



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: January 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2018.	1 581 742	168 931	13,0%	303 964	9,4	1,8
2.1.2018.	1 570 379	181 275	14,0%	307 596	8,7	1,7
3.1.2018.	1 870 856	207 059	16,0%	377 135	9,0	1,8
4.1.2018.	1 808 804	206 003	15,9%	365 126	8,8	1,8
5.1.2018.	1 760 500	199 655	15,4%	350 667	8,8	1,8
6.1.2018.	1 459 761	174 581	13,5%	293 073	8,4	1,7
7.1.2018.	1 521 650	183 503	14,1%	310 107	8,3	1,7
8.1.2018.	1 802 267	206 524	15,9%	363 410	8,7	1,8
9.1.2018.	1 815 739	210 820	16,3%	372 045	8,6	1,8
10.1.2018.	1 829 148	210 717	16,2%	370 308	8,7	1,8
11.1.2018.	1 827 774	218 620	16,9%	385 817	8,4	1,8
12.1.2018.	1 762 742	210 723	16,2%	374 474	8,4	1,8
13.1.2018.	1 593 759	204 024	15,7%	339 915	7,8	1,7
14.1.2018.	1 679 729	204 790	15,8%	342 742	8,2	1,7
15.1.2018.	1 924 088	225 025	17,3%	405 976	8,6	1,8
16.1.2018.	1 987 977	229 745	17,7%	419 518	8,7	1,8
17.1.2018.	1 915 800	222 393	17,1%	405 592	8,6	1,8
18.1.2018.	1 796 666	214 990	16,6%	385 980	8,4	1,8
19.1.2018.	1 831 878	218 160	16,8%	405 969	8,4	1,9
20.1.2018.	1 466 679	187 859	14,5%	309 935	7,8	1,6
21.1.2018.	1 540 348	193 702	14,9%	325 804	8,0	1,7
22.1.2018.	1 762 011	207 535	16,0%	369 201	8,5	1,8
23.1.2018.	1 910 292	222 516	17,2%	412 407	8,6	1,9
24.1.2018.	1 889 616	227 260	17,5%	417 352	8,3	1,8
25.1.2018.	1 736 031	205 726	15,9%	366 995	8,4	1,8
26.1.2018.	1 744 109	203 453	15,7%	367 180	8,6	1,8
27.1.2018.	1 371 044	173 175	13,3%	287 621	7,9	1,7
28.1.2018.	1 458 407	184 221	14,2%	309 257	7,9	1,7
29.1.2018.	1 742 790	208 260	16,1%	370 554	8,4	1,8
30.1.2018.	1 666 984	207 717	16,0%	366 233	8,0	1,8
31.1.2018.	1 700 159	209 969	16,2%	372 871	8,1	1,8

Weekly reach (Slovenian visitors)

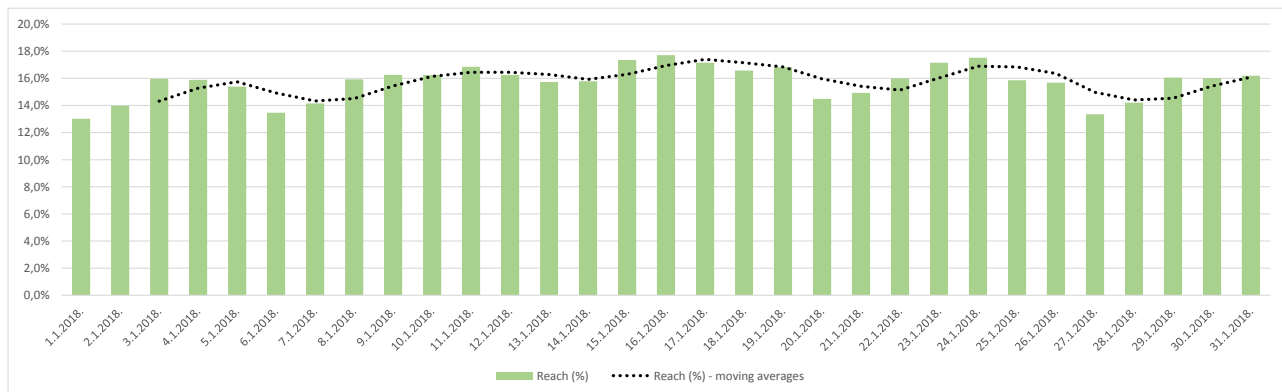
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2018. - 7.1.2018.	11 573 549	376 617	29,0%	2 307 733	31,0	6,0
8.1.2018. - 14.1.2018.	12 310 978	401 217	30,9%	2 548 542	31,0	6,0
15.1.2018. - 21.1.2018.	12 463 304	405 561	31,3%	2 658 876	31,0	7,0
22.1.2018. - 28.1.2018.	11 871 186	394 930	30,4%	2 529 915	30,0	6,0
29.1.2018. - 31.1.2018.	5 109 910	332 186	25,6%	1 109 675	15,0	3,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2018. - 31.1.2018.	53 329 082	591 828	45,6%	11 154 678	90,0	19,0

