



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: September 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2019.	1 575 677	223 159	16,8%	381 953	7,1	1,7
2.9.2019.	1 961 344	238 278	17,9%	444 453	8,2	1,9
3.9.2019.	1 926 394	230 962	17,4%	421 520	8,3	1,8
4.9.2019.	1 947 163	239 102	18,0%	436 114	8,1	1,8
5.9.2019.	1 799 706	225 825	17,0%	403 680	8,0	1,8
6.9.2019.	1 968 235	251 658	19,0%	464 487	7,8	1,8
7.9.2019.	1 685 709	231 833	17,5%	398 384	7,3	1,7
8.9.2019.	1 886 984	261 562	19,7%	455 476	7,2	1,7
9.9.2019.	2 012 625	251 033	18,9%	469 810	8,0	1,9
10.9.2019.	1 923 803	238 143	17,9%	435 151	8,1	1,8
11.9.2019.	1 938 332	238 556	18,0%	438 916	8,1	1,8
12.9.2019.	1 886 712	249 382	18,8%	455 263	7,6	1,8
13.9.2019.	1 801 506	236 429	17,8%	434 692	7,6	1,8
14.9.2019.	1 446 967	207 758	15,6%	351 698	7,0	1,7
15.9.2019.	1 584 240	221 120	16,7%	381 441	7,2	1,7
16.9.2019.	1 983 255	258 187	19,4%	470 466	7,7	1,8
17.9.2019.	1 949 346	247 881	18,7%	448 303	7,9	1,8
18.9.2019.	1 991 901	247 917	18,7%	455 289	8,0	1,8
19.9.2019.	1 829 672	229 234	17,3%	406 976	8,0	1,8
20.9.2019.	1 753 929	221 828	16,7%	391 910	7,9	1,8
21.9.2019.	1 329 670	187 141	14,1%	298 258	7,1	1,6
22.9.2019.	1 564 467	215 137	16,2%	355 532	7,3	1,7
23.9.2019.	2 094 798	255 952	19,3%	467 909	8,2	1,8
24.9.2019.	2 184 283	277 346	20,9%	509 922	7,9	1,8
25.9.2019.	2 051 096	251 008	18,9%	470 654	8,2	1,9
26.9.2019.	1 871 265	243 181	18,3%	451 188	7,7	1,9
27.9.2019.	2 108 256	290 207	21,9%	518 459	7,3	1,8
28.9.2019.	1 724 777	264 111	19,9%	435 738	6,5	1,6
29.9.2019.	1 780 880	259 743	19,6%	441 241	6,9	1,7
30.9.2019.	2 032 876	270 972	20,4%	490 348	7,5	1,8

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2019. - 1.9.2019.	1 575 677	223 159	16,8%	381 953	7,1	1,7
2.9.2019. - 8.9.2019.	13 175 263	443 411	33,4%	3 023 540	29,7	6,8
9.9.2019. - 15.9.2019.	12 594 209	440 639	33,2%	2 966 366	28,6	6,7
16.9.2019. - 22.9.2019.	12 402 104	437 929	33,0%	2 826 660	28,3	6,5
23.9.2019. - 29.9.2019.	13 815 151	505 319	38,1%	3 294 297	27,3	6,5
30.9.2019. - 30.9.2019.	2 032 876	270 972	20,4%	490 348	7,5	1,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2019. - 30.9.2019.	55 595 253	670 564	50,5%	12 982 620	82,9	19,4

