



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: February 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2019.	2 110 863	238 422	18,1%	473 870	8,9	2,0
2.2.2019.	1 668 040	192 692	14,6%	353 252	8,7	1,8
3.2.2019.	1 706 583	199 985	15,2%	365 701	8,5	1,8
4.2.2019.	2 141 617	226 507	17,2%	458 535	9,5	2,0
5.2.2019.	2 059 239	223 609	17,0%	444 981	9,2	2,0
6.2.2019.	1 925 409	204 512	15,5%	413 409	9,4	2,0
7.2.2019.	1 824 445	206 466	15,7%	400 203	8,8	1,9
8.2.2019.	1 608 646	200 581	15,2%	355 395	8,0	1,8
9.2.2019.	1 538 220	177 162	13,4%	311 390	8,7	1,8
10.2.2019.	1 788 762	211 165	16,0%	399 881	8,5	1,9
11.2.2019.	2 029 556	228 703	17,4%	466 343	8,9	2,0
12.2.2019.	1 941 207	211 028	16,0%	415 987	9,2	2,0
13.2.2019.	1 925 218	214 205	16,3%	421 885	9,0	2,0
14.2.2019.	1 956 646	210 513	16,0%	416 209	9,3	2,0
15.2.2019.	1 848 253	208 788	15,9%	403 982	8,9	1,9
16.2.2019.	1 575 950	205 161	15,6%	353 619	7,7	1,7
17.2.2019.	1 757 159	218 771	16,6%	385 119	8,0	1,8
18.2.2019.	1 958 952	214 225	16,3%	428 325	9,1	2,0
19.2.2019.	1 954 462	217 141	16,5%	427 199	9,0	2,0
20.2.2019.	1 912 049	204 776	15,5%	411 257	9,3	2,0
21.2.2019.	1 890 811	208 793	15,9%	412 732	9,1	2,0
22.2.2019.	1 879 669	214 037	16,2%	421 238	8,8	2,0
23.2.2019.	1 662 382	221 834	16,8%	397 452	7,5	1,8
24.2.2019.	1 649 964	208 742	15,8%	376 353	7,9	1,8
25.2.2019.	1 927 845	219 846	16,7%	441 492	8,8	2,0
26.2.2019.	1 873 316	212 795	16,2%	414 742	8,8	1,9
27.2.2019.	1 796 633	198 123	15,0%	394 062	9,1	2,0
28.2.2019.	1 812 847	212 938	16,2%	416 528	8,5	2,0

Weekly reach (Slovenian visitors)

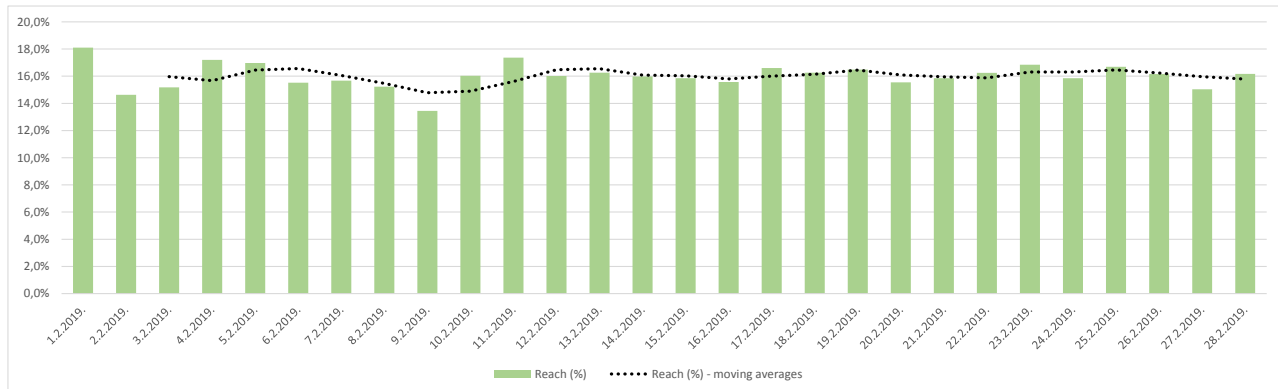
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2019. - 3.2.2019.	5 485 416	355 487	27,0%	1 192 933	15,4	3,4
4.2.2019. - 10.2.2019.	12 886 238	413 533	31,4%	2 783 611	31,2	6,7
11.2.2019. - 17.2.2019.	13 033 834	422 397	32,1%	2 862 901	30,9	6,8
18.2.2019. - 24.2.2019.	12 908 229	421 174	32,0%	2 873 902	30,6	6,8
25.2.2019. - 28.2.2019.	7 410 614	376 190	28,6%	1 666 736	19,7	4,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2019. - 28.2.2019.	51 724 268	595 914	45,2%	11 380 067	86,8	19,1

