



Website: Siol.net

Provider:

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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 na mesto tako, da sočasno zagotavljajo učinke za oglaševalce in niso moteči za uporabnike.

Period: July 2018

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2018.	1 417 890	189 953	14,6%	332 006	7,5	1,7
2.7.2018.	1 711 662	195 923	15,0%	380 842	8,7	1,9
3.7.2018.	1 692 269	195 149	15,0%	377 688	8,7	1,9
4.7.2018.	1 651 239	188 159	14,4%	364 805	8,8	1,9
5.7.2018.	1 653 762	191 280	14,7%	366 734	8,6	1,9
6.7.2018.	1 613 146	192 296	14,8%	364 268	8,4	1,9
7.7.2018.	1 254 251	170 724	13,1%	293 996	7,3	1,7
8.7.2018.	1 416 769	181 551	13,9%	318 945	7,8	1,8
9.7.2018.	1 703 707	190 859	14,6%	373 390	8,9	2,0
10.7.2018.	1 696 655	201 081	15,4%	387 268	8,4	1,9
11.7.2018.	1 770 599	209 197	16,1%	408 133	8,5	2,0
12.7.2018.	1 627 563	187 375	14,4%	363 251	8,7	1,9
13.7.2018.	1 532 797	182 484	14,0%	347 105	8,4	1,9
14.7.2018.	1 247 395	169 261	13,0%	294 896	7,4	1,7
15.7.2018.	1 465 526	196 784	15,1%	349 354	7,4	1,8
16.7.2018.	1 663 630	187 134	14,4%	363 889	8,9	1,9
17.7.2018.	1 601 831	186 343	14,3%	358 269	8,6	1,9
18.7.2018.	1 542 441	173 996	13,4%	335 790	8,9	1,9
19.7.2018.	1 377 397	164 288	12,6%	315 919	8,4	1,9
20.7.2018.	1 484 194	176 085	13,5%	331 722	8,4	1,9
21.7.2018.	1 202 281	157 286	12,1%	274 971	7,6	1,7
22.7.2018.	1 354 446	175 697	13,5%	310 827	7,7	1,8
23.7.2018.	1 562 493	176 707	13,6%	344 943	8,8	2,0
24.7.2018.	1 506 040	179 435	13,8%	343 379	8,4	1,9
25.7.2018.	1 513 672	175 095	13,4%	335 210	8,6	1,9
26.7.2018.	1 648 596	198 708	15,2%	380 701	8,3	1,9
27.7.2018.	1 627 033	225 708	17,3%	409 145	7,2	1,8
28.7.2018.	1 223 749	166 962	12,8%	290 295	7,3	1,7
29.7.2018.	1 266 334	175 673	13,5%	306 513	7,2	1,7
30.7.2018.	1 564 939	181 496	13,9%	355 242	8,6	2,0
31.7.2018.	1 565 986	187 289	14,4%	361 082	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
1.7.2018.	1 417 890	189 953	14,6%	332 006	7,5	1,7
2.7.2018. - 8.7.2018.	10 993 193	378 604	29,1%	2 467 022	29,0	6,5
9.7.2018. - 15.7.2018.	11 044 270	388 457	29,8%	2 522 951	28,4	6,5
16.7.2018. - 22.7.2018.	10 226 223	356 928	27,4%	2 291 088	28,7	6,4
23.7.2018. - 29.7.2018.	10 348 078	385 478	29,6%	2 409 473	26,8	6,3
30.7.2018. - 31.7.2018.	3 130 934	261 001	20,0%	716 355	12,0	2,7

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2018. - 30.7.2018.	47 160 868	581 007	44,6%	10 738 540	81,2	18,5