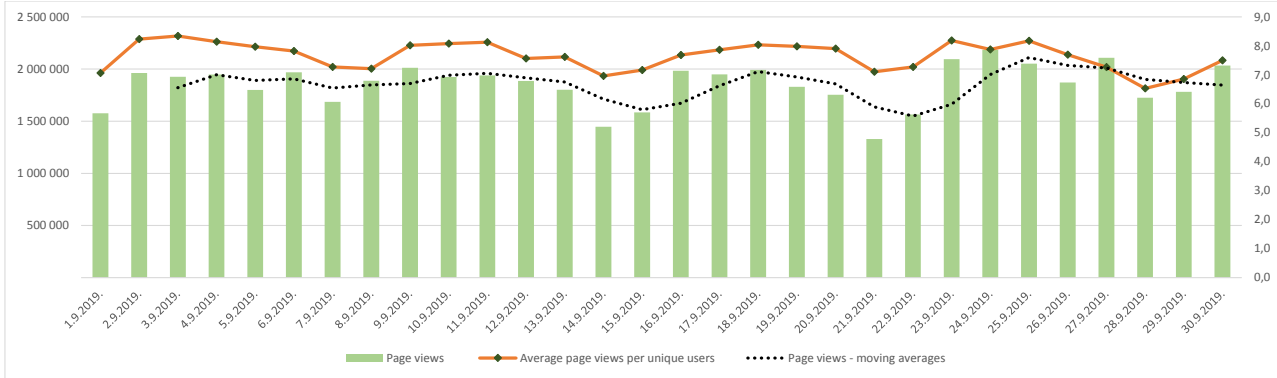
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,8%	90	6,1%
	Three-year high school	13,2%	96	8,1%
	Four-year high school	41,1%	99	44,7%
	Higher school, university, college or more	32,0%	108	40,5%
	I don't want to answer	1,0%	99	0,6%
Personal income	I have no income	9,6%	90	4,6%
	Less than 400 EUR	8,9%	85	4,6%
	400 to 800 EUR	23,5%	97	17,7%
	800 to 1200 EUR	26,7%	104	30,0%
	1200 to 1500 EUR	9,7%	110	13,6%
	1500 to 1800 EUR	5,7%	114	6,2%
	over 1800 EUR	7,2%	114	12,5%
Region	I don't want to answer	8,7%	99	10,7%
	Pomurska	5,4%	94	4,1%
	Podravska	14,8%	94	10,4%
	Koroška	3,2%	93	1,5%
	Savinjska	12,5%	96	15,9%
	Zasavska	2,0%	88	1,8%
	Spodnje-posavska	3,3%	100	3,3%
	JV Slovenija	6,2%	94	6,1%
	Osrednjeslovenska	29,1%	107	36,4%
	Gorenjska	10,5%	105	10,1%
	Notranjsko-kraška	2,1%	94	1,3%
	Goriška	6,2%	107	5,8%
	Obalno-kraška	4,8%	97	3,3%
	Gender	Male	51,3%	105
Female		48,7%	95	37,3%
Age	10 to 17 years	3,4%	95	0,7%
	18 to 24 years	10,7%	85	5,0%
	25 to 29 years	7,9%	90	4,7%
	30 to 39 years	23,0%	98	21,5%
	40 to 49 years	24,1%	105	29,0%
	50 to 59 years	18,0%	107	22,4%
	60 to 75 years	12,5%	109	15,7%
Employment status	Employed in public sector	15,3%	104	15,7%
	Employed in a private company	40,7%	101	46,7%
	Self-employed	9,5%	107	11,9%
	Unemployed	6,9%	93	4,9%
	Retired	11,7%	109	13,8%
	Pupil	5,9%	89	1,4%
	Student	8,9%	87	4,9%
	I don't want to answer	1,1%	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.

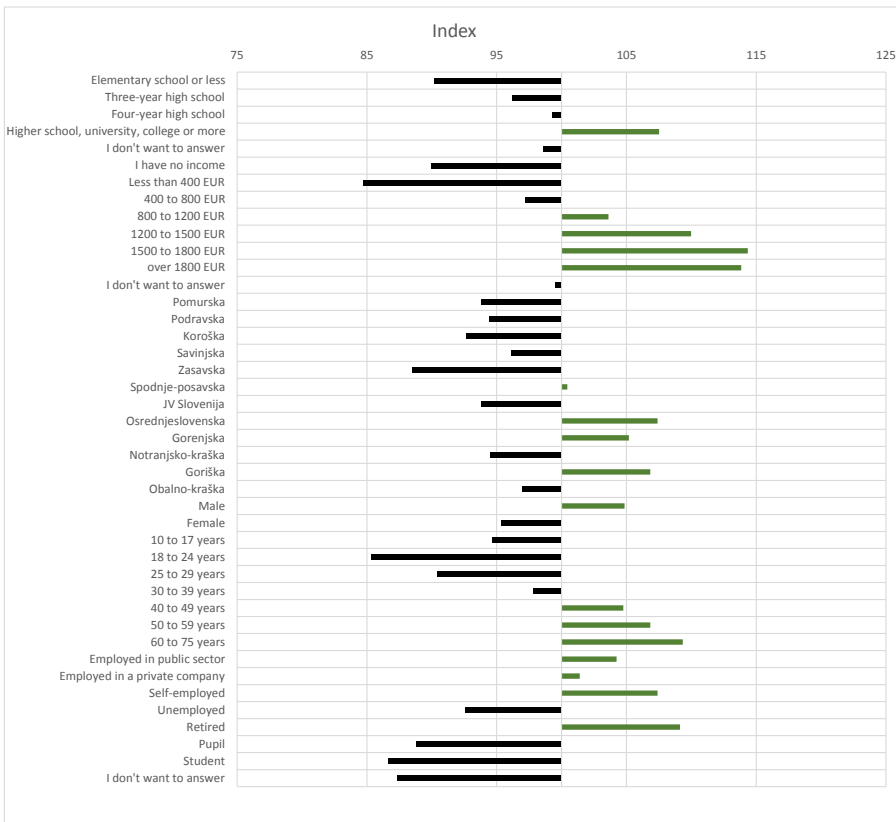


Note:

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 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 1.9. to 30.9.2019. 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 1.9. to 30.9.2019. 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.