



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: October 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2019.	1 995 997	250 491	18,8%	457 274	8,0	1,8
2.10.2019.	2 031 511	259 079	19,5%	475 995	7,8	1,8
3.10.2019.	1 828 655	239 416	18,0%	424 893	7,6	1,8
4.10.2019.	1 827 188	229 518	17,3%	416 980	8,0	1,8
5.10.2019.	1 358 767	190 699	14,3%	326 281	7,1	1,7
6.10.2019.	1 482 669	202 760	15,3%	356 828	7,3	1,8
7.10.2019.	1 874 148	239 743	18,0%	430 634	7,8	1,8
8.10.2019.	1 806 958	234 230	17,6%	418 855	7,7	1,8
9.10.2019.	1 802 245	230 671	17,4%	412 643	7,8	1,8
10.10.2019.	1 897 513	240 859	18,1%	441 929	7,9	1,8
11.10.2019.	1 686 872	219 902	16,5%	392 189	7,7	1,8
12.10.2019.	1 378 897	197 109	14,8%	334 153	7,0	1,7
13.10.2019.	1 480 516	209 184	15,7%	363 842	7,1	1,7
14.10.2019.	1 853 034	238 951	18,0%	429 985	7,8	1,8
15.10.2019.	1 819 448	229 348	17,3%	404 214	7,9	1,8
16.10.2019.	1 840 209	231 781	17,4%	411 431	7,9	1,8
17.10.2019.	1 822 441	230 751	17,4%	412 772	7,9	1,8
18.10.2019.	1 782 895	233 339	17,6%	425 205	7,6	1,8
19.10.2019.	1 371 872	195 017	14,7%	332 770	7,0	1,7
20.10.2019.	1 437 553	194 468	14,6%	343 441	7,4	1,8
21.10.2019.	1 810 372	230 017	17,3%	403 786	7,9	1,8
22.10.2019.	1 853 691	232 417	17,5%	420 767	8,0	1,8
23.10.2019.	1 850 227	238 079	17,9%	430 627	7,8	1,8
24.10.2019.	1 855 553	243 708	18,3%	443 689	7,6	1,8
25.10.2019.	1 758 013	221 077	16,6%	394 889	8,0	1,8
26.10.2019.	1 390 832	202 543	15,2%	341 529	6,9	1,7
27.10.2019.	1 580 097	226 676	17,1%	402 240	7,0	1,8
28.10.2019.	1 842 409	235 586	17,7%	442 953	7,8	1,9
29.10.2019.	1 915 536	238 230	17,9%	434 409	8,0	1,8
30.10.2019.	1 672 655	214 491	16,1%	389 726	7,8	1,8
31.10.2019.	1 533 100	201 223	15,1%	354 631	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
1.10.2019. - 6.10.2019.	10 524 608	422 803	31,8%	2 457 876	24,9	5,8
7.10.2019. - 13.10.2019.	11 927 032	407 711	30,7%	2 793 789	29,3	6,9
14.10.2019. - 20.10.2019.	11 927 134	406 269	30,6%	2 759 221	29,4	6,8
21.10.2019. - 27.10.2019.	12 098 802	421 715	31,7%	2 836 650	28,7	6,7
28.10.2019. - 31.10.2019.	6 963 704	387 026	29,1%	1 621 708	18,0	4,2

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2019. - 31.10.2019.	53 441 715	605 874	45,6%	12 469 307	88,2	20,6

