



Website: Siol.net

Provider:

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

Comment:

Period: December 2019

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2019.	1 746 772	230 252	17,3%	416 104	7,6	1,8
2.12.2019.	2 136 698	264 473	19,9%	499 842	8,1	1,9
3.12.2019.	2 063 632	247 012	18,6%	464 278	8,4	1,9
4.12.2019.	2 007 819	252 381	19,0%	477 554	8,0	1,9
5.12.2019.	1 993 883	248 948	18,7%	473 422	8,0	1,9
6.12.2019.	1 935 018	238 878	18,0%	445 447	8,1	1,9
7.12.2019.	1 655 240	220 246	16,6%	391 673	7,5	1,8
8.12.2019.	1 706 921	234 898	17,7%	423 525	7,3	1,8
9.12.2019.	2 082 073	255 024	19,2%	477 787	8,2	1,9
10.12.2019.	2 043 550	255 002	19,2%	479 745	8,0	1,9
11.12.2019.	1 967 721	243 829	18,3%	460 981	8,1	1,9
12.12.2019.	1 984 169	240 672	18,1%	447 375	8,2	1,9
13.12.2019.	2 071 812	256 247	19,3%	494 034	8,1	1,9
14.12.2019.	1 679 534	232 098	17,5%	415 996	7,2	1,8
15.12.2019.	1 694 555	236 992	17,8%	428 728	7,2	1,8
16.12.2019.	1 982 347	238 826	18,0%	445 857	8,3	1,9
17.12.2019.	2 051 038	247 524	18,6%	479 096	8,3	1,9
18.12.2019.	1 990 362	238 601	18,0%	451 550	8,3	1,9
19.12.2019.	1 988 768	233 542	17,6%	447 964	8,5	1,9
20.12.2019.	1 849 412	227 126	17,1%	424 880	8,1	1,9
21.12.2019.	1 597 993	204 052	15,4%	366 214	7,8	1,8
22.12.2019.	1 784 656	217 774	16,4%	403 139	8,2	1,9
23.12.2019.	1 891 683	226 647	17,1%	433 914	8,3	1,9
24.12.2019.	1 678 982	202 417	15,2%	372 963	8,3	1,8
25.12.2019.	1 668 184	213 978	16,1%	377 072	7,8	1,8
26.12.2019.	1 563 512	201 966	15,2%	356 576	7,7	1,8
27.12.2019.	1 745 062	210 882	15,9%	392 131	8,3	1,9
28.12.2019.	1 609 527	207 972	15,6%	376 576	7,7	1,8
29.12.2019.	1 666 041	216 624	16,3%	389 117	7,7	1,8
30.12.2019.	1 783 211	209 330	15,7%	393 911	8,5	1,9
31.12.2019.	1 674 622	205 040	15,4%	377 049	8,2	1,8

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2019. - 1.12.2019.	1 746 772	230 252	17,3%	416 104	7,6	1,8
2.12.2019. - 8.12.2019.	13 499 057	467 566	35,2%	3 175 179	28,9	6,8
9.12.2019. - 15.12.2019.	13 523 192	479 429	36,1%	3 204 202	28,2	6,7
16.12.2019. - 22.12.2019.	13 244 206	450 251	33,9%	3 018 659	29,4	6,7
23.12.2019. - 29.12.2019.	11 823 121	447 241	33,6%	2 698 160	26,4	6,0
30.12.2019. - 31.12.2019.	3 457 831	296 366	22,3%	770 989	11,7	2,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2019. - 31.12.2019.	57 293 425	667 838	50,2%	13 283 524	85,8	19,9

