



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: December 2017

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2017.	1 552 095	168 714	13,1%	301 809	9,2	1,8
2.12.2017.	1 352 427	149 427	11,6%	252 859	9,1	1,7
3.12.2017.	1 419 162	158 252	12,3%	277 556	9,0	1,8
4.12.2017.	1 669 425	183 773	14,3%	326 042	9,1	1,8
5.12.2017.	1 572 995	176 723	13,8%	312 115	8,9	1,8
6.12.2017.	1 604 592	182 624	14,2%	322 010	8,8	1,8
7.12.2017.	1 629 301	185 450	14,4%	328 645	8,8	1,8
8.12.2017.	1 570 869	178 758	13,9%	324 230	8,8	1,8
9.12.2017.	1 334 860	158 922	12,4%	276 405	8,4	1,7
10.12.2017.	1 619 837	216 093	16,8%	370 113	7,5	1,7
11.12.2017.	1 772 429	203 101	15,8%	370 528	8,7	1,8
12.12.2017.	1 677 911	197 903	15,4%	356 941	8,5	1,8
13.12.2017.	1 623 322	193 194	15,1%	339 648	8,4	1,8
14.12.2017.	1 528 781	185 012	14,4%	324 671	8,3	1,8
15.12.2017.	1 561 347	187 448	14,6%	334 024	8,3	1,8
16.12.2017.	1 227 482	144 669	11,3%	248 795	8,5	1,7
17.12.2017.	1 339 802	160 050	12,5%	280 184	8,4	1,8
18.12.2017.	1 652 780	189 699	14,8%	345 130	8,7	1,8
19.12.2017.	1 599 142	184 961	14,4%	335 802	8,6	1,8
20.12.2017.	1 592 235	184 504	14,4%	330 966	8,6	1,8
21.12.2017.	1 494 879	170 598	13,3%	301 884	8,8	1,8
22.12.2017.	1 445 831	163 139	12,7%	289 448	8,9	1,8
23.12.2017.	1 221 927	141 564	11,0%	236 911	8,6	1,7
24.12.2017.	1 216 032	139 957	10,9%	236 138	8,7	1,7
25.12.2017.	1 316 458	152 467	11,9%	259 010	8,6	1,7
26.12.2017.	1 398 193	156 847	12,2%	275 109	8,9	1,8
27.12.2017.	1 581 432	173 123	13,5%	316 574	9,1	1,8
28.12.2017.	1 629 794	178 956	13,9%	327 045	9,1	1,8
29.12.2017.	1 480 959	169 989	13,2%	307 279	8,7	1,8
30.12.2017.	1 341 878	156 931	12,2%	269 392	8,6	1,7
31.12.2017.	1 261 624	140 750	11,0%	239 137	9,0	1,7

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2017. - 3.12.2017.	4 323 635	274 201	21,4%	832 250	15,8	3,0
4.12.2017. - 10.12.2017.	11 002 185	373 161	29,1%	2 259 154	29,5	6,1
11.12.2017. - 17.12.2017.	10 730 884	368 090	28,7%	2 254 917	29,2	6,1
18.12.2017. - 24.12.2017.	10 222 697	338 139	26,3%	2 076 407	30,2	6,1
25.12.2017. - 31.12.2017.	10 010 171	344 866	26,9%	1 993 691	29,0	5,8

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2017. - 31.12.2017.	46 291 176	555 153	43,2%	9 416 058	83,4	17,0

