



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: March 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2018.	1 804 331	210 567	16,2%	373 636	8,6	1,8
2.3.2018.	1 777 874	206 905	15,9%	372 504	8,6	1,8
3.3.2018.	1 458 186	180 790	13,9%	303 723	8,1	1,7
4.3.2018.	1 537 250	188 528	14,5%	316 808	8,2	1,7
5.3.2018.	1 883 389	218 854	16,9%	390 936	8,6	1,8
6.3.2018.	1 844 524	221 661	17,1%	394 917	8,3	1,8
7.3.2018.	1 784 431	209 674	16,2%	373 549	8,5	1,8
8.3.2018.	1 714 078	202 246	15,6%	358 100	8,5	1,8
9.3.2018.	1 710 301	205 209	15,8%	363 507	8,3	1,8
10.3.2018.	1 391 626	174 538	13,5%	286 331	8,0	1,6
11.3.2018.	1 523 329	189 421	14,6%	321 611	8,0	1,7
12.3.2018.	1 836 985	210 169	16,2%	373 879	8,7	1,8
13.3.2018.	1 798 477	209 632	16,2%	377 986	8,6	1,8
14.3.2018.	1 830 342	216 787	16,7%	394 935	8,4	1,8
15.3.2018.	1 808 309	215 811	16,6%	388 974	8,4	1,8
16.3.2018.	1 809 151	207 020	16,0%	374 018	8,7	1,8
17.3.2018.	1 655 637	204 571	15,8%	347 378	8,1	1,7
18.3.2018.	1 800 486	228 668	17,6%	384 877	7,9	1,7
19.3.2018.	2 113 054	242 061	18,7%	439 712	8,7	1,8
20.3.2018.	2 002 247	236 290	18,2%	428 749	8,5	1,8
21.3.2018.	1 901 514	225 770	17,4%	408 304	8,4	1,8
22.3.2018.	1 860 914	225 012	17,3%	409 147	8,3	1,8
23.3.2018.	1 855 338	230 917	17,8%	412 363	8,0	1,8
24.3.2018.	1 562 027	204 977	15,8%	344 606	7,6	1,7
25.3.2018.	1 655 222	228 189	17,6%	381 715	7,3	1,7
26.3.2018.	1 891 122	231 148	17,8%	415 607	8,2	1,8
27.3.2018.	1 878 323	227 667	17,5%	412 176	8,3	1,8
28.3.2018.	1 736 396	208 920	16,1%	373 141	8,3	1,8
29.3.2018.	1 880 431	251 628	19,4%	436 542	7,5	1,7
30.3.2018.	1 801 396	237 014	18,3%	408 075	7,6	1,7
31.3.2018.	1 557 826	215 548	16,6%	357 736	7,2	1,7

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2018. - 4.3.2018.	6 577 512	362 331	27,9%	1 366 657	18,2	3,8
5.3.2018. - 11.3.2018.	11 851 531	396 421	30,6%	2 488 985	29,9	6,3
12.3.2018. - 18.3.2018.	12 539 279	412 791	31,8%	2 641 975	30,4	6,4
19.3.2018. - 25.3.2018.	12 950 038	440 184	33,9%	2 824 202	29,4	6,4
26.3.2018. - 31.3.2018.	10 745 355	455 327	35,1%	2 403 178	23,6	5,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2018. - 31.3.2018.	54 663 856	629 946	48,6%	11 726 669	86,8	18,6

