



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 kontekst mesta tako, da sočasno zagotavljajo učinke za oglaševalce in niso moteči za uporabnike.

Period: February 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2018.	1 636 914	192 346	14,8%	343 653	8,5	1,8
2.2.2018.	1 427 768	163 430	12,6%	297 804	8,7	1,8
3.2.2018.	1 469 572	177 957	13,7%	304 618	8,3	1,7
4.2.2018.	1 488 283	185 013	14,3%	312 273	8,0	1,7
5.2.2018.	1 736 997	204 929	15,8%	368 249	8,5	1,8
6.2.2018.	1 677 786	206 868	15,9%	363 817	8,1	1,8
7.2.2018.	1 721 184	205 153	15,8%	363 621	8,4	1,8
8.2.2018.	1 544 148	198 396	15,3%	330 438	7,8	1,7
9.2.2018.	1 690 779	198 340	15,3%	355 224	8,5	1,8
10.2.2018.	1 495 048	179 363	13,8%	302 160	8,3	1,7
11.2.2018.	1 612 656	197 166	15,2%	330 562	8,2	1,7
12.2.2018.	1 967 264	225 091	17,4%	410 891	8,7	1,8
13.2.2018.	1 845 921	211 371	16,3%	376 343	8,7	1,8
14.2.2018.	1 811 817	213 624	16,5%	384 816	8,5	1,8
15.2.2018.	1 907 229	216 701	16,7%	397 078	8,8	1,8
16.2.2018.	1 772 204	204 755	15,8%	372 084	8,7	1,8
17.2.2018.	1 524 875	189 736	14,6%	319 841	8,0	1,7
18.2.2018.	1 625 591	193 269	14,9%	331 887	8,4	1,7
19.2.2018.	1 834 646	212 293	16,4%	384 253	8,6	1,8
20.2.2018.	1 844 041	215 829	16,6%	387 379	8,5	1,8
21.2.2018.	1 791 834	210 118	16,2%	381 037	8,5	1,8
22.2.2018.	1 876 800	228 476	17,6%	410 117	8,2	1,8
23.2.2018.	1 850 331	208 964	16,1%	377 347	8,9	1,8
24.2.2018.	1 603 381	209 832	16,2%	341 054	7,6	1,6
25.2.2018.	1 662 203	216 488	16,7%	352 477	7,7	1,6
26.2.2018.	1 945 877	230 303	17,8%	413 565	8,4	1,8
27.2.2018.	1 983 299	229 823	17,7%	411 809	8,6	1,8
28.2.2018.	1 837 971	215 965	16,6%	387 171	8,5	1,8

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2018. - 4.2.2018.	6 021 558	319 600	24,6%	1 258 111	18,8	3,9
5.2.2018. - 11.2.2018.	11 478 491	392 953	30,3%	2 414 361	29,2	6,1
12.2.2018. - 18.2.2018.	12 454 808	398 690	30,7%	2 592 887	31,2	6,5
19.2.2018. - 25.2.2018.	12 462 951	423 514	32,6%	2 633 571	29,4	6,2
26.2.2018. - 28.2.2018.	5 767 139	363 061	28,0%	1 212 527	15,9	3,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2018. - 28.2.2018.	48 186 919	592 631	45,7%	10 111 556	81,3	17,1

