	1 288 927	153 723	12,0%	259 899	8,4	1,7
26.11.2017.	1 494 502	177 980	13,9%	317 577	8,4	1,8
27.11.2017.	1 639 372	188 808	14,7%	338 370	8,7	1,8
28.11.2017.	1 654 320	184 735	14,4%	326 543	9,0	1,8
29.11.2017.	1 805 600	201 563	15,7%	362 498	9,0	1,8
30.11.2017.	1 676 418	184 687	14,4%	327 421	9,1	1,8

Weekly reach (Slovenian visitors)

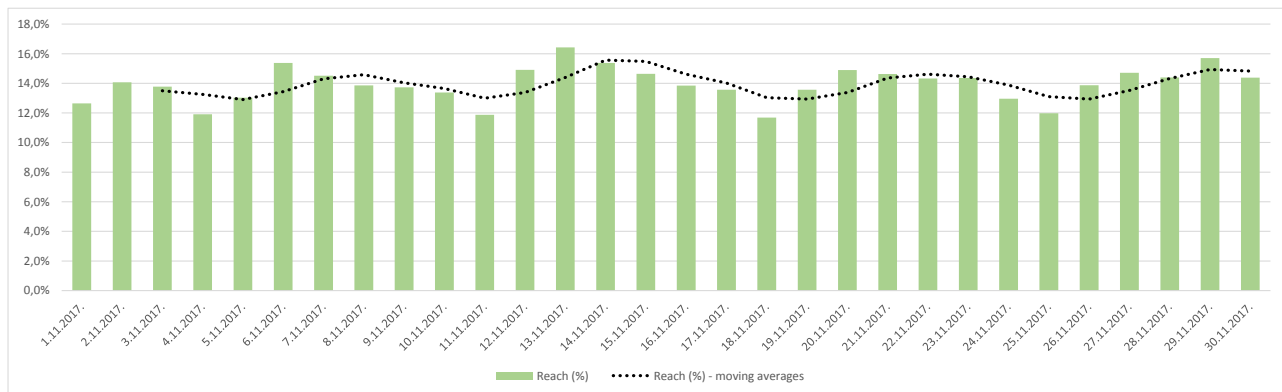
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2017. - 5.11.2017.	7 014 516	343 511	26,8%	1 447 513	20,4	4,2
6.11.2017. - 12.11.2017.	10 665 652	354 333	27,6%	2 165 577	30,1	6,1
13.11.2017. - 19.11.2017.	10 715 608	366 677	28,6%	2 217 076	29,2	6,0
20.11.2017. - 26.11.2017.	10 672 192	361 940	28,2%	2 190 298	29,5	6,1
27.11.2017. - 30.11.2017.	6 777 844	328 061	25,6%	1 355 371	20,7	4,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2017. - 30.11.2017.	45 847 562	562 924	43,9%	9 376 529	81,4	16,7

