



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: January 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2019.	1 787 106	222 310	16,9%	411 052	8,0	1,8
2.1.2019.	1 763 965	222 245	16,9%	404 296	7,9	1,8
3.1.2019.	1 945 894	218 282	16,6%	452 843	8,9	2,1
4.1.2019.	1 878 713	215 380	16,4%	432 233	8,7	2,0
5.1.2019.	1 684 911	211 849	16,1%	388 406	8,0	1,8
6.1.2019.	1 706 672	216 559	16,4%	398 609	7,9	1,8
7.1.2019.	1 975 498	220 183	16,7%	444 865	9,0	2,0
8.1.2019.	1 923 028	209 945	15,9%	418 130	9,2	2,0
9.1.2019.	1 881 866	211 494	16,1%	421 544	8,9	2,0
10.1.2019.	1 901 211	218 436	16,6%	440 916	8,7	2,0
11.1.2019.	1 822 487	206 404	15,7%	408 640	8,8	2,0
12.1.2019.	1 555 104	200 807	15,2%	357 437	7,7	1,8
13.1.2019.	1 536 789	193 186	14,7%	347 187	8,0	1,8
14.1.2019.	1 918 669	220 230	16,7%	444 856	8,7	2,0
15.1.2019.	1 883 012	210 788	16,0%	419 239	8,9	2,0
16.1.2019.	1 949 384	213 461	16,2%	431 192	9,1	2,0
17.1.2019.	1 982 033	215 468	16,4%	434 302	9,2	2,0
18.1.2019.	2 068 552	220 749	16,8%	443 563	9,4	2,0
19.1.2019.	1 677 409	197 902	15,0%	355 584	8,5	1,8
20.1.2019.	1 739 100	201 460	15,3%	371 516	8,6	1,8
21.1.2019.	2 147 356	226 677	17,2%	460 890	9,5	2,0
22.1.2019.	2 057 238	219 239	16,6%	443 856	9,4	2,0
23.1.2019.	1 963 568	215 526	16,4%	439 329	9,1	2,0
24.1.2019.	1 987 773	217 341	16,5%	429 390	9,1	2,0
25.1.2019.	1 951 835	205 055	15,6%	406 610	9,5	2,0
26.1.2019.	1 609 652	191 506	14,5%	345 103	8,4	1,8
27.1.2019.	1 683 559	191 668	14,6%	351 917	8,8	1,8
28.1.2019.	2 008 762	214 161	16,3%	439 967	9,4	2,1
29.1.2019.	1 987 192	213 968	16,2%	431 956	9,3	2,0
30.1.2019.	1 993 007	210 407	16,0%	420 336	9,5	2,0
31.1.2019.	2 015 103	226 270	17,2%	450 874	8,9	2,0

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2019. - 6.1.2019.	10 767 231	425 675	32,3%	2 487 424	25,3	5,8
7.1.2019. - 13.1.2019.	12 595 879	407 119	30,9%	2 838 632	30,9	7,0
14.1.2019. - 20.1.2019.	13 218 164	406 536	30,9%	2 900 224	32,5	7,1
21.1.2019. - 27.1.2019.	13 400 935	419 831	31,9%	2 877 177	31,9	6,9
28.1.2019. - 31.1.2019.	8 004 048	376 134	28,6%	1 743 144	21,3	4,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2019. - 31.1.2019.	57 985 768	598 959	45,5%	12 845 911	96,8	21,4

