



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

Period: March 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2019.	1 766 929	197 018	15,0%	386 474	9,0	2,0
2.3.2019.	1 523 600	187 515	14,2%	331 251	8,1	1,8
3.3.2019.	1 609 153	200 299	15,2%	352 819	8,0	1,8
4.3.2019.	2 060 445	234 334	17,8%	468 399	8,8	2,0
5.3.2019.	1 961 898	222 468	16,9%	436 678	8,8	2,0
6.3.2019.	1 968 474	225 482	17,1%	450 078	8,7	2,0
7.3.2019.	1 975 256	224 989	17,1%	447 157	8,8	2,0
8.3.2019.	1 923 701	216 232	16,4%	427 008	8,9	2,0
9.3.2019.	1 633 626	209 805	15,9%	377 623	7,8	1,8
10.3.2019.	1 769 213	231 915	17,6%	420 456	7,6	1,8
11.3.2019.	2 145 086	256 446	19,5%	520 496	8,4	2,0
12.3.2019.	1 993 044	225 980	17,2%	459 137	8,8	2,0
13.3.2019.	2 149 284	243 758	18,5%	492 896	8,8	2,0
14.3.2019.	2 044 717	229 219	17,4%	459 819	8,9	2,0
15.3.2019.	1 874 702	218 938	16,6%	434 678	8,6	2,0
16.3.2019.	1 490 225	204 812	15,5%	361 540	7,3	1,8
17.3.2019.	1 640 114	215 272	16,3%	395 118	7,6	1,8
18.3.2019.	2 101 058	236 707	18,0%	491 360	8,9	2,1
19.3.2019.	2 150 717	235 953	17,9%	482 957	9,1	2,0
20.3.2019.	2 084 527	244 086	18,5%	492 877	8,5	2,0
21.3.2019.	1 962 246	233 112	17,7%	463 742	8,4	2,0
22.3.2019.	1 861 042	213 654	16,2%	421 578	8,7	2,0
23.3.2019.	1 506 942	187 250	14,2%	330 235	8,0	1,8
24.3.2019.	1 699 450	222 018	16,9%	390 822	7,7	1,8
25.3.2019.	2 153 243	240 720	18,3%	494 414	8,9	2,1
26.3.2019.	2 052 077	235 249	17,9%	472 360	8,7	2,0
27.3.2019.	2 055 293	237 314	18,0%	476 983	8,7	2,0
28.3.2019.	2 021 549	237 336	18,0%	474 335	8,5	2,0
29.3.2019.	1 901 373	241 609	18,3%	466 471	7,9	1,9
30.3.2019.	1 392 130	189 723	14,4%	325 527	7,3	1,7
31.3.2019.	1 452 550	195 196	14,8%	340 598	7,4	1,7

Weekly reach (Slovenian visitors)

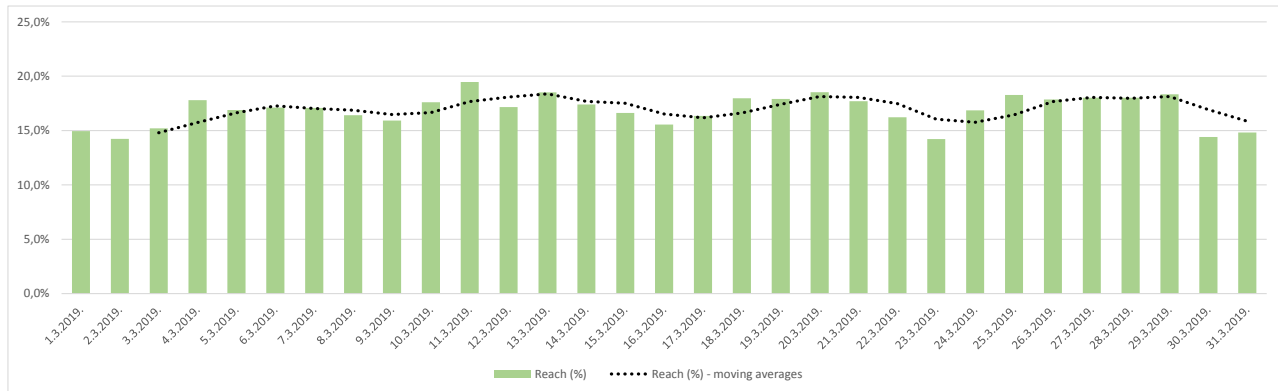
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2019. - 3.3.2019.	4 899 650	332 177	25,2%	1 070 532	14,8	3,2
4.3.2019. - 10.2.2019.	13 292 500	431 259	32,7%	3 027 152	30,8	7,0
11.3.2019. - 17.3.2019.	13 337 083	442 745	33,6%	3 123 400	30,1	7,1
18.3.2019. - 24.3.2019.	13 365 929	436 506	33,1%	3 073 664	30,6	7,0
25.3.2019. - 31.3.2019.	13 028 180	440 818	33,5%	3 050 618	29,6	6,9

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.3.2019. - 31.3.2019.	57 923 387	621 435	47,2%	13 345 695	93,2	21,5