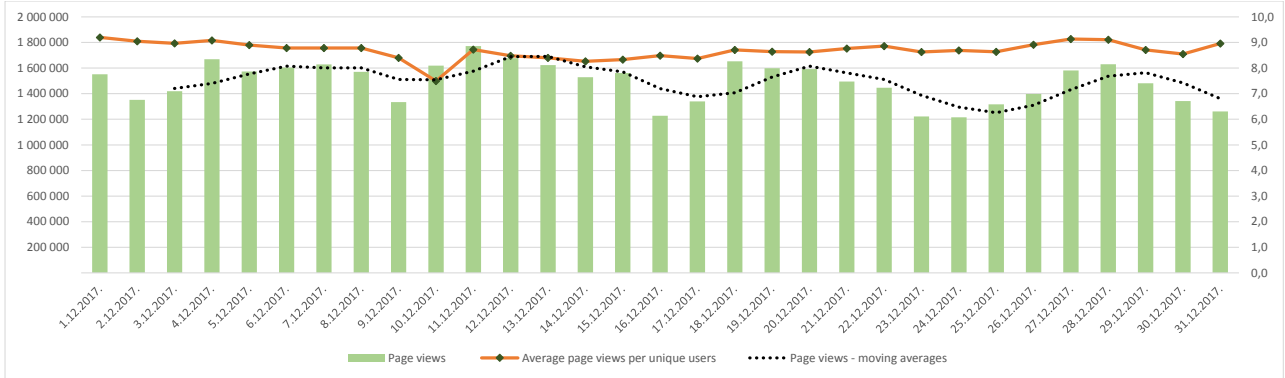
## Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,0%	94	8,2%
	Three-year high school	12,6%	96	11,3%
	Four-year high school	41,8%	98	45,1%
	Higher school, university, college or more	31,5%	107	34,6%
Personal income	I don't want to answer	1,0%	99	0,8%
	I have no income	9,5%	85	6,9%
	less than 400 EUR	10,4%	98	5,4%
	400 to 800 EUR	26,3%	101	25,5%
	800 to 1200 EUR	25,6%	101	29,2%
	1200 to 1500 EUR	9,2%	108	11,3%
	1500 to 1800 EUR	4,7%	106	5,3%
	over 1800 EUR	5,4%	110	6,7%
Region	I don't want to answer	9,0%	100	9,7%
	Pomurska	6,8%	99	8,3%
	Podravska	15,0%	94	9,5%
	Koroška	3,1%	98	1,5%
	Savinjska	12,3%	98	14,1%
	Zasavska	2,5%	98	3,0%
	Spodnje-posavska	2,8%	106	2,9%
	JV Slovenija	6,7%	100	6,3%
	Osrednjeslovenska	28,4%	104	32,1%
	Gorenjska	9,4%	99	8,6%
	Notranjsko-kraška	2,1%	92	2,2%
	Goriška	6,5%	109	8,1%
	Obalno-kraška	4,4%	97	3,4%
Gender	Male	50,0%	102	66,1%
	Female	50,0%	98	33,9%
Age	10 to 17 years	2,6%	82	1,0%
	18 to 24 years	9,7%	89	5,6%
	25 to 29 years	8,7%	98	5,1%
	30 to 39 years	23,5%	97	22,5%
	40 to 49 years	23,5%	101	25,1%
	50 to 59 years	18,0%	106	20,8%
	60 to 75 years	13,8%	111	17,8%
Employment status	Employed in public sector	15,4%	100	12,2%
	Employed in a private company	38,7%	100	41,9%
	Self-employed	9,7%	107	13,7%
	Unemployed	7,8%	99	6,9%
	Retired	12,8%	111	17,3%
	Pupil	5,0%	88	1,7%
	Student	9,3%	88	5,2%
	I don't want to answer	1,3%	100	1,1%

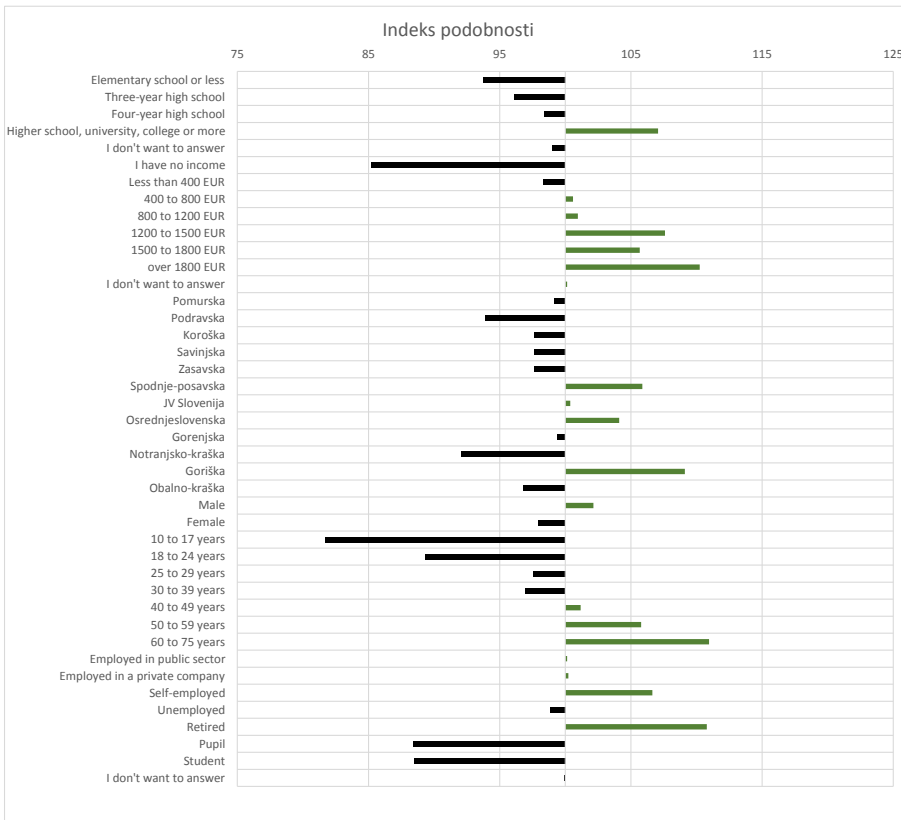


**Note:**

**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 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 01.12. to 31.12.2017. 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 01.12. to 31.12.2017. 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),