



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 oglasni 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: May 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2018.	1 256 598	169 462	13,1%	289 716	7,4	1,7
2.5.2018.	1 347 841	178 552	13,8%	315 593	7,5	1,8
3.5.2018.	1 675 515	197 687	15,2%	383 180	8,5	1,9
4.5.2018.	1 668 760	192 906	14,9%	370 621	8,7	1,9
5.5.2018.	1 303 927	160 938	12,4%	279 706	8,1	1,7
6.5.2018.	1 390 502	186 118	14,3%	322 702	7,5	1,7
7.5.2018.	1 669 762	191 279	14,7%	365 611	8,7	1,9
8.5.2018.	1 717 882	198 771	15,3%	387 399	8,6	1,9
9.5.2018.	1 734 238	199 479	15,4%	395 177	8,7	2,0
10.5.2018.	1 702 113	203 009	15,6%	387 797	8,4	1,9
11.5.2018.	1 702 761	202 182	15,6%	383 972	8,4	1,9
12.5.2018.	1 376 304	190 098	14,7%	311 196	7,2	1,6
13.5.2018.	1 586 167	220 662	17,0%	384 359	7,2	1,7
14.5.2018.	1 858 896	214 885	16,6%	417 135	8,7	1,9
15.5.2018.	1 811 185	202 538	15,6%	395 034	8,9	2,0
16.5.2018.	1 690 150	192 114	14,8%	370 485	8,8	1,9
17.5.2018.	1 692 367	195 396	15,1%	373 545	8,7	1,9
18.5.2018.	1 608 750	182 094	14,0%	350 158	8,8	1,9
19.5.2018.	1 404 630	171 998	13,3%	302 966	8,2	1,8
20.5.2018.	1 685 381	208 198	16,0%	370 622	8,1	1,8
21.5.2018.	1 791 776	204 789	15,8%	396 500	8,7	1,9
22.5.2018.	1 803 210	202 020	15,6%	393 231	8,9	1,9
23.5.2018.	1 744 642	194 881	15,0%	378 399	9,0	1,9
24.5.2018.	1 623 384	190 045	14,6%	363 934	8,5	1,9
25.5.2018.	1 576 927	177 168	13,7%	334 420	8,9	1,9
26.5.2018.	1 267 067	160 705	12,4%	271 979	7,9	1,7
27.5.2018.	1 555 648	202 416	15,6%	351 627	7,7	1,7
28.5.2018.	1 907 828	229 021	17,7%	443 920	8,3	1,9
29.5.2018.	1 859 122	221 974	17,1%	435 336	8,4	2,0
30.5.2018.	1 834 965	212 554	16,4%	411 997	8,6	1,9
31.5.2018.	1 797 313	212 772	16,4%	409 319	8,4	1,9

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2018. - 6.5.2018.	8 643 489	372 475	28,7%	1 961 434	23,2	5,3
7.5.2018. - 13.5.2018.	11 485 574	400 103	30,8%	2 614 112	28,7	6,5
14.5.2018. - 20.5.2018.	11 751 243	382 773	29,5%	2 579 963	30,7	6,7
21.5.2018. - 27.5.2018.	11 362 709	383 663	29,6%	2 489 963	29,6	6,5
28.5.2018. - 31.5.2018.	7 399 223	390 915	30,1%	1 700 501	18,9	4,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.5.2018. - 1.5.2018.	50 641 946	583 670	45,0%	11 344 923	86,8	19,4

