



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: April 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2018.	1 457 465	185 041	14,3%	321 134	7,9	1,7
2.4.2018.	1 394 254	172 595	13,3%	298 120	8,1	1,7
3.4.2018.	1 753 685	200 379	15,4%	377 310	8,8	1,9
4.4.2018.	1 799 736	206 405	15,9%	387 078	8,7	1,9
5.4.2018.	1 714 649	196 822	15,2%	367 674	8,7	1,9
6.4.2018.	1 611 831	183 340	14,1%	345 373	8,8	1,9
7.4.2018.	1 330 784	167 386	12,9%	285 244	8,0	1,7
8.4.2018.	1 447 218	179 265	13,8%	306 951	8,1	1,7
9.4.2018.	1 796 005	203 603	15,7%	386 490	8,8	1,9
10.4.2018.	1 781 052	203 129	15,7%	385 432	8,8	1,9
11.4.2018.	1 704 311	199 252	15,4%	383 728	8,6	1,9
12.4.2018.	1 806 922	222 161	17,1%	429 292	8,1	1,9
13.4.2018.	1 636 529	195 322	15,1%	371 510	8,4	1,9
14.4.2018.	1 250 255	156 485	12,1%	268 680	8,0	1,7
15.4.2018.	1 508 691	188 112	14,5%	328 126	8,0	1,7
16.4.2018.	1 792 869	209 079	16,1%	406 715	8,6	1,9
17.4.2018.	1 705 391	206 208	15,9%	387 539	8,3	1,9
18.4.2018.	1 629 617	193 868	14,9%	361 808	8,4	1,9
19.4.2018.	1 525 416	189 590	14,6%	355 499	8,0	1,9
20.4.2018.	1 512 050	188 111	14,5%	348 496	8,0	1,9
21.4.2018.	1 129 321	147 774	11,4%	248 680	7,6	1,7
22.4.2018.	1 326 265	183 932	14,2%	310 823	7,2	1,7
23.4.2018.	1 706 765	198 957	15,3%	383 059	8,6	1,9
24.4.2018.	1 649 920	194 915	15,0%	374 928	8,5	1,9
25.4.2018.	1 605 476	189 457	14,6%	362 414	8,5	1,9
26.4.2018.	1 560 687	192 924	14,9%	358 732	8,1	1,9
27.4.2018.	1 255 227	162 090	12,5%	281 915	7,7	1,7
28.4.2018.	1 085 744	141 003	10,9%	242 337	7,7	1,7
29.4.2018.	1 182 074	153 457	11,8%	266 287	7,7	1,7
30.4.2018.	1 272 036	158 714	12,2%	285 898	8,0	1,8

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2018. - 1.4.2018.	1 457 465	185 041	14,3%	321 134	7,9	1,7
2.4.2018. - 8.4.2018.	11 052 013	381 791	29,4%	2 367 746	28,9	6,2
9.4.2018. - 15.4.2018.	11 483 626	384 865	29,7%	2 553 495	29,8	6,6
16.4.2018. - 22.4.2018.	10 620 866	383 093	29,5%	2 419 470	27,7	6,3
23.4.2018. - 29.4.2018.	10 047 135	363 915	28,1%	2 270 040	27,6	6,2
30.4.2018. - 30.4.2018.	1 272 036	158 714	12,2%	285 898	8,0	1,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.4.2018. - 30.4.2018.	45 934 559	558 825	43,1%	10 217 868	82,2	18,3