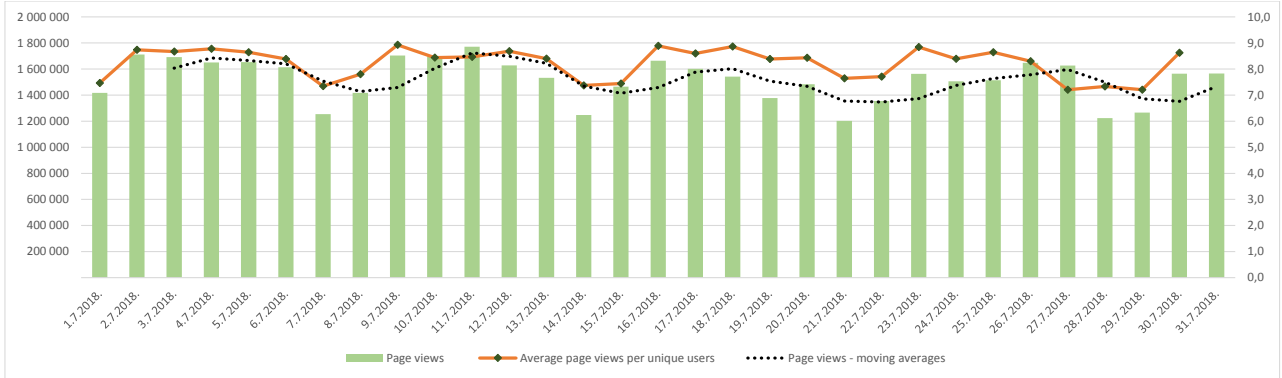
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,8%	92	8,5%
	Three-year high school	12,5%	97	11,5%
	Four-year high school	41,5%	99	42,0%
	Higher school, university, college or more	31,2%	106	37,4%
	I don't want to answer	1,0%	96	0,6%
Personal income	I have no income	10,2%	93	5,4%
	Less than 400 EUR	10,1%	92	7,3%
	400 to 800 EUR	25,4%	98	22,8%
	800 to 1200 EUR	26,0%	102	25,4%
	1200 to 1500 EUR	9,0%	107	11,4%
	1500 to 1800 EUR	4,7%	107	6,4%
	over 1800 EUR	6,2%	116	9,8%
	I don't want to answer	8,4%	98	11,5%
Region	Pomurska	6,2%	101	6,1%
	Podravska	14,7%	94	9,5%
	Koroška	3,5%	99	2,6%
	Savinjska	12,4%	98	13,2%
	Zasavska	2,2%	95	2,8%
	Spodnje-posavska	2,9%	97	3,4%
	JV Slovenija	5,9%	92	5,7%
	Osrednjeslovenska	28,9%	106	35,3%
	Gorenjska	10,2%	102	9,2%
	Notranjsko-kraška	2,0%	92	2,8%
	Goriška	6,1%	103	6,6%
	Obalno-kraška	4,8%	102	2,9%
	Gender	Male	50,6%	103
Female		49,4%	97	36,5%
Age	10 to 17 years	3,6%	96	1,4%
	18 to 24 years	10,3%	89	4,3%
	25 to 29 years	9,1%	98	6,7%
	30 to 39 years	22,7%	95	22,5%
	40 to 49 years	22,7%	101	24,4%
	50 to 59 years	18,2%	108	21,5%
Employment status	60 to 75 years	13,2%	110	17,1%
	Employed in public sector	14,7%	99	12,7%
	Employed in a private company	39,3%	101	43,1%
	Self-employed	9,9%	106	12,2%
	Unemployed	6,9%	95	6,4%
	Retired	12,9%	110	17,4%
	Pupil	6,1%	90	2,5%
	Student	9,3%	93	5,1%
	I don't want to answer	0,9%	82	0,4%

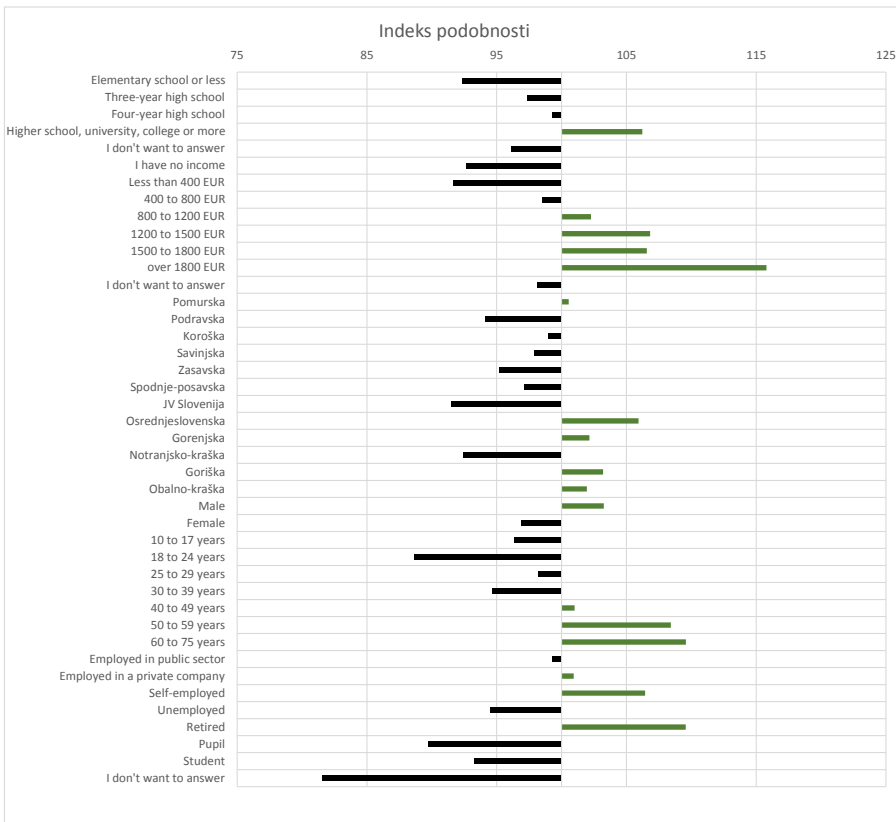


### Note:

**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 1.7. to 31.7.2018. 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 1.7. to 31.7.2018. 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.