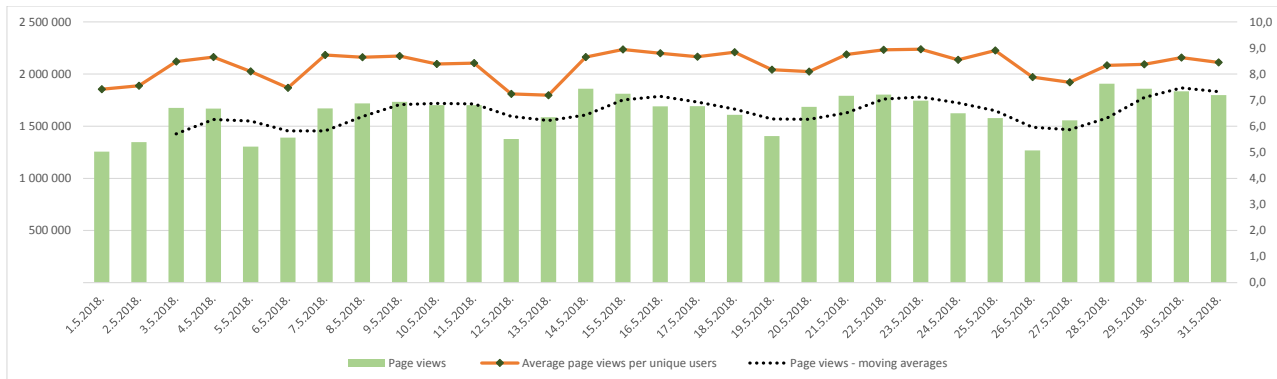
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,3%	94	9,1%
	Three-year high school	12,8%	99	11,2%
	Four-year high school	41,0%	99	43,1%
	Higher school, university, college or more	30,9%	106	36,0%
	I don't want to answer	1,0%	92	0,7%
Personal income	I have no income	10,8%	93	6,2%
	Less than 400 EUR	10,7%	97	7,0%
	400 to 800 EUR	25,5%	99	25,3%
	800 to 1200 EUR	25,6%	101	25,7%
	1200 to 1500 EUR	8,9%	108	11,9%
	1500 to 1800 EUR	4,4%	101	6,0%
	over 1800 EUR	6,0%	115	8,7%
Region	I don't want to answer	8,2%	96	9,1%
	Pomurska	5,8%	92	6,9%
	Podravska	15,6%	98	10,1%
	Koroška	3,4%	96	2,4%
	Savinjska	12,2%	96	12,8%
	Zasavska	2,3%	95	2,4%
	Spodnje-posavska	2,9%	96	4,5%
	JV Slovenija	6,2%	93	4,9%
	Osrednjeslovenska	28,7%	106	35,0%
	Gorenjska	10,2%	102	9,7%
	Notranjsko-kraška	2,2%	102	1,8%
	Goriška	6,1%	107	6,2%
	Obalno-kraška	4,7%	100	3,2%
Gender	Male	50,3%	102	63,3%
	Female	49,7%	98	36,7%
Age	10 to 17 years	3,4%	85	1,1%
	18 to 24 years	11,7%	97	4,7%
	25 to 29 years	8,9%	96	6,9%
	30 to 39 years	23,2%	97	21,9%
	40 to 49 years	22,5%	101	24,9%
	50 to 59 years	17,4%	105	20,1%
Employment status	60 to 75 years	12,6%	108	17,7%
	Employed in public sector	14,8%	100	12,2%
	Employed in a private company	38,6%	99	42,8%
	Self-employed	9,8%	107	12,0%
	Unemployed	6,9%	95	6,7%
	Retired	12,5%	109	18,1%
	Pupil	6,7%	93	2,0%
	Student	9,7%	94	5,4%
	I don't want to answer	1,1%	95	0,6%



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.

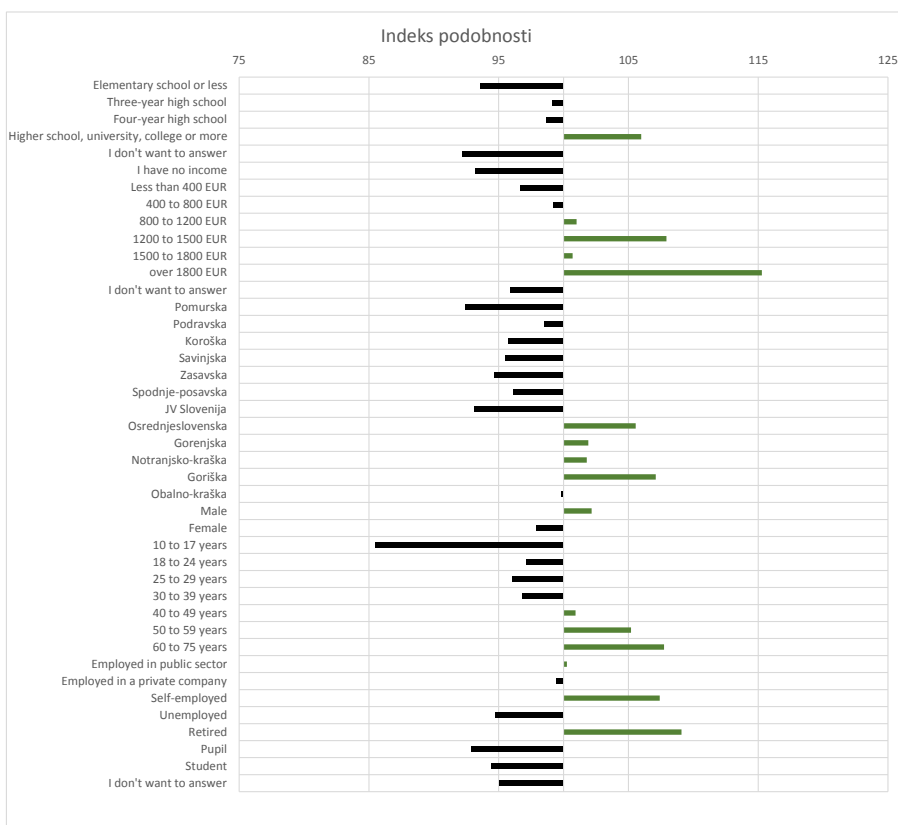


Note:

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 1.5. to 31.5.2018. 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 1.5. to 31.5.2018. 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), meaning that at least 80 visitors visited chosen web site and that they have fulfilled MOSS questionnaire on at least one web site that is participating in MOSS.