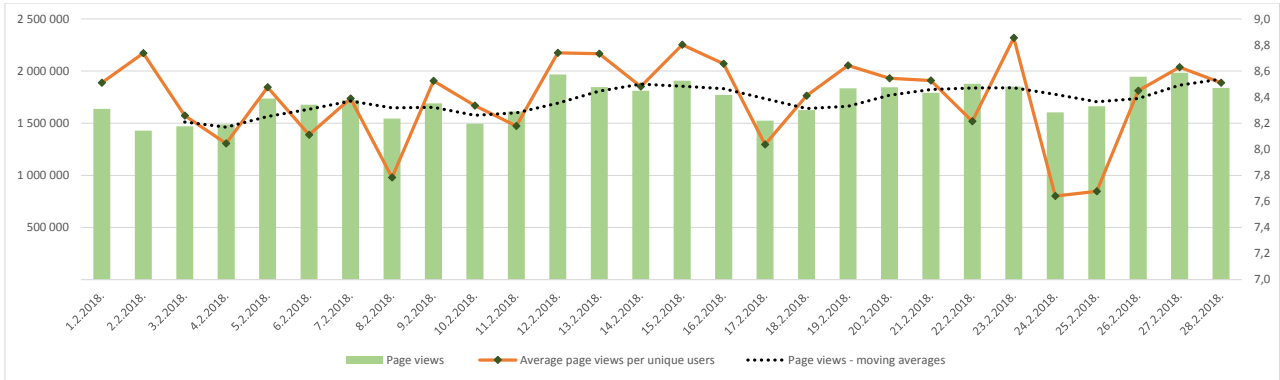
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,4%	98	11,9%
	Three-year high school	12,5%	96	11,5%
	Four-year high school	41,5%	99	41,4%
	Higher school, university, college or more	30,7%	105	34,3%
	I don't want to answer	0,9%	93	1,0%
Personal income	I have no income	10,1%	91	7,8%
	Less than 400 EUR	10,6%	95	6,9%
	400 to 800 EUR	26,2%	101	24,2%
	800 to 1200 EUR	25,0%	99	26,3%
	1200 to 1500 EUR	8,7%	104	9,7%
	1500 to 1800 EUR	4,7%	106	6,7%
	over 1800 EUR	5,6%	112	9,2%
Region	I don't want to answer	9,2%	104	9,1%
	Pomurska	6,2%	97	9,1%
	Podravska	15,2%	97	9,6%
	Koroška	3,3%	101	1,6%
	Savinjska	12,6%	99	11,0%
	Zasavska	2,5%	100	3,2%
	Spodnje-posavska	3,1%	104	3,4%
	JV Slovenija	6,7%	103	5,0%
	Osrednjeslovenska	28,5%	104	35,8%
	Gorenjska	10,0%	102	8,9%
	Notranjsko-kraška	2,1%	93	2,0%
	Goriška	5,5%	97	7,1%
	Obalno-kraška	4,4%	92	3,2%
	Gender	Male	50,1%	102
Female		49,9%	98	37,5%
Age	10 to 17 years	3,0%	92	1,1%
	18 to 24 years	10,7%	92	6,7%
	25 to 29 years	8,0%	90	4,5%
	30 to 39 years	23,0%	96	23,1%
	40 to 49 years	23,4%	102	25,7%
	50 to 59 years	18,0%	107	19,4%
Employment status	60 to 75 years	13,6%	110	16,1%
	Employed in public sector	15,4%	100	13,3%
	Employed in a private company	39,2%	102	42,4%
	Self-employed	9,3%	105	11,8%
	Unemployed	6,9%	92	7,3%
	Retired	12,5%	108	17,0%
	Pupil	5,5%	89	2,6%
	Student	9,9%	93	4,8%
	I don't want to answer	1,3%	104	0,9%

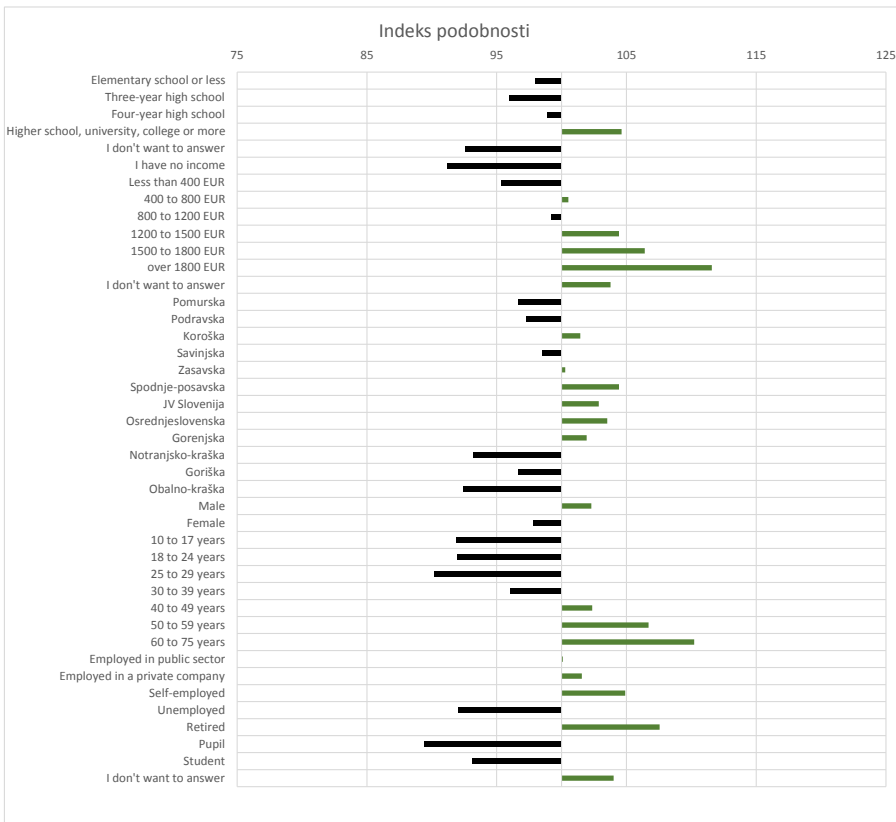


Note:

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 01.02. do 28.02.2018. 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 01.02. do 28.02.2018. 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),