



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: December 2018

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2018.	1 468 384	189 383	14,4%	337 306	7,8	1,8
2.12.2018.	1 795 813	212 611	16,2%	400 809	8,4	1,9
3.12.2018.	1 929 522	222 944	17,0%	454 184	8,7	2,0
4.12.2018.	1 758 511	200 924	15,3%	399 179	8,8	2,0
5.12.2018.	1 781 596	208 131	15,9%	412 736	8,6	2,0
6.12.2018.	1 731 188	201 211	15,3%	396 194	8,6	2,0
7.12.2018.	1 710 024	201 290	15,4%	387 648	8,5	1,9
8.12.2018.	1 387 772	175 934	13,4%	319 218	7,9	1,8
9.12.2018.	1 487 783	190 881	14,6%	346 934	7,8	1,8
10.12.2018.	1 819 680	211 870	16,2%	427 374	8,6	2,0
11.12.2018.	1 830 841	211 835	16,2%	422 420	8,6	2,0
12.12.2018.	1 744 225	204 407	15,6%	405 053	8,5	2,0
13.12.2018.	1 826 083	213 774	16,3%	422 454	8,5	2,0
14.12.2018.	1 853 224	222 880	17,0%	430 465	8,3	1,9
15.12.2018.	1 465 071	186 491	14,2%	333 519	7,9	1,8
16.12.2018.	1 516 477	185 038	14,1%	340 271	8,2	1,8
17.12.2018.	1 872 800	211 982	16,2%	425 596	8,8	2,0
18.12.2018.	1 868 465	216 758	16,5%	426 222	8,6	2,0
19.12.2018.	1 847 842	220 337	16,8%	429 880	8,4	2,0
20.12.2018.	1 737 428	195 728	14,9%	390 605	8,9	2,0
21.12.2018.	1 629 613	186 733	14,2%	363 270	8,7	1,9
22.12.2018.	1 407 555	177 334	13,5%	317 678	7,9	1,8
23.12.2018.	1 495 038	182 745	13,9%	329 236	8,2	1,8
24.12.2018.	1 591 060	188 337	14,4%	350 666	8,4	1,9
25.12.2018.	1 565 937	184 148	14,0%	338 542	8,5	1,8
26.12.2018.	1 542 887	192 657	14,7%	348 933	8,0	1,8
27.12.2018.	1 606 948	192 529	14,7%	369 300	8,3	1,9
28.12.2018.	1 632 140	197 383	15,1%	374 214	8,3	1,9
29.12.2018.	1 467 357	187 557	14,3%	343 727	7,8	1,8
30.12.2018.	1 531 591	185 581	14,2%	336 843	8,3	1,8
31.12.2018.	1 475 332	168 999	12,9%	318 793	8,7	1,9

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2018. - 2.12.2018.	3 264 169	288 096	22,0%	738 175	11,3	2,6
3.12.2018. - 9.12.2018.	11 786 262	394 431	30,1%	2 715 929	29,9	6,9
10.12.2018. - 16.12.2018.	12 055 500	396 272	30,2%	2 781 651	30,4	7,0
17.12.2018. - 23.12.2018.	11 858 528	390 952	29,8%	2 682 541	30,3	6,9
24.12.2018. - 30.12.2018.	10 937 879	381 248	29,1%	2 462 260	28,7	6,5
31.12.2018.	1 475 332	168 999	12,9%	318 793	8,7	1,9

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2018. - 31.12.2018.	51 377 624	580 112	44,2%	11 699 321	88,6	20,2