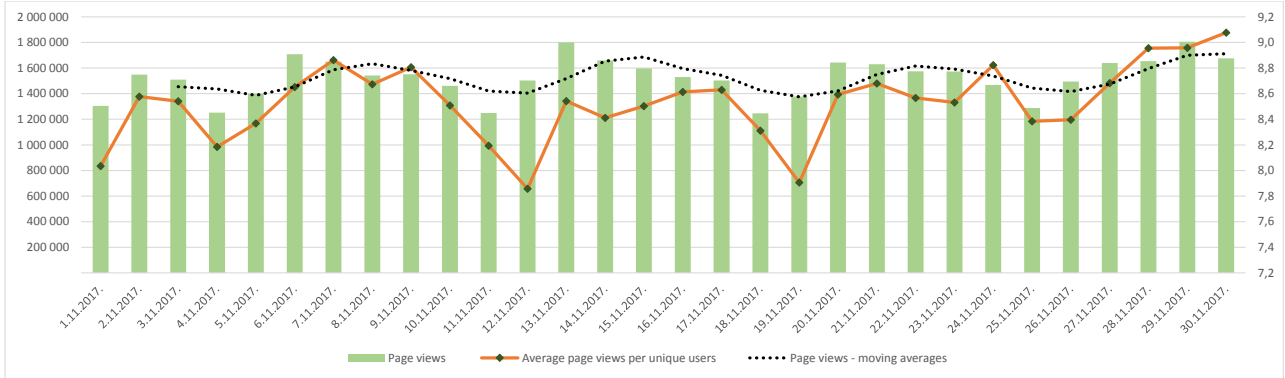
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,6%	87	9,0%
	Three-year high school	12,8%	96	11,6%
	Four-year high school	42,1%	100	44,9%
	Higher school, university, college or more	31,4%	107	33,8%
	I don't want to answer	1,1%	106	0,7%
Personal income	I have no income	10,0%	90	6,2%
	Less than 400 EUR	9,9%	93	5,5%
	400 to 800 EUR	26,0%	100	26,1%
	800 to 1200 EUR	25,7%	102	29,1%
	1200 to 1500 EUR	8,9%	104	10,8%
	1500 to 1800 EUR	4,6%	104	5,4%
	over 1800 EUR	5,8%	115	6,9%
	I don't want to answer	9,1%	102	10,1%
Region	Pomurska	6,6%	100	8,4%
	Podravska	15,0%	95	9,8%
	Koroška	2,9%	92	2,3%
	Savinjska	12,7%	101	15,8%
	Zasavska	2,4%	94	2,7%
	Spodnje-posavska	2,6%	100	2,7%
	JV Slovenija	6,8%	101	5,7%
	Osrednjeslovenska	28,6%	104	30,3%
	Gorenjska	9,3%	96	8,8%
	Notranjsko-kraška	2,2%	93	2,5%
	Goriška	6,5%	105	8,1%
	Obalno-kraška	4,5%	100	2,9%
	Gender	Male	49,9%	101
Female		50,1%	99	33,4%
Age	10 to 17 years	3,8%	83	1,7%
	18 to 24 years	10,3%	90	6,0%
	25 to 29 years	8,7%	96	7,1%
	30 to 39 years	23,9%	96	22,5%
	40 to 49 years	23,6%	104	25,4%
	50 to 59 years	17,1%	106	20,4%
	60 to 75 years	12,7%	113	16,9%
Employment status	Employed in public sector	15,5%	101	12,3%
	Employed in a private company	38,4%	100	42,8%
	Self-employed	9,8%	106	14,3%
	Unemployed	7,7%	96	5,9%
	Retired	12,9%	112	16,5%
	Pupil	4,9%	83	2,0%
	Student	9,6%	93	5,4%
	I don't want to answer	1,2%	98	0,9%

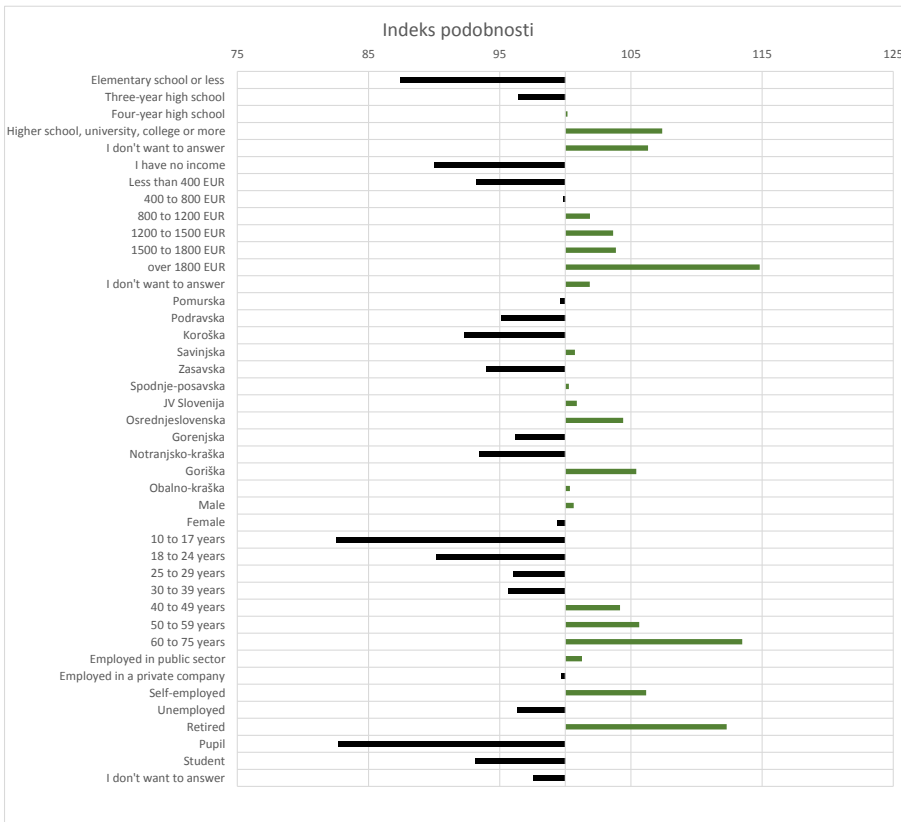


Note:

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 01.11. to 30.11.2017. 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 01.11. to 30.11.2017. 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),