



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Alen Savič

E-mail: alen.savic@tsmedia.si

Telephone number: 01/ 473 00 10

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

On September 11, 2018 due to a technical failure, data was not measured on any website included in the MOSS survey.

Period: September 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2018.	1 361 439	172 553	13,2%	308 362	7,9	1,8
2.9.2018.	1 460 146	190 435	14,6%	335 920	7,7	1,8
3.9.2018.	1 852 039	223 426	17,1%	431 628	8,3	1,9
4.9.2018.	1 774 563	214 493	16,5%	412 063	8,3	1,9
5.9.2018.	1 665 601	199 825	15,3%	387 539	8,3	1,9
6.9.2018.	1 829 653	219 408	16,8%	433 385	8,3	2,0
7.9.2018.	1 673 659	202 737	15,6%	396 829	8,3	2,0
8.9.2018.	1 284 465	169 749	13,0%	305 073	7,6	1,8
9.9.2018.	1 382 545	186 198	14,3%	328 534	7,4	1,8
10.9.2018.	1 706 486	209 430	16,1%	402 457	8,1	1,9
11.9.2018.			0,0%		0,0	0,0
12.9.2018.	1 799 842	217 733	16,7%	431 946	8,3	2,0
13.9.2018.	1 602 943	199 661	15,3%	385 274	8,0	1,9
14.9.2018.	1 583 356	194 502	14,9%	378 566	8,1	1,9
15.9.2018.	1 276 135	166 962	12,8%	301 175	7,6	1,8
16.9.2018.	1 405 556	183 841	14,1%	328 719	7,6	1,8
17.9.2018.	1 741 261	211 670	16,2%	420 038	8,2	2,0
18.9.2018.	1 712 676	203 322	15,6%	397 092	8,4	2,0
19.9.2018.	1 636 922	199 155	15,3%	391 121	8,2	2,0
20.9.2018.	1 582 738	190 425	14,6%	372 057	8,3	2,0
21.9.2018.	1 488 774	175 466	13,5%	337 815	8,5	1,9
22.9.2018.	1 446 797	185 408	14,2%	336 697	7,8	1,8
23.9.2018.	1 464 901	192 266	14,8%	338 796	7,6	1,8
24.9.2018.	1 711 956	195 453	15,0%	388 785	8,8	2,0
25.9.2018.	1 587 127	183 923	14,1%	355 543	8,6	1,9
26.9.2018.	1 646 680	191 220	14,7%	375 121	8,6	2,0
27.9.2018.	1 677 008	203 881	15,6%	395 218	8,2	1,9
28.9.2018.	1 534 613	188 304	14,5%	358 125	8,1	1,9
29.9.2018.	1 227 111	159 206	12,2%	278 146	7,7	1,7
30.9.2018.	1 337 413	177 576	13,6%	314 027	7,5	1,8

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2018. - 2.9.2018.	2 821 581	259 738	19,9%	644 275	10,9	2,5
3.9.2018. - 9.9.2018.	11 462 510	407 943	31,3%	2 694 853	28,1	6,6
10.9.2018. - 16.9.2018.	9 374 696	362 572	27,8%	2 227 960	25,9	6,1
17.9.2018. - 23.9.2018.	11 073 967	386 982	29,7%	2 593 741	28,6	6,7
24.9.2018. - 30.9.2018.	10 721 689	366 704	28,1%	2 464 708	29,2	6,7

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2018. - 30.9.2018.	45 454 963	567 677	43,6%	10 624 711	80,1	18,7

