

Zdroj: AIMmonitor - IAB Slovakia - Gemius, November 2021																							11.2021					
Research time period																							11.2021					
Defined target groups																												
name											definition																	
Population											Population																	
Target groups cardinalities																												
period		target group				platform		sample		population																		
11.2021		Population				Total		45794		3679726																		
11.2021		Population				PC		28365		3182922																		
11.2021		Population				Mobile		41145		3149239																		
11.2021																												
Target group	Node	Below minimum rating						Real users						Page views						Reach-Internet			Affinity Index-Internet					
		Total		PC		Mobile		Total		PC		Mobile		Total		PC		Mobile		Total	PC	Mobile	Total	PC	Mobile			
		All	Domestic	All	Domestic	All	Domestic	All	Domestic	All	Domestic	All	Domestic	All	Domestic	All	Domestic	All	Domestic	Domestic	Domestic	Domestic	All	Domestic	All	Domestic	All	Domestic
Population	Petit Press-sme.sk							2,637,258	2,202,172	1,208,209	1,062,892	2,435,873	2,082,936	110,057,774	98,994,747	41,615,965	#####	68,441,809	62,024,749	59.85%	33.39%	66.14%	-	100.00	-	100.00	-	100.00
	Startitup							2,487,942	2,103,002	546,433	480,304	2,326,114	1,982,503	43,675,666	40,160,621	5,062,628	4,552,229	38,613,038	35,608,392	57.15%	15.09%	62.95%	-	100.00	-	100.00	-	100.00
	OUR MEDIA SR-pravda.sk							2,288,448	1,967,982	718,310	644,086	2,128,446	1,852,653	56,862,717	51,377,239	22,444,521	#####	34,418,195	31,327,326	53.48%	20.24%	58.83%	-	100.00	-	100.00	-	100.00
	MAFRA Slovakia-hnonline.sk							1,881,111	1,664,594	539,914	493,456	1,745,174	1,560,615	37,930,166	35,585,213	6,412,130	5,862,793	31,518,036	29,722,420	45.24%	15.50%	49.56%	-	100.00	-	100.00	-	100.00
	Startitup-startitup.sk							1,869,890	1,605,503	251,891	218,424	1,795,717	1,554,293	18,573,961	17,031,997	1,069,812	933,187	17,504,149	16,098,810	43.63%	6.86%	49.35%	-	100.00	-	100.00	-	100.00
	Global24-dnes24.sk							1,517,540	1,388,400	201,384	187,726	1,458,585	1,339,575	13,241,046	12,638,605	1,363,347	1,257,340	11,877,699	11,381,265	37.73%	5.90%	42.54%	-	100.00	-	100.00	-	100.00
	N Press-dennikn.sk							1,546,444	1,364,267	494,564	436,451	1,366,539	1,215,693	30,031,093	26,352,005	10,527,176	9,052,754	19,503,917	17,299,251	37.08%	13.71%	38.60%	-	100.00	-	100.00	-	100.00
	REFRESHER Media-refresher.sk							1,535,823	1,341,619	229,637	205,541	1,442,882	1,266,260	11,003,434	9,942,494	1,267,079	1,115,568	9,736,354	8,826,925	36.46%	6.46%	40.21%	-	100.00	-	100.00	-	100.00
	Petit Press-sme.sk-Spravodajstvo-Spravodajstvo SME.sk-Z domova-regiony.sme.sk-Korzar							913,014	811,538	240,841	211,081	825,049	746,245	10,864,119	10,071,369	3,376,616	3,094,931	7,487,503	6,976,438	22.05%	6.63%	23.70%	-	100.00	-	100.00	-	100.00
	News And Media Holding-trend.sk							629,563	572,808	196,576	179,045	481,026	438,300	3,364,982	3,028,598	1,283,174	1,146,169	2,081,808	1,882,429	15.57%	5.63%	13.92%	-	100.00	-	100.00	-	100.00
	Ringier Axel Springer SK-aktuality.sk-Noizz.sk							574,441	512,188	164,379	146,325	467,216	419,984	1,866,033	1,668,757	480,633	414,693	1,385,400	1,254,064	13.92%	4.60%	13.34%	-	100.00	-	100.00	-	100.00
	Petit Press-sme.sk-Spravodajstvo-Spravodajstvo SME.sk-Z domova-regiony.sme.sk-Korzar-spis.korzar.sme.sk							435,058	394,506	99,630	87,838	372,899	342,910	1,585,672	1,457,739	407,812	364,486	1,177,860	1,093,253	10.72%	2.76%	10.89%	-	100.00	-	100.00	-	100.00
	Petit Press-sme.sk-Spravodajstvo-Spravodajstvo SME.sk-Z domova-regiony.sme.sk-Korzar-kosice.korzar.sme.sk							412,982	373,335	130,133	115,217	340,386	312,747	3,949,522	3,681,440	1,200,624	1,101,701	2,748,898	2,579,739	10.15%	3.62%	9.93%	-	100.00	-	100.00	-	100.00
	Zoznam-zoznam.sk-Ekonomika_zoznam.sk-oPeniazoch.zoznam.sk							334,953	303,635	98,659	89,997	259,101	234,882	1,423,153	1,272,081	583,013	523,257	840,140	748,824	8.25%	2.83%	7.46%	-	100.00	-	100.00	-	100.00
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