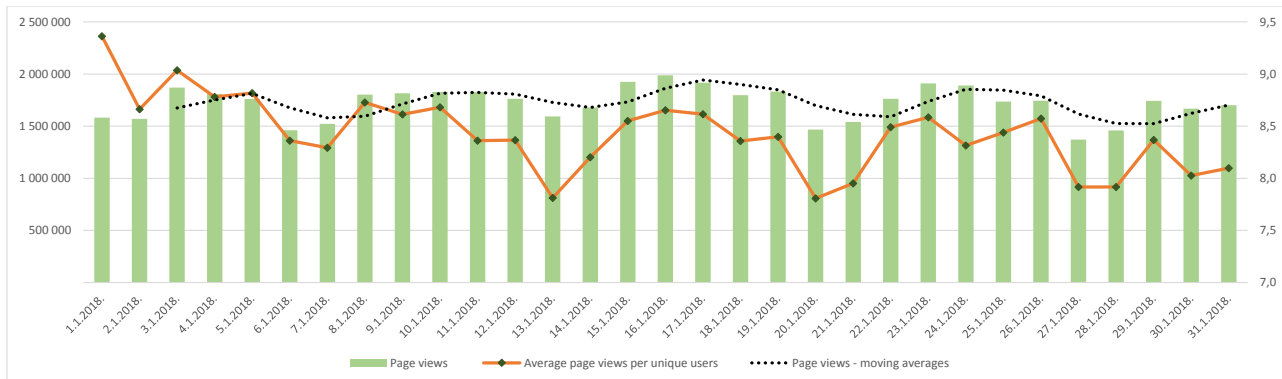
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,3%	90	9,5%
	Three-year high school	12,6%	97	10,2%
	Four-year high school	41,9%	100	45,3%
	Higher school, university, college or more	31,2%	107	34,3%
Personal income	I don't want to answer	1,0%	99	0,7%
	I have no income	9,7%	87	8,0%
	less than 400 EUR	10,3%	93	6,1%
	400 to 800 EUR	26,3%	101	25,7%
	800 to 1200 EUR	25,7%	102	28,4%
	1200 to 1500 EUR	9,0%	109	10,3%
	1500 to 1800 EUR	4,5%	105	6,6%
	over 1800 EUR	5,7%	116	6,7%
Region	I don't want to answer	8,8%	99	8,3%
	Pomurska	6,3%	98	8,0%
	Podravska	14,5%	92	9,9%
	Koroška	3,0%	89	2,3%
	Savinjska	12,4%	99	12,1%
	Zasavska	2,4%	97	3,1%
	Spodnje-posavska	3,0%	105	3,2%
	JV Slovenija	7,0%	103	5,7%
	Osrednjeslovenska	28,7%	106	34,2%
	Gorenjska	9,8%	100	8,1%
	Notranjsko-kraška	2,2%	97	2,1%
	Goriška	6,1%	103	8,1%
	Obalno-kraška	4,6%	99	3,1%
Gender	Male	50,2%	102	63,6%
	Female	49,8%	98	36,4%
Age	10 to 17 years	2,7%	81	0,9%
	18 to 24 years	9,7%	83	6,2%
	25 to 29 years	8,2%	93	4,9%
	30 to 39 years	23,5%	99	24,5%
	40 to 49 years	24,1%	105	24,9%
	50 to 59 years	18,2%	107	20,0%
	60 to 75 years	13,3%	110	16,6%
Employment status	Employed in public sector	16,2%	106	13,1%
	Employed in a private company	39,2%	102	42,3%
	Self-employed	9,5%	105	12,0%
	Unemployed	7,2%	95	7,7%
	Retired	12,4%	108	16,0%
	Pupil	5,1%	81	1,9%
	Student	9,2%	86	5,7%
	I don't want to answer	1,2%	99	1,2%

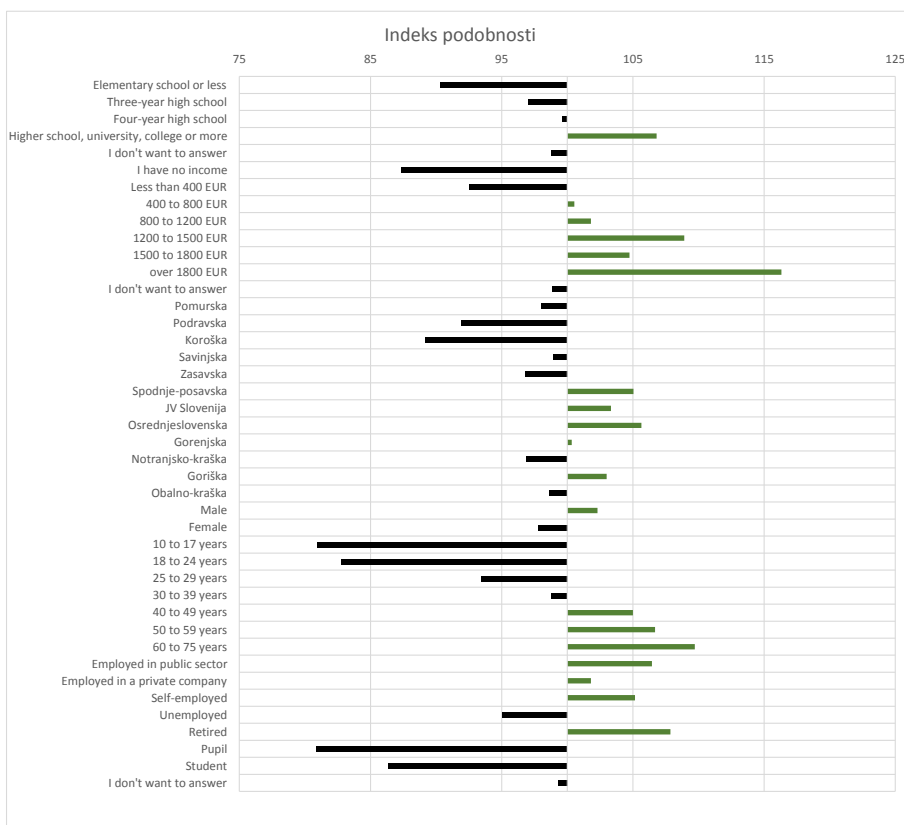


Note:

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 01.01. to 31.01.2018. 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 01.01. to 31.01.2018. 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),