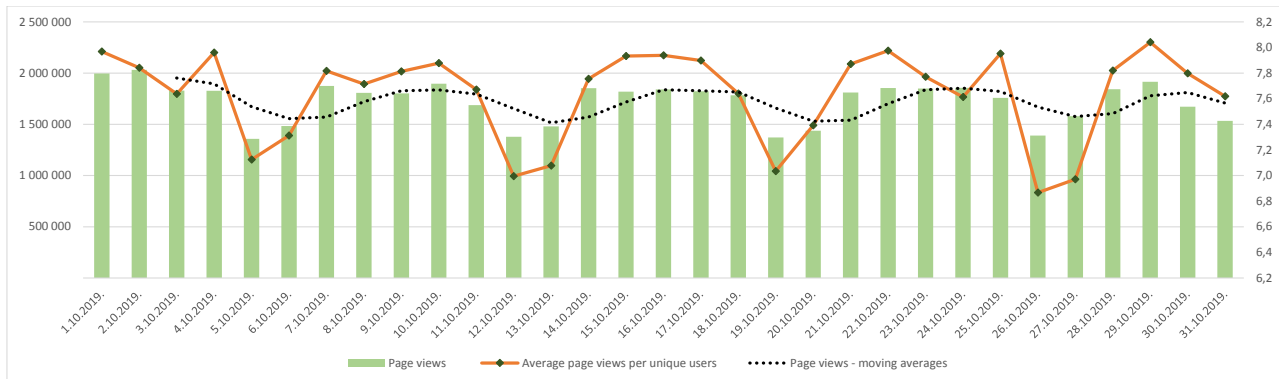
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,2%	91	6,3%
	Three-year high school	13,1%	97	8,3%
	Four-year high school	40,8%	99	42,0%
	Higher school, university, college or more	32,1%	108	42,8%
	I don't want to answer	0,9%	86	0,6%
Personal income	I have no income	9,8%	92	3,9%
	Less than 400 EUR	9,0%	87	4,2%
	400 to 800 EUR	23,7%	98	16,8%
	800 to 1200 EUR	25,7%	99	30,1%
	1200 to 1500 EUR	10,1%	114	13,7%
	1500 to 1800 EUR	5,9%	117	7,5%
	over 1800 EUR	7,1%	112	13,0%
	I don't want to answer	8,7%	101	10,8%
Region	Pomurska	5,5%	99	4,7%
	Podravska	14,4%	91	10,7%
	Koroška	3,2%	95	1,6%
	Savinjska	12,1%	94	14,4%
	Zasavska	2,1%	91	1,7%
	Spodnje-posavska	3,4%	109	2,8%
	JV Slovenija	5,9%	92	6,1%
	Osrednjeslovenska	30,3%	110	36,2%
	Gorenjska	9,8%	98	11,7%
	Notranjsko-kraška	2,2%	106	1,3%
	Goriška	6,2%	107	5,5%
	Obalno-kraška	4,9%	95	3,3%
	Gender	Male	50,4%	103
Female		49,6%	97	37,7%
Age	10 to 17 years	3,6%	91	0,6%
	18 to 24 years	10,5%	85	4,0%
	25 to 29 years	7,7%	89	4,9%
	30 to 39 years	22,9%	100	22,5%
	40 to 49 years	23,7%	104	28,4%
	50 to 59 years	18,3%	108	22,7%
Employment status	60 to 75 years	12,9%	106	16,0%
	Employed in public sector	14,8%	100	15,1%
	Employed in a private company	40,9%	103	49,3%
	Self-employed	9,2%	106	11,2%
	Unemployed	6,8%	94	4,6%
	Retired	12,1%	106	14,4%
	Pupil	5,8%	87	1,2%
	Student	9,3%	90	3,8%
	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.

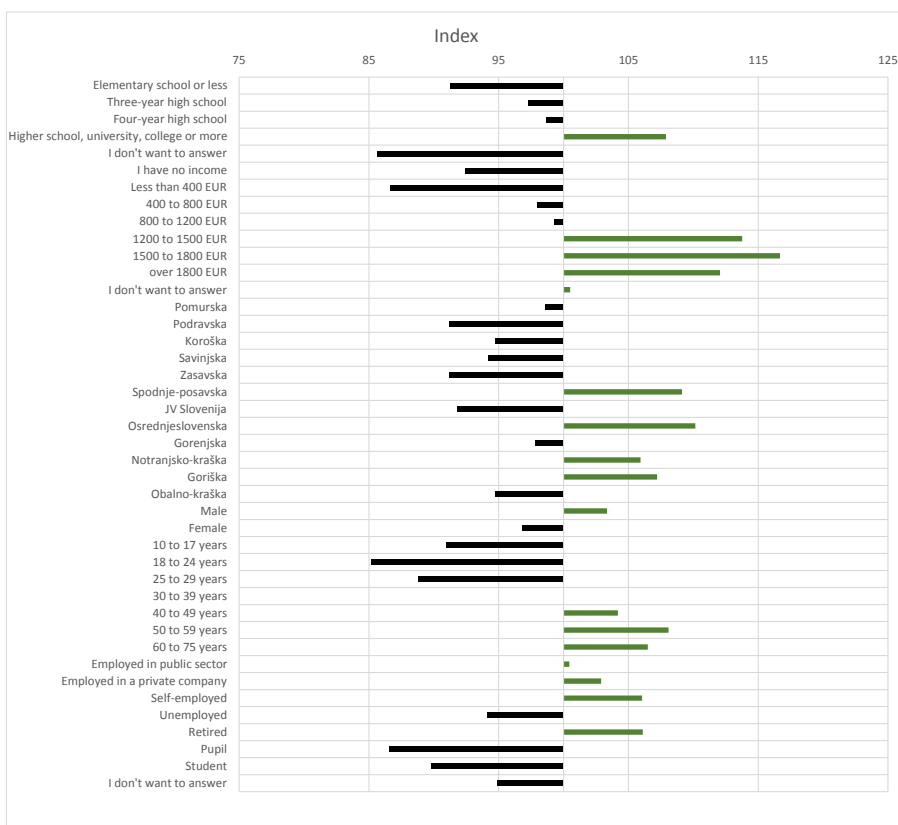


Note:

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 1.10. to 31.10.2019. 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 1.10. to 31.10.2019. 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.