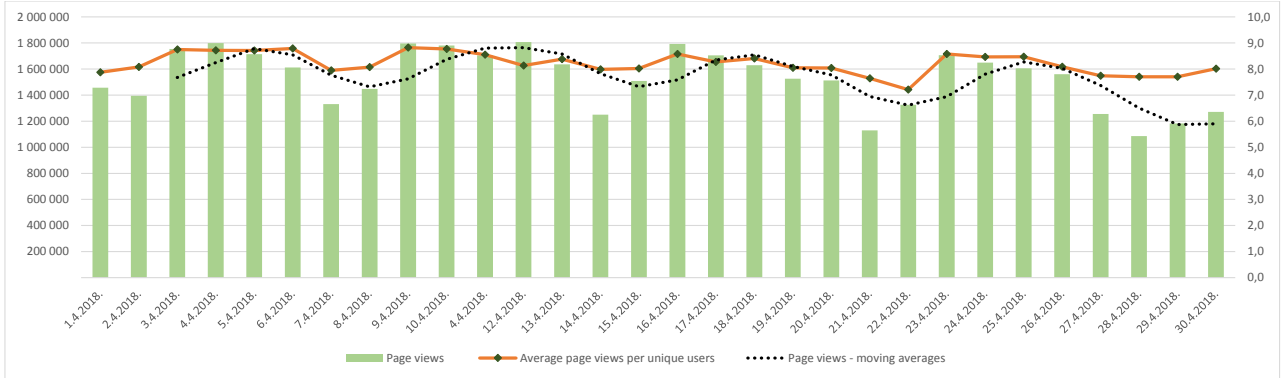
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,8%	92	9,4%
	Three-year high school	12,6%	98	12,2%
	Four-year high school	40,4%	97	42,0%
	Higher school, university, college or more	32,2%	110	35,6%
	I don't want to answer	1,0%	94	0,8%
Personal income	I have no income	10,4%	91	6,7%
	Less than 400 EUR	10,1%	93	7,5%
	400 to 800 EUR	25,3%	98	24,3%
	800 to 1200 EUR	25,5%	101	28,0%
	1200 to 1500 EUR	9,0%	107	10,4%
	1500 to 1800 EUR	4,7%	109	5,6%
	over 1800 EUR	6,2%	119	8,9%
	I don't want to answer	8,9%	101	8,7%
Region	Pomurska	6,3%	99	7,9%
	Podravska	14,1%	89	9,2%
	Koroška	3,1%	93	2,4%
	Savinjska	12,0%	95	12,9%
	Zasavska	2,4%	98	4,0%
	Spodnje-posavska	3,0%	103	2,7%
	JV Slovenija	6,6%	100	5,0%
	Osrednjeslovenska	29,0%	107	34,3%
	Gorenjska	10,0%	102	8,6%
	Notranjsko-kraška	2,3%	101	1,8%
	Goriška	6,1%	103	7,8%
	Obalno-kraška	5,0%	106	3,3%
	Gender	Male	50,5%	103
Female		49,5%	97	35,9%
Age	10 to 17 years	3,1%	90	1,6%
	18 to 24 years	10,5%	90	5,3%
	25 to 29 years	8,0%	93	5,8%
	30 to 39 years	22,9%	98	22,5%
	40 to 49 years	23,5%	102	26,5%
	50 to 59 years	18,3%	104	18,6%
	60 to 75 years	13,3%	109	15,7%
Employment status	Employed in public sector	15,5%	100	12,9%
	Employed in a private company	39,0%	102	43,6%
	Self-employed	9,5%	105	11,4%
	Unemployed	6,8%	93	6,1%
	Retired	12,3%	108	16,8%
	Pupil	5,8%	88	2,7%
	Student	9,8%	93	5,6%
	I don't want to answer	1,2%	101	0,8%

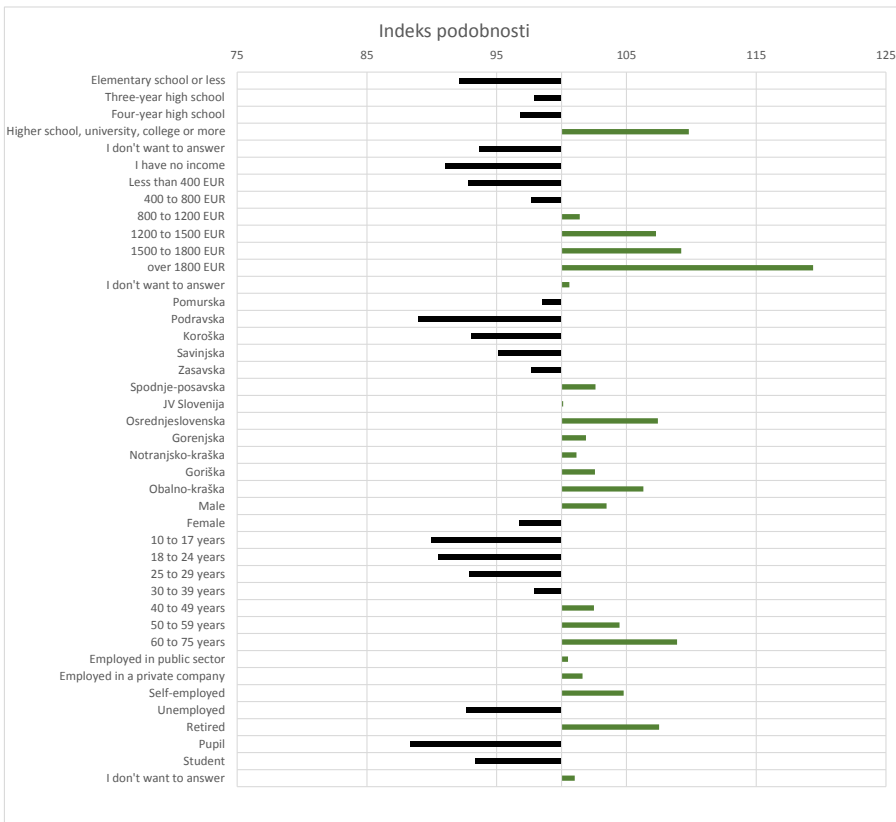


Note:

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 01.11. 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 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),