



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: July 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2019.	1 732 409	214 218	16,1%	398 931	8,1	1,9
2.7.2019.	1 883 125	227 450	17,1%	429 438	8,3	1,9
3.7.2019.	1 807 306	220 635	16,6%	413 372	8,2	1,9
4.7.2019.	1 757 061	224 527	16,9%	416 772	7,8	1,9
5.7.2019.	1 667 413	224 721	16,9%	409 310	7,4	1,8
6.7.2019.	1 437 317	235 168	17,7%	387 401	6,1	1,6
7.7.2019.	1 588 219	258 428	19,5%	437 183	6,1	1,7
8.7.2019.	1 868 520	248 873	18,7%	466 980	7,5	1,9
9.7.2019.	1 819 877	247 596	18,6%	452 538	7,4	1,8
10.7.2019.	1 820 174	257 107	19,4%	462 874	7,1	1,8
11.7.2019.	1 788 351	242 811	18,3%	436 623	7,4	1,8
12.7.2019.	1 757 145	233 478	17,6%	422 669	7,5	1,8
13.7.2019.	1 373 130	207 899	15,7%	347 176	6,6	1,7
14.7.2019.	1 398 475	211 298	15,9%	355 028	6,6	1,7
15.7.2019.	1 795 670	231 098	17,4%	423 008	7,8	1,8
16.7.2019.	1 780 345	227 958	17,2%	415 373	7,8	1,8
17.7.2019.	1 711 645	229 649	17,3%	418 686	7,5	1,8
18.7.2019.	1 767 716	230 395	17,4%	422 580	7,7	1,8
19.7.2019.	1 649 339	216 616	16,3%	390 398	7,6	1,8
20.7.2019.	1 317 410	202 412	15,2%	329 415	6,5	1,6
21.7.2019.	1 422 562	207 119	15,6%	346 533	6,9	1,7
22.7.2019.	1 680 402	205 731	15,5%	383 920	8,2	1,9
23.7.2019.	1 651 100	203 101	15,3%	379 416	8,1	1,9
24.7.2019.	1 722 793	213 780	16,1%	393 855	8,1	1,8
25.7.2019.	1 745 573	206 088	15,5%	387 262	8,5	1,9
26.7.2019.	1 716 660	214 886	16,2%	397 851	8,0	1,9
27.7.2019.	1 416 331	214 379	16,1%	359 740	6,6	1,7
28.7.2019.	1 579 301	216 403	16,3%	377 601	7,3	1,7
29.7.2019.	1 772 859	214 194	16,1%	403 486	8,3	1,9
30.7.2019.	1 781 009	230 244	17,3%	417 475	7,7	1,8
31.7.2019.	1 827 737	241 226	18,2%	439 871	7,6	1,8

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2019. - 7.7.2019.	11 872 891	440 715	33,2%	2 891 824	26,9	6,6
8.7.2019. - 14.7.2019.	11 825 649	447 619	33,7%	2 943 686	26,4	6,6
15.7.2019. - 21.7.2019.	11 444 682	427 239	32,2%	2 745 684	26,8	6,4
22.7.2019. - 28.7.2019.	11 512 069	411 782	31,0%	2 679 265	28,0	6,5
29.7.2019. - 31.7.2019.	5 381 631	370 466	27,9%	1 260 752	14,5	3,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2019. - 31.7.2019.	52 036 962	632 674	47,6%	12 521 149	82,2	19,8