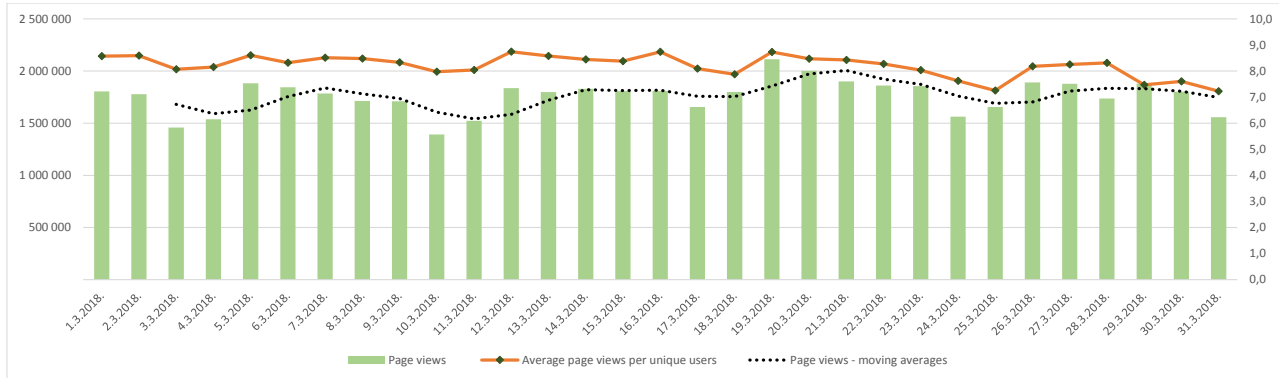
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,4%	98	10,7%	
	Three-year high school	12,4%	97	11,5%	
	Four-year high school	41,7%	99	42,6%	
	Higher school, university, college or more	30,7%	105	34,4%	
	I don't want to answer	0,9%	83	0,9%	
Personal income	I have no income	10,7%	93	7,3%	
	Less than 400 EUR	9,9%	92	7,8%	
	400 to 800 EUR	26,2%	100	24,8%	
	800 to 1200 EUR	25,0%	99	26,9%	
	1200 to 1500 EUR	8,6%	105	10,1%	
	1500 to 1800 EUR	4,7%	107	5,5%	
	over 1800 EUR	5,6%	114	8,7%	
Region	I don't want to answer	9,3%	105	9,0%	
	Pomurska	6,3%	99	8,3%	
	Podravska	15,2%	95	8,9%	
	Koroška	3,2%	96	1,9%	
	Savinjska	12,7%	99	13,0%	
	Zasavska	2,6%	105	3,5%	
	Spodnje-posavska	3,0%	106	3,1%	
	JV Slovenija	6,5%	97	4,6%	
	Osrednjeslovenska	27,9%	102	36,0%	
	Gorenjska	9,8%	101	8,4%	
	Notranjsko-kraška	2,3%	101	2,2%	
	Goriška	5,9%	103	6,7%	
	Obalno-kraška	4,7%	100	3,4%	
	Gender	Male	50,1%	102	63,5%
		Female	49,9%	98	36,5%
Age	10 to 17 years	3,0%	92	1,6%	
	18 to 24 years	11,2%	94	4,8%	
	25 to 29 years	7,6%	88	5,3%	
	30 to 39 years	23,0%	96	23,6%	
	40 to 49 years	23,2%	102	26,7%	
	50 to 59 years	18,1%	107	18,3%	
Employment status	60 to 75 years	13,4%	111	15,9%	
	Employed in public sector	15,4%	100	13,9%	
	Employed in a private company	38,8%	101	42,6%	
	Self-employed	9,2%	103	11,0%	
	Unemployed	7,0%	94	7,0%	
	Retired	12,5%	109	17,0%	
	Pupil	6,1%	95	2,8%	
	Student	9,7%	90	4,9%	
	I don't want to answer	1,2%	101	0,8%	

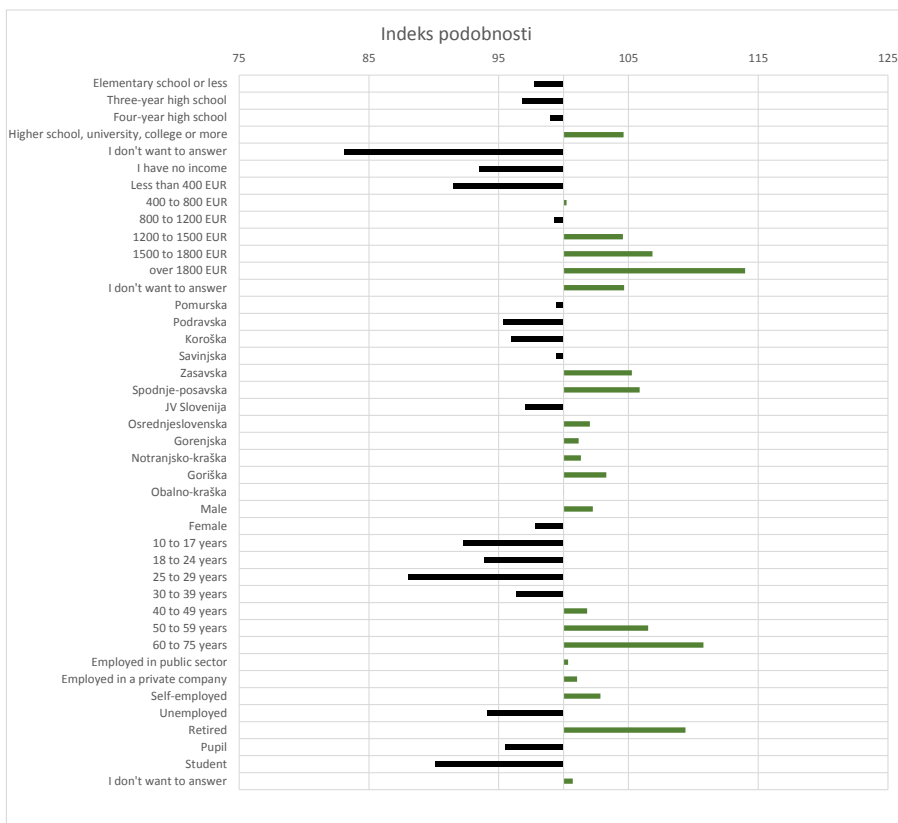


Note:

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 01.03. to 31.03.2018. 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 01.03. to 31.03.2018. 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 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 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),