



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 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: November 2018

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018.	1 480 173	193 560	14,8%	349 192	7,6	1,8
2.11.2018.	1 546 314	191 467	14,6%	365 340	8,1	1,9
3.11.2018.	1 412 067	184 303	14,1%	333 030	7,7	1,8
4.11.2018.	1 424 903	189 435	14,4%	342 612	7,5	1,8
5.11.2018.	1 758 719	207 710	15,8%	412 054	8,5	2,0
6.11.2018.	1 694 625	200 306	15,3%	393 861	8,5	2,0
7.11.2018.	1 729 721	197 431	15,1%	391 494	8,8	2,0
8.11.2018.	1 714 132	205 983	15,7%	399 934	8,3	1,9
9.11.2018.	1 556 872	188 198	14,4%	362 730	8,3	1,9
10.11.2018.	1 236 432	157 331	12,0%	278 514	7,9	1,8
11.11.2018.	1 333 751	169 331	12,9%	306 494	7,9	1,8
12.11.2018.	1 761 509	203 665	15,5%	409 534	8,6	2,0
13.11.2018.	1 726 552	198 256	15,1%	398 583	8,7	2,0
14.11.2018.	1 674 846	200 450	15,3%	399 410	8,4	2,0
15.11.2018.	1 602 134	191 307	14,6%	379 792	8,4	2,0
16.11.2018.	1 555 805	186 904	14,3%	367 017	8,3	2,0
17.11.2018.	1 295 477	163 133	12,4%	294 098	7,9	1,8
18.11.2018.	1 801 662	221 963	16,9%	423 041	8,1	1,9
19.11.2018.	1 859 668	227 030	17,3%	452 616	8,2	2,0
20.11.2018.	1 813 103	216 398	16,5%	428 901	8,4	2,0
21.11.2018.	1 701 074	200 536	15,3%	395 996	8,5	2,0
22.11.2018.	1 723 197	203 576	15,5%	400 152	8,5	2,0
23.11.2018.	1 654 839	193 810	14,8%	376 171	8,5	1,9
24.11.2018.	1 489 122	191 406	14,6%	345 317	7,8	1,8
25.11.2018.	1 578 074	213 457	16,3%	384 882	7,4	1,8
26.11.2018.	1 842 610	215 588	16,4%	428 440	8,5	2,0
27.11.2018.	1 764 679	202 474	15,4%	401 125	8,7	2,0
28.11.2018.	1 761 418	204 637	15,6%	404 150	8,6	2,0
29.11.2018.	1 770 430	214 872	16,4%	418 775	8,2	1,9
30.11.2018.	1 634 997	186 977	14,3%	365 408	8,7	2,0

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018. - 4.11.2018.	5 863 527	352 330	26,9%	1 390 219	16,6	3,9
5.11.2018. - 11.11.2018.	11 024 102	375 456	28,6%	2 545 102	29,4	6,8
12.11.2018. - 18.11.2018.	11 417 775	383 728	29,3%	2 671 424	29,8	7,0
19.11.2018. - 25.11.2018.	11 818 461	401 093	30,6%	2 783 994	29,5	6,9
26.11.2018. - 30.11.2018.	8 774 161	374 405	28,6%	2 017 872	23,4	5,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.11.2018. - 30.11.2018.	48 898 575	571 164	43,6%	11 408 641	85,6	20,0