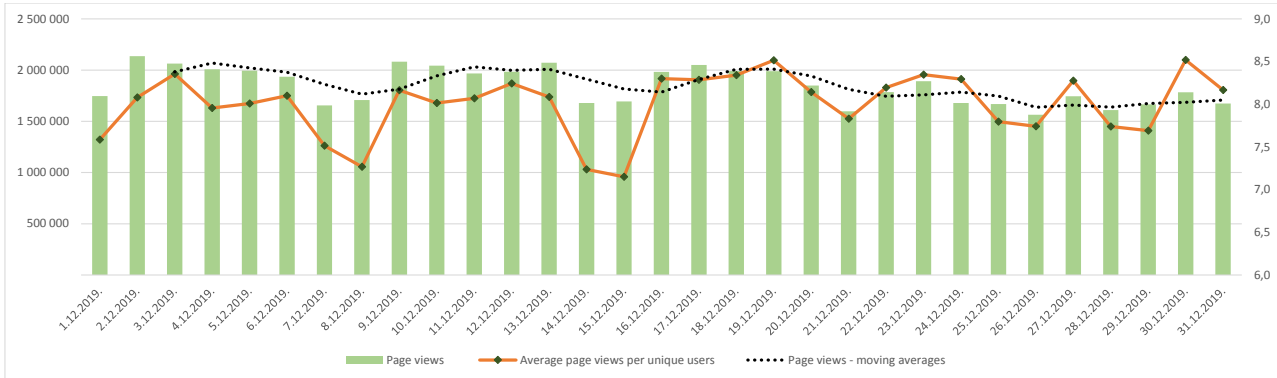
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,1%	99	8,3%	
	Three-year high school	13,4%	97	8,1%	
	Four-year high school	40,6%	99	43,4%	
	Higher school, university, college or more	31,1%	104	39,5%	
	I don't want to answer	0,8%	79	0,7%	
Personal income	I have no income	9,5%	89	4,5%	
	Less than 400 EUR	8,9%	88	5,4%	
	400 to 800 EUR	23,8%	99	19,7%	
	800 to 1200 EUR	26,0%	101	26,0%	
	1200 to 1500 EUR	9,9%	109	12,6%	
	1500 to 1800 EUR	6,1%	116	6,6%	
	over 1800 EUR	7,2%	112	13,7%	
	I don't want to answer	8,8%	100	11,4%	
Region	Pomurska	5,5%	95	5,0%	
	Podravska	14,8%	95	10,6%	
	Koroška	2,9%	83	1,7%	
	Savinjska	11,9%	94	15,6%	
	Zasavska	2,0%	88	2,7%	
	Spodnje-posavska	3,3%	105	2,8%	
	JV Slovenija	6,4%	95	4,3%	
	Osrednjeslovenska	29,4%	106	35,5%	
	Gorenjska	10,6%	106	10,3%	
	Notranjsko-kraška	2,4%	112	2,6%	
	Goriška	6,3%	111	5,6%	
	Obalno-kraška	4,5%	93	3,4%	
	Gender	Male	51,9%	106	60,4%
		Female	48,1%	94	39,6%
Age	10 to 17 years	2,2%	85	0,7%	
	18 to 24 years	10,1%	90	3,3%	
	25 to 29 years	7,1%	88	3,9%	
	30 to 39 years	21,0%	96	19,0%	
	40 to 49 years	24,9%	105	28,0%	
	50 to 59 years	19,1%	103	24,4%	
	60 to 75 years	15,0%	111	18,6%	
Employment status	Employed in public sector	14,6%	100	18,4%	
	Employed in a private company	40,9%	102	44,5%	
	Self-employed	9,8%	109	10,7%	
	Unemployed	6,6%	92	4,2%	
	Retired	12,8%	110	15,8%	
	Pupil	5,8%	91	2,0%	
	Student	8,4%	84	3,7%	
	I don't want to answer	1,2%	98	0,6%	

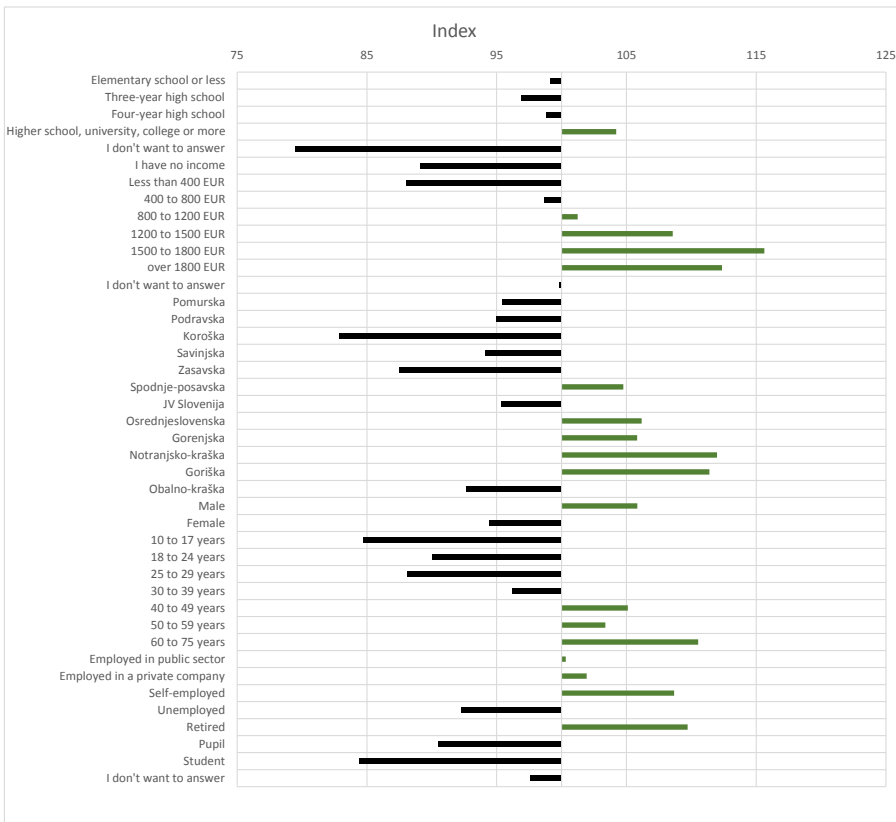


Note:

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 1.12. to 31.12.2019. 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 1.12. to 31.12.2019. 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.