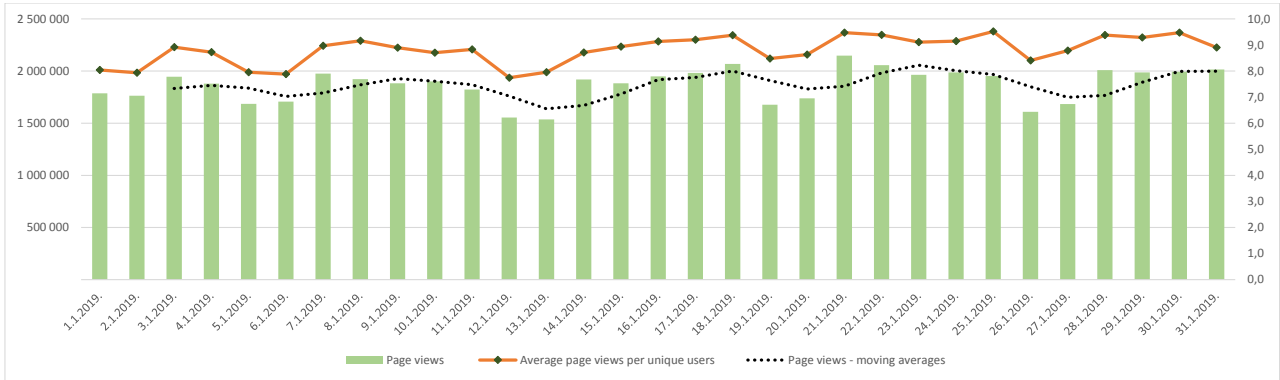
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,9%	90	6,9%
	Three-year high school	12,5%	97	9,8%
	Four-year high school	41,2%	99	46,5%
	Higher school, university, college or more	31,4%	108	36,1%
	I don't want to answer	1,0%	96	0,8%
Personal income	I have no income	10,2%	91	4,8%
	Less than 400 EUR	10,1%	90	8,2%
	400 to 800 EUR	24,4%	98	20,4%
	800 to 1200 EUR	26,3%	102	27,6%
	1200 to 1500 EUR	9,2%	109	12,9%
	1500 to 1800 EUR	4,8%	107	6,4%
	over 1800 EUR	6,4%	115	10,6%
Region	I don't want to answer	8,7%	102	8,9%
	Pomurska	5,3%	91	4,5%
	Podravska	14,7%	92	13,8%
	Koroška	3,6%	97	3,6%
	Savinjska	12,7%	97	13,8%
	Zasavska	2,1%	95	3,0%
	Spodnje-posavska	3,3%	104	2,8%
	JV Slovenija	6,3%	96	3,6%
	Osrednjeslovenska	29,5%	109	33,4%
	Gorenjska	10,3%	103	10,3%
	Notranjsko-kraška	1,9%	90	1,6%
	Goriška	5,8%	102	6,4%
	Obalno-kraška	4,5%	95	3,2%
	Gender	Male	50,2%	103
Female		49,8%	97	38,8%
Age	10 to 17 years	2,8%	82	0,8%
	18 to 24 years	11,7%	91	5,4%
	25 to 29 years	8,9%	97	7,2%
	30 to 39 years	22,7%	97	20,3%
	40 to 49 years	22,7%	103	24,3%
	50 to 59 years	18,0%	108	23,4%
Employment status	60 to 75 years	12,6%	106	16,8%
	Employed in public sector	14,7%	103	14,9%
	Employed in a private company	39,7%	101	43,1%
	Self-employed	9,8%	109	12,0%
	Unemployed	6,3%	93	4,7%
	Retired	12,0%	107	15,8%
	Pupil	6,0%	81	1,5%
	Student	10,3%	95	7,4%
	I don't want to answer	1,1%	104	0,6%

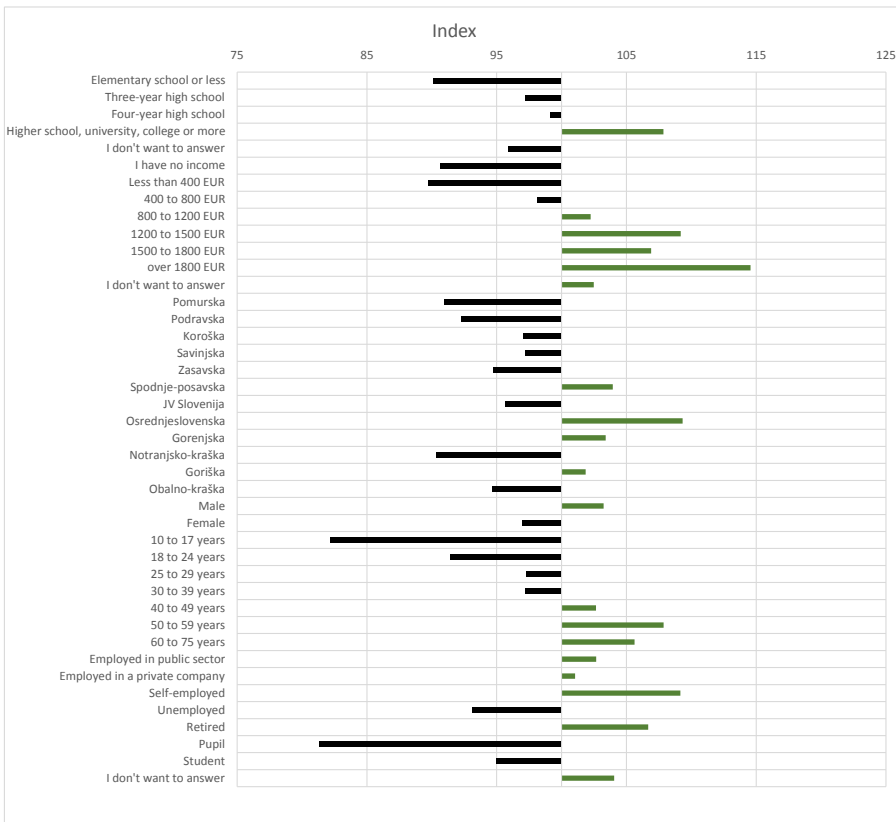


Note:

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 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 1.1. to 31.1.2019. 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 1.1. to 31.1.2019. 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.