



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

## Comment:

Period: February 2020

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020.	1 855 254	245 252	18,5%	434 654	7,6	1,8
2.2.2020.	1 948 943	253 646	19,1%	458 585	7,7	1,8
3.2.2020.	2 244 503	273 772	20,6%	518 259	8,2	1,9
4.2.2020.	2 264 776	286 816	21,6%	551 638	7,9	1,9
5.2.2020.	2 313 200	278 962	21,0%	534 901	8,3	1,9
6.2.2020.	2 190 631	268 580	20,2%	508 608	8,2	1,9
7.2.2020.	2 095 017	254 813	19,2%	481 388	8,2	1,9
8.2.2020.	1 858 333	243 856	18,3%	429 845	7,6	1,8
9.2.2020.	1 940 422	255 206	19,2%	461 688	7,6	1,8
10.2.2020.	2 413 871	285 216	21,5%	550 987	8,5	1,9
11.2.2020.	2 176 401	255 901	19,3%	477 004	8,5	1,9
12.2.2020.	2 250 315	263 488	19,8%	499 082	8,5	1,9
13.2.2020.	2 291 728	275 374	20,7%	532 653	8,3	1,9
14.2.2020.	2 178 317	272 566	20,5%	509 972	8,0	1,9
15.2.2020.	1 796 695	255 010	19,2%	449 205	7,0	1,8
16.2.2020.	1 850 348	263 459	19,8%	464 389	7,0	1,8
17.2.2020.	2 190 488	267 438	20,1%	510 080	8,2	1,9
18.2.2020.	2 271 107	281 376	21,2%	533 140	8,1	1,9
19.2.2020.	2 175 377	271 127	20,4%	508 566	8,0	1,9
20.2.2020.	2 042 423	256 950	19,3%	489 869	7,9	1,9
21.2.2020.	2 001 863	244 741	18,4%	459 380	8,2	1,9
22.2.2020.	1 833 007	252 626	19,0%	456 349	7,3	1,8
23.2.2020.	2 124 174	299 673	22,5%	541 064	7,1	1,8
24.2.2020.	2 372 803	290 350	21,8%	566 031	8,2	1,9
25.2.2020.	2 601 751	306 333	23,0%	632 772	8,5	2,1
26.2.2020.	2 417 308	284 788	21,4%	561 299	8,5	2,0
27.2.2020.	2 247 680	262 019	19,7%	507 531	8,6	1,9
28.2.2020.	2 334 577	290 272	21,8%	562 309	8,0	1,9
29.2.2020.	1 984 609	270 113	20,3%	488 709	7,3	1,8

## Weekly reach (Slovenian visitors)

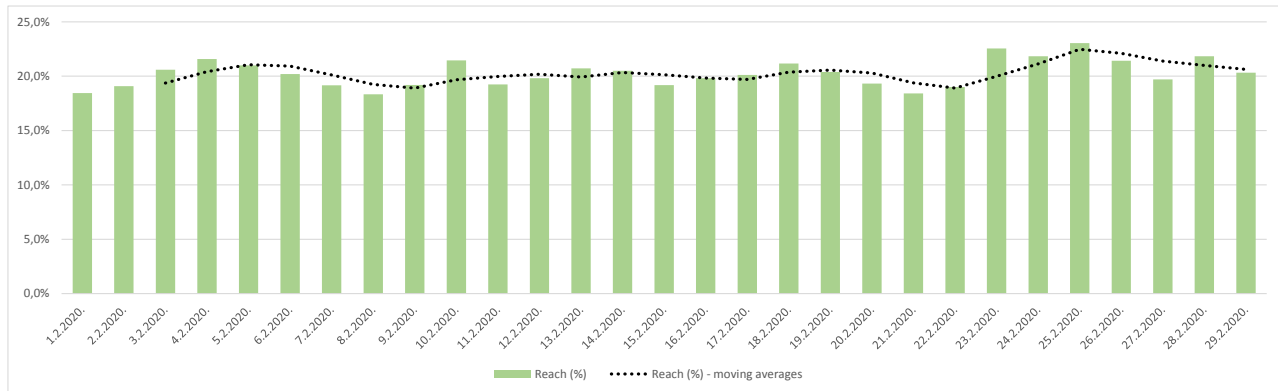
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020. - 2.2.2020.	3 804 199	352 572	26,5%	893 237	10,8	2,5
3.2.2020. - 9.2.2020.	14 906 715	503 876	37,9%	3 486 297	29,6	6,9
10.2.2020. - 16.2.2020.	14 957 805	495 957	37,3%	3 482 907	30,2	7,0
17.2.2020. - 23.2.2020.	14 637 865	513 890	38,7%	3 497 232	28,5	6,8
24.2.2020. - 29.2.2020.	13 958 645	531 311	40,0%	3 318 295	26,3	6,2