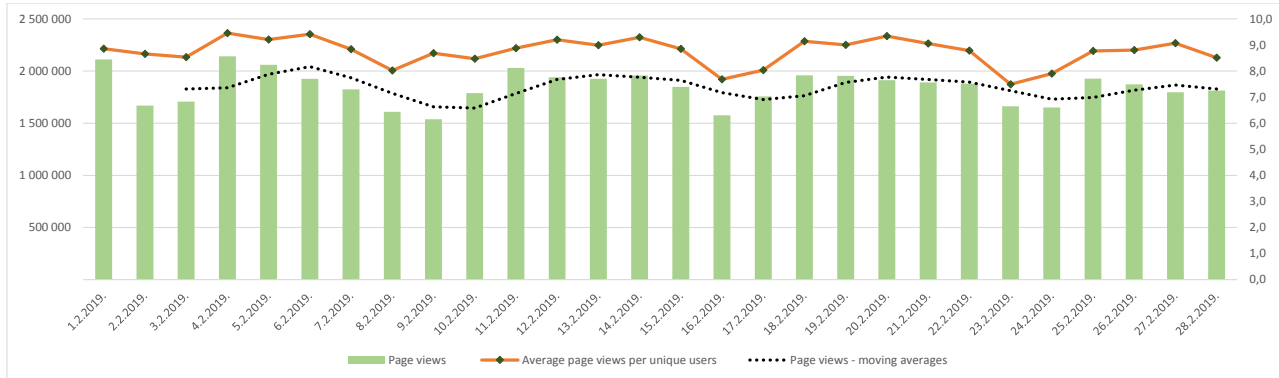
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,7%	96	6,9%	
	Three-year high school	12,8%	99	10,8%	
	Four-year high school	40,4%	97	43,0%	
	Higher school, university, college or more	31,2%	108	38,6%	
	I don't want to answer	0,9%	90	0,7%	
Personal income	I have no income	10,5%	92	5,6%	
	Less than 400 EUR	9,9%	90	7,0%	
	400 to 800 EUR	24,8%	100	19,2%	
	800 to 1200 EUR	25,8%	100	26,8%	
	1200 to 1500 EUR	9,1%	109	13,3%	
	1500 to 1800 EUR	4,9%	111	6,8%	
	over 1800 EUR	6,8%	120	12,5%	
Region	I don't want to answer	8,2%	96	8,7%	
	Pomurska	5,5%	93	5,1%	
	Podravska	14,7%	93	12,1%	
	Koroška	3,9%	102	2,3%	
	Savinjska	12,9%	100	15,5%	
	Zasavska	2,1%	94	2,5%	
	Spodnje-posavska	3,3%	108	3,1%	
	JV Slovenija	5,6%	85	4,1%	
	Osrednjeslovenska	28,8%	107	34,5%	
	Gorenjska	10,4%	104	9,6%	
	Notranjsko-kraška	2,2%	107	1,6%	
	Goriška	6,0%	105	6,3%	
	Obalno-kraška	4,6%	96	3,2%	
	Gender	Male	50,2%	103	60,3%
		Female	49,8%	97	39,7%
Age	10 to 17 years	3,1%	91	1,2%	
	18 to 24 years	11,1%	86	5,8%	
	25 to 29 years	8,3%	92	5,2%	
	30 to 39 years	22,9%	98	22,3%	
	40 to 49 years	22,9%	104	24,1%	
	50 to 59 years	18,3%	109	23,2%	
Employment status	60 to 75 years	12,9%	108	16,6%	
	Employed in public sector	15,0%	105	15,2%	
	Employed in a private company	39,7%	101	43,6%	
	Self-employed	9,4%	106	11,7%	
	Unemployed	6,6%	96	4,6%	
	Retired	12,3%	110	16,0%	
	Pupil	6,7%	90	2,0%	
	Student	9,3%	86	6,2%	
	I don't want to answer	1,0%	88	0,8%	



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.

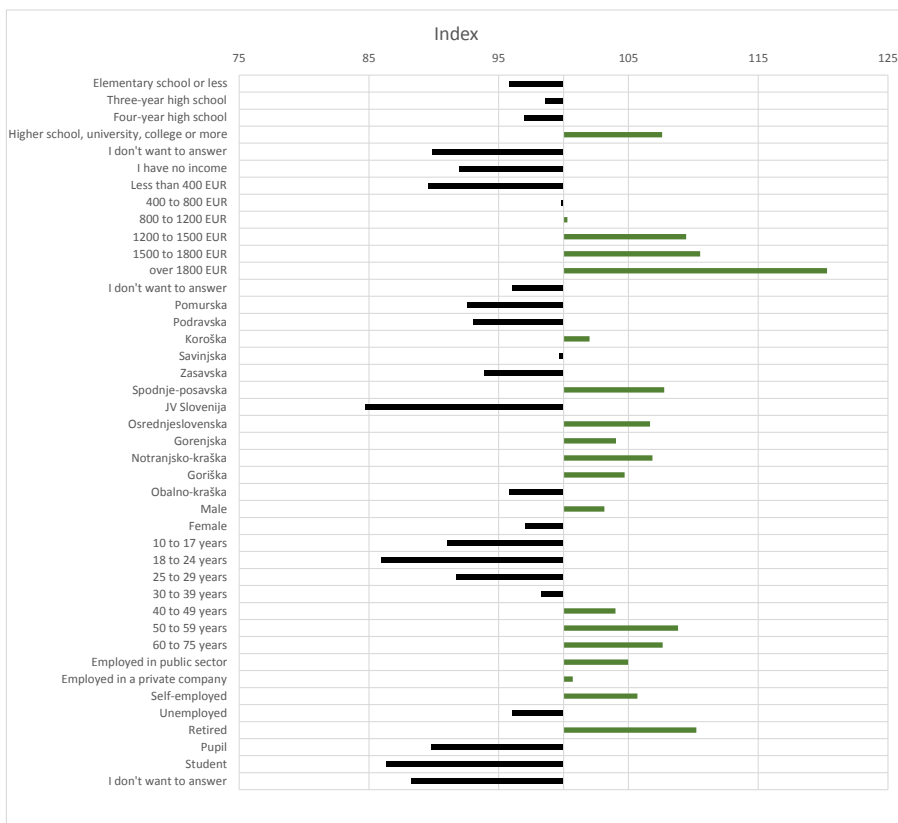


Note:

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 1.2. to 28.2.2019. 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 1.2. to 28.2.2019. 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.