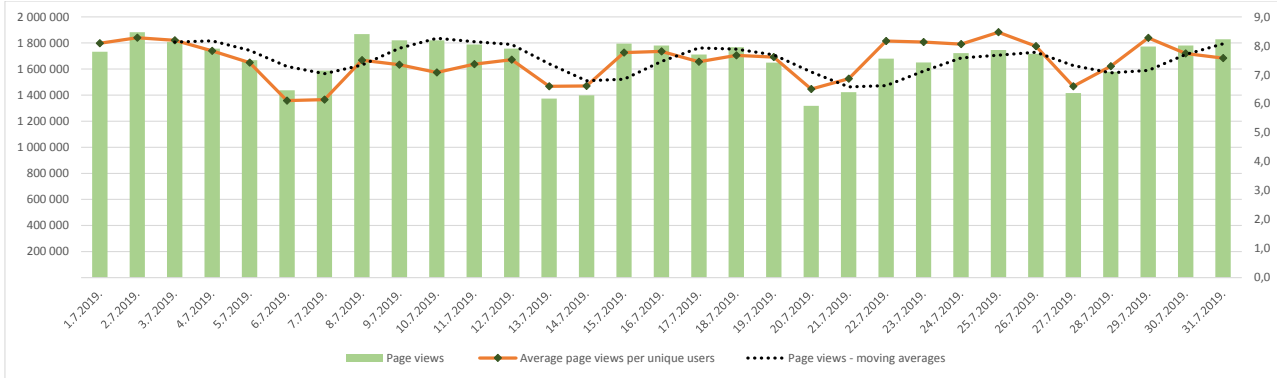
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,9%	98	6,6%	
	Three-year high school	13,0%	96	9,0%	
	Four-year high school	40,6%	97	43,8%	
	Higher school, university, college or more	31,5%	107	40,1%	
	I don't want to answer	0,9%	93	0,6%	
Personal income	I have no income	10,3%	96	6,0%	
	Less than 400 EUR	8,7%	84	5,0%	
	400 to 800 EUR	24,9%	100	18,4%	
	800 to 1200 EUR	25,7%	100	29,7%	
	1200 to 1500 EUR	9,4%	107	13,8%	
	1500 to 1800 EUR	5,4%	110	6,7%	
	over 1800 EUR	7,0%	116	11,5%	
	I don't want to answer	8,6%	101	9,0%	
Region	Pomurska	5,2%	91	4,5%	
	Podravska	15,3%	96	9,6%	
	Koroška	3,3%	90	1,6%	
	Savinjska	12,8%	99	13,9%	
	Zasavska	2,0%	92	1,6%	
	Spodnje-posavska	3,1%	99	3,0%	
	JV Slovenija	6,0%	90	6,7%	
	Osrednjeslovenska	28,7%	107	36,1%	
	Gorenjska	10,4%	104	11,6%	
	Notranjsko-kraška	2,2%	109	1,5%	
	Goriška	6,0%	102	6,8%	
	Obalno-kraška	5,0%	100	3,1%	
	Gender	Male	51,5%	105	59,0%
		Female	48,5%	95	41,0%
Age	10 to 17 years	3,6%	103	0,6%	
	18 to 24 years	10,8%	88	6,0%	
	25 to 29 years	7,9%	86	6,6%	
	30 to 39 years	23,1%	98	23,3%	
	40 to 49 years	23,7%	105	25,2%	
	50 to 59 years	17,7%	106	21,5%	
	60 to 75 years	12,8%	107	15,6%	
Employment status	Employed in public sector	15,0%	103	15,2%	
	Employed in a private company	40,6%	102	45,7%	
	Self-employed	9,2%	103	12,1%	
	Unemployed	7,1%	94	4,9%	
	Retired	12,1%	109	14,3%	
	Pupil	6,0%	92	1,4%	
	Student	9,1%	88	5,7%	
	I don't want to answer	1,0%	87	0,6%	

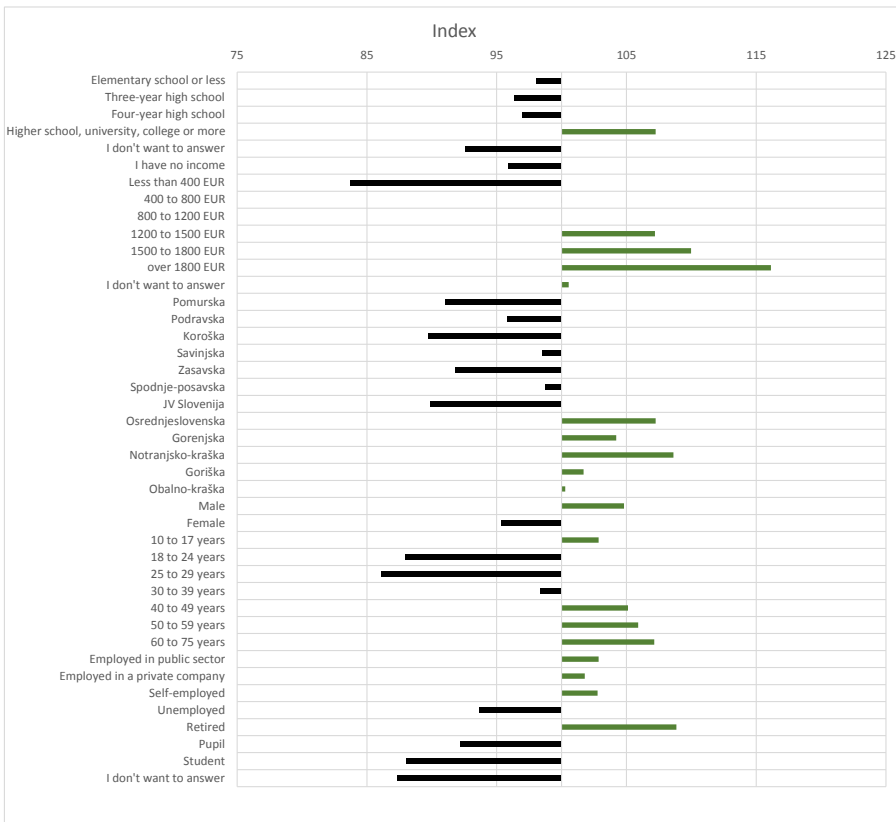


Note:

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 side 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 1.7. to 31.7.2019. 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 1.7. to 31.7.2019. 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.