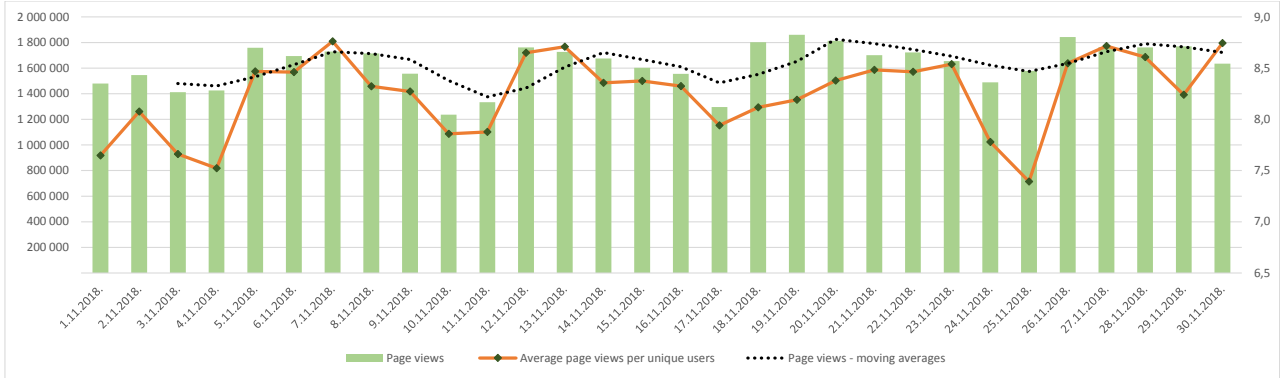
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,9%	94	9,3%	
	Three-year high school	12,6%	97	11,1%	
	Four-year high school	40,9%	99	41,7%	
	Higher school, university, college or more	30,7%	107	37,2%	
	I don't want to answer	0,9%	90	0,7%	
Personal income	I have no income	9,6%	85	5,2%	
	Less than 400 EUR	10,4%	93	7,2%	
	400 to 800 EUR	24,9%	99	22,4%	
	800 to 1200 EUR	25,8%	101	26,0%	
	1200 to 1500 EUR	8,9%	107	12,0%	
	1500 to 1800 EUR	5,0%	112	7,5%	
	over 1800 EUR	6,5%	117	10,0%	
	I don't want to answer	8,9%	105	9,7%	
Region	Pomurska	5,7%	98	6,0%	
	Podravska	14,9%	94	11,7%	
	Koroška	3,8%	101	3,1%	
	Savinjska	12,7%	98	12,2%	
	Zasavska	2,2%	104	2,7%	
	Spodnje-posavska	3,2%	99	3,3%	
	JV Slovenija	6,1%	93	6,2%	
	Osrednjeslovenska	28,7%	107	32,7%	
	Gorenjska	10,1%	99	10,0%	
	Notranjsko-kraška	1,9%	92	2,1%	
	Goriška	5,9%	105	6,4%	
	Obalno-kraška	4,8%	98	3,6%	
	Gender	Male	51,1%	104	61,4%
		Female	48,9%	96	38,6%
Age	10 to 17 years	4,1%	87	1,2%	
	18 to 24 years	11,3%	85	5,4%	
	25 to 29 years	8,8%	96	5,7%	
	30 to 39 years	23,2%	96	23,0%	
	40 to 49 years	22,5%	105	23,3%	
	50 to 59 years	17,5%	109	22,4%	
	60 to 75 years	12,3%	113	17,4%	
Employment status	Employed in public sector	14,5%	103	13,0%	
	Employed in a private company	39,5%	101	43,6%	
	Self-employed	9,9%	109	12,7%	
	Unemployed	6,9%	98	4,7%	
	Retired	12,6%	112	18,2%	
	Pupil	6,2%	83	1,8%	
	Student	9,5%	88	5,4%	
	I don't want to answer	1,0%	91	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.

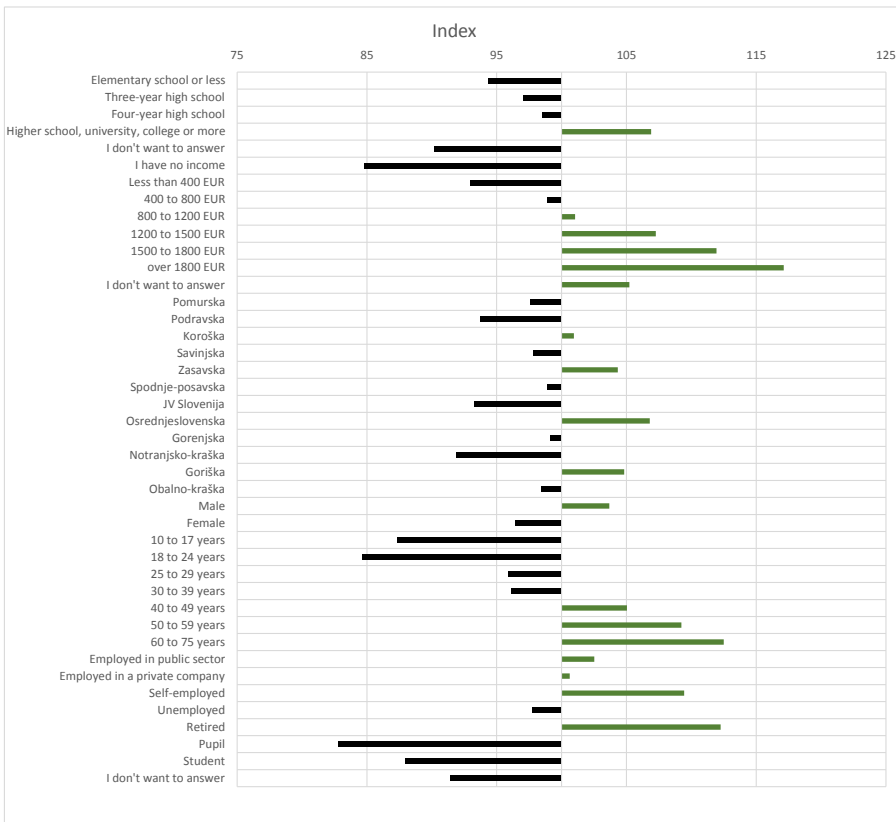


Note:

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 1.11. to 30.11.2018. 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 1.11. to 30.11.2018. 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.