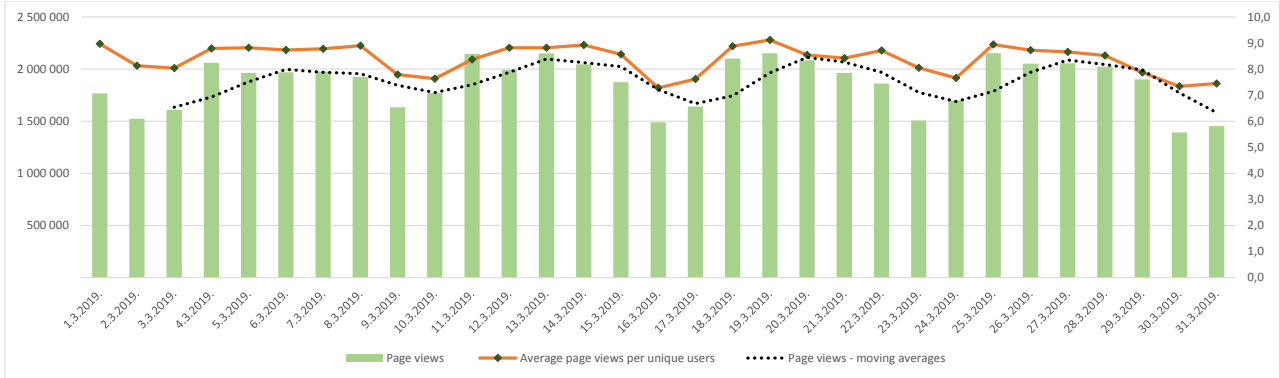
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,0%	90	7,5%	
	Three-year high school	12,6%	98	10,5%	
	Four-year high school	41,7%	100	43,1%	
	Higher school, university, college or more	30,7%	107	38,3%	
	I don't want to answer	0,9%	94	0,6%	
Personal income	I have no income	10,1%	89	4,9%	
	Less than 400 EUR	10,5%	92	6,6%	
	400 to 800 EUR	24,3%	97	19,5%	
	800 to 1200 EUR	26,0%	103	27,6%	
	1200 to 1500 EUR	9,3%	112	13,4%	
	1500 to 1800 EUR	5,1%	111	6,4%	
	over 1800 EUR	6,5%	116	12,3%	
Region	I don't want to answer	8,3%	98	9,2%	
	Pomurska	6,0%	101	5,1%	
	Podravska	14,2%	90	9,9%	
	Koroška	3,6%	93	1,8%	
	Savinjska	12,5%	97	15,2%	
	Zasavska	2,1%	94	2,4%	
	Spodnje-posavska	3,3%	107	2,8%	
	JV Slovenija	6,1%	91	4,1%	
	Osrednjeslovenska	29,0%	107	35,9%	
	Gorenjska	10,1%	102	10,1%	
	Notranjsko-kraška	2,0%	99	1,5%	
	Goriška	6,2%	108	7,6%	
	Obalno-kraška	4,8%	101	3,6%	
	Gender	Male	49,5%	103	57,6%
		Female	50,5%	98	42,4%
Age	10 to 17 years	3,1%	86	0,7%	
	18 to 24 years	11,9%	93	5,5%	
	25 to 29 years	8,8%	98	6,1%	
	30 to 39 years	22,4%	97	20,3%	
	40 to 49 years	22,6%	102	26,7%	
	50 to 59 years	17,6%	105	23,3%	
	60 to 75 years	13,0%	108	16,1%	
Employment status	Employed in public sector	14,2%	100	16,9%	
	Employed in a private company	39,9%	102	43,1%	
	Self-employed	9,2%	104	12,7%	
	Unemployed	6,3%	92	4,5%	
	Retired	12,4%	110	14,9%	
	Pupil	6,6%	85	1,8%	
	Student	10,4%	96	5,5%	
	I don't want to answer	1,1%	95	0,5%	

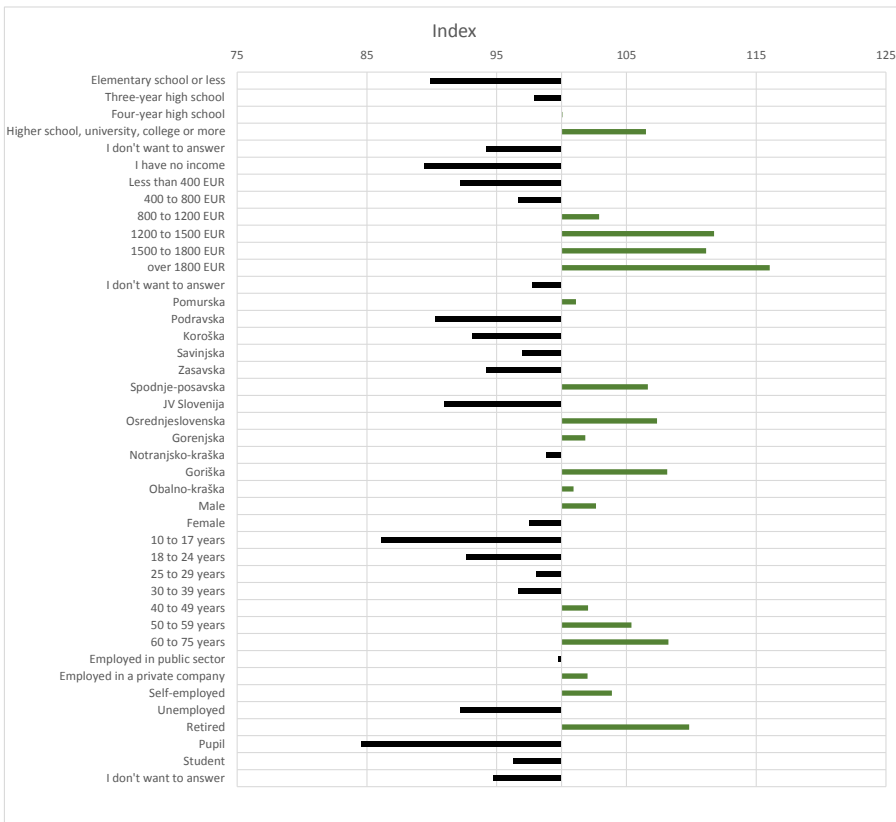


Note:

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 1.3. to 31.3.2019. 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 1.3. to 31.3.2019. 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.