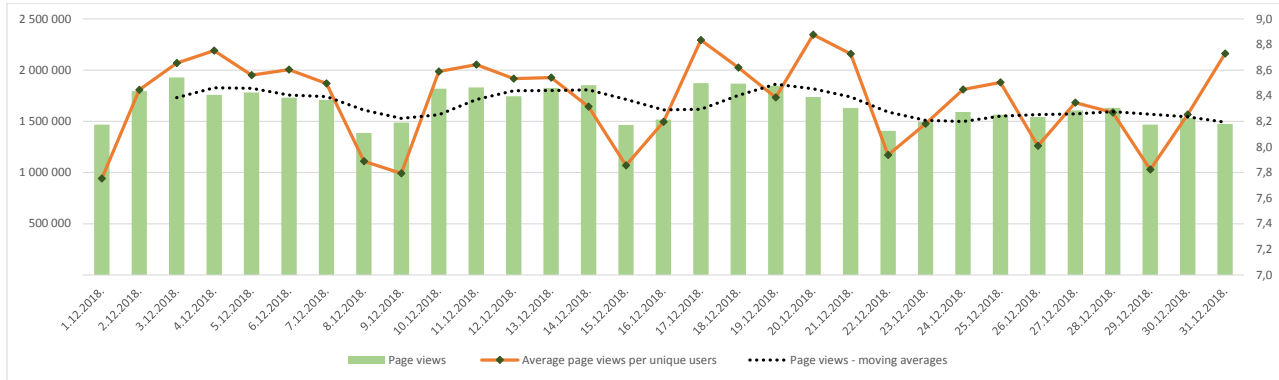
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	15,0%	95	10,0%
	Three-year high school	12,9%	99	9,3%
	Four-year high school	40,8%	98	43,9%
	Higher school, university, college or more	30,4%	106	36,0%
	I don't want to answer	0,9%	90	0,8%
Personal income	I have no income	10,8%	96	5,2%
	Less than 400 EUR	10,3%	90	6,6%
	400 to 800 EUR	24,9%	100	22,9%
	800 to 1200 EUR	25,8%	101	26,5%
	1200 to 1500 EUR	9,0%	107	12,5%
	1500 to 1800 EUR	4,7%	106	6,5%
	over 1800 EUR	6,4%	114	10,5%
Region	I don't want to answer	8,2%	97	9,4%
	Pomurska	5,8%	101	5,7%
	Podravska	15,2%	96	12,8%
	Koroška	3,5%	94	3,0%
	Savinjska	12,8%	100	13,0%
	Zasavska	2,2%	100	2,4%
	Spodnje-posavska	3,3%	103	3,0%
	JV Slovenija	5,8%	89	4,6%
	Osrednjeslovenska	28,8%	107	34,3%
	Gorenjska	9,9%	98	9,8%
	Notranjsko-kraška	2,0%	97	1,8%
	Goriška	5,8%	99	6,4%
	Obalno-kraška	4,8%	100	3,1%
Gender	Male	51,2%	104	62,9%
	Female	48,8%	96	37,1%
Age	10 to 17 years	3,5%	101	1,1%
	18 to 24 years	11,6%	89	5,3%
	25 to 29 years	9,0%	99	6,4%
	30 to 39 years	22,4%	96	20,2%
	40 to 49 years	22,3%	101	23,0%
	50 to 59 years	17,7%	107	24,5%
Employment status	60 to 75 years	13,1%	108	17,0%
	Employed in public sector	14,4%	101	13,6%
	Employed in a private company	38,9%	99	43,2%
	Self-employed	9,7%	108	13,4%
	Unemployed	6,8%	98	4,3%
	Retired	12,4%	109	17,4%
	Pupil	6,6%	89	1,8%
	Student	10,4%	96	5,9%
	I don't want to answer	1,0%	89	0,5%

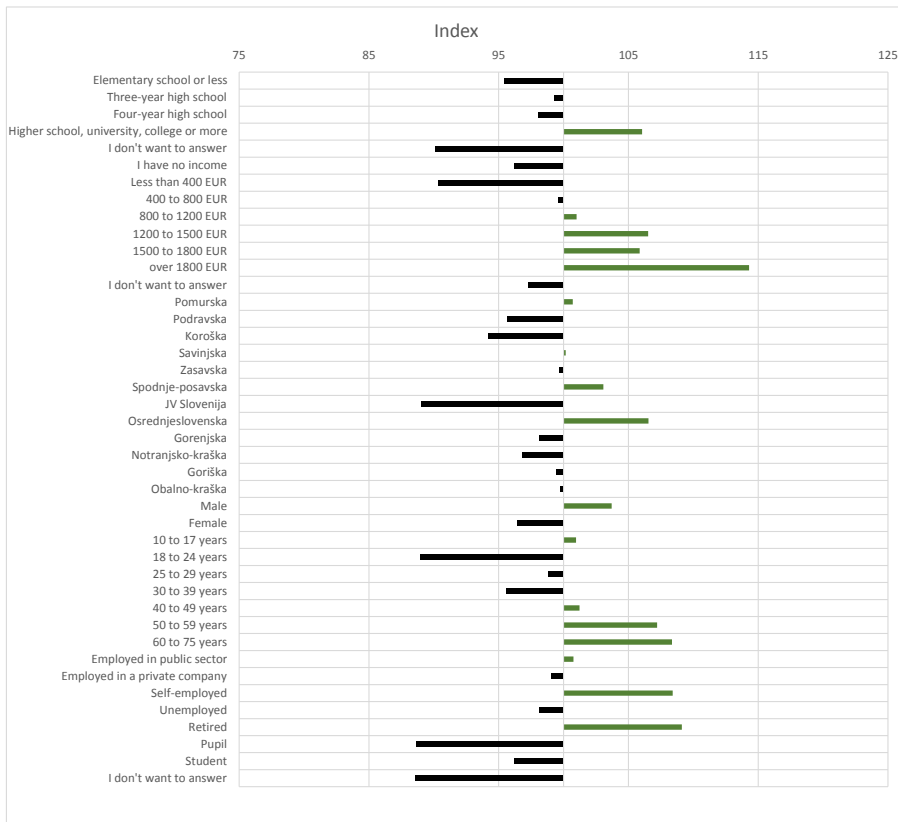


### Note:

**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 1.12. to 31.12.2018. 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 1.12. to 31.12.2018. 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.