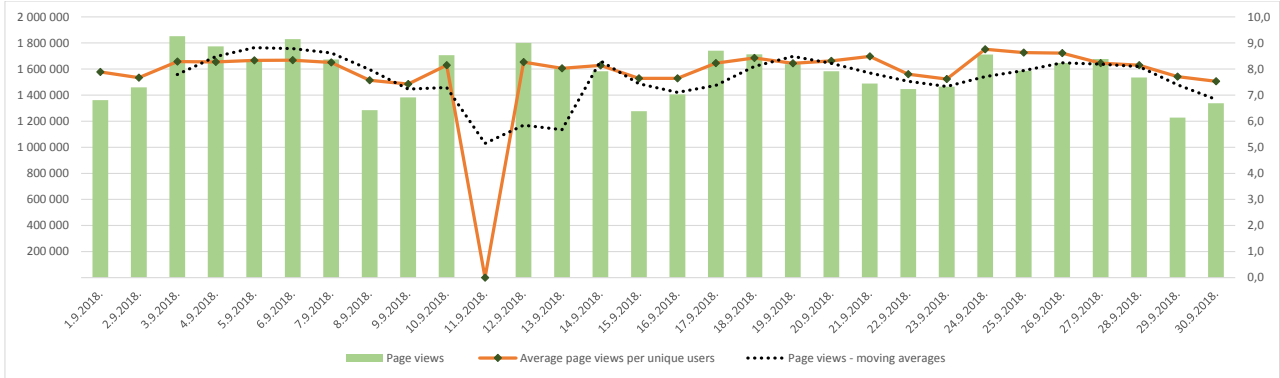
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,1%	92	8,7%
	Three-year high school	12,0%	94	10,2%
	Four-year high school	41,6%	100	43,4%
	Higher school, university, college or more	31,3%	108	37,1%
	I don't want to answer	0,9%	91	0,6%
Personal income	I have no income	9,9%	90	5,2%
	Less than 400 EUR	10,5%	94	8,6%
	400 to 800 EUR	24,7%	97	22,3%
	800 to 1200 EUR	26,1%	102	25,8%
	1200 to 1500 EUR	8,9%	110	9,6%
	1500 to 1800 EUR	5,1%	108	7,0%
	over 1800 EUR	6,6%	119	11,5%
	I don't want to answer	8,3%	98	10,1%
Region	Pomurska	5,4%	90	4,9%
	Podravska	15,5%	99	11,7%
	Koroška	3,7%	99	3,2%
	Savinjska	12,2%	96	12,3%
	Zasavska	2,0%	91	2,6%
	Spodnje-posavska	3,3%	107	3,2%
	JV Slovenija	6,0%	92	4,7%
	Osrednjeslovenska	29,8%	108	35,4%
	Gorenjska	9,8%	98	10,5%
	Notranjsko-kraška	2,2%	105	2,3%
	Goriška	5,6%	100	6,3%
	Obalno-kraška	4,5%	92	2,8%
	Gender	Male	50,9%	104
Female		49,1%	96	38,8%
Age	10 to 17 years	4,0%	94	1,0%
	18 to 24 years	11,0%	89	6,4%
	25 to 29 years	9,6%	102	7,7%
	30 to 39 years	23,2%	98	23,9%
	40 to 49 years	22,8%	103	23,1%
	50 to 59 years	16,9%	102	21,0%
	60 to 75 years	12,1%	106	15,8%
Employment status	Employed in public sector	14,7%	102	15,1%
	Employed in a private company	39,7%	101	40,2%
	Self-employed	9,9%	107	12,7%
	Unemployed	6,8%	95	6,8%
	Retired	12,2%	106	16,1%
	Pupil	6,2%	85	1,9%
	Student	9,7%	96	6,7%
	I don't want to answer	1,0%	86	0,5%

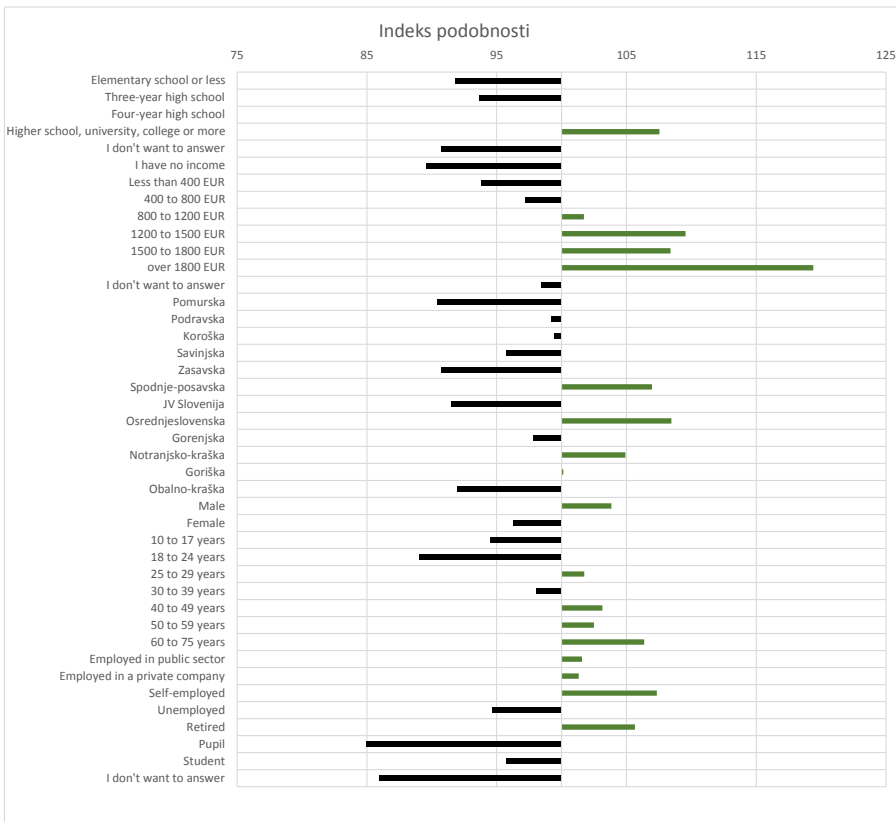


Note:

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 1.9. to 30.9.2018. 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 1.9. to 30.9.2018. 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.