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2020. - 29.2.2020.	62 265 311	696 282	52,4%	14 677 619	89,0	21,0

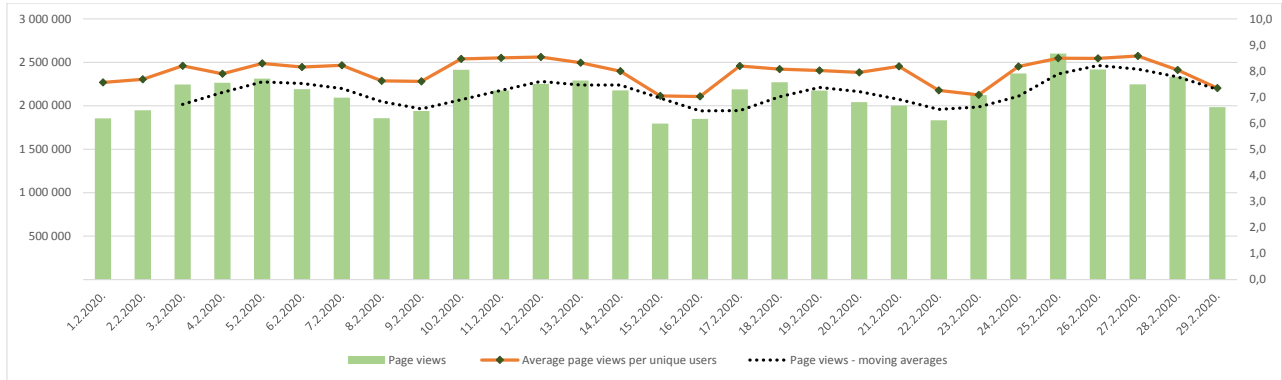
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,5%	99	8,2%	
	Three-year high school	13,0%	95	8,4%	
	Four-year high school	39,6%	98	42,8%	
	Higher school, university, college or more	31,8%	106	39,7%	
	I don't want to answer	1,0%	93	1,0%	
Personal income	I have no income	9,9%	98	5,4%	
	Less than 400 EUR	8,5%	88	4,2%	
	400 to 800 EUR	22,9%	96	19,4%	
	800 to 1200 EUR	26,7%	102	25,9%	
	1200 to 1500 EUR	10,4%	111	13,5%	
	1500 to 1800 EUR	5,5%	106	7,0%	
	over 1800 EUR	7,3%	111	13,2%	
	I don't want to answer	8,8%	98	11,4%	
Region	Pomurska	5,3%	96	4,3%	
	Podravska	14,6%	94	9,8%	
	Koroška	3,6%	99	1,5%	
	Savinjska	12,4%	96	13,7%	
	Zasavska	2,4%	105	2,5%	
	Spodnje-posavska	3,2%	99	2,7%	
	JV Slovenija	6,1%	90	4,2%	
	Osrednjeslovenska	29,3%	107	38,7%	
	Gorenjska	10,1%	102	10,9%	
	Notranjsko-kraška	2,3%	106	2,0%	
	Goriška	5,8%	104	6,1%	
	Obalno-kraška	4,7%	95	3,8%	
	Gender	Male	52,6%	105	60,7%
		Female	47,4%	95	39,3%
Age	10 to 17 years	3,3%	106	1,3%	
	18 to 24 years	9,2%	86	3,3%	
	25 to 29 years	6,7%	83	4,0%	
	30 to 39 years	20,1%	96	18,6%	
	40 to 49 years	24,4%	104	26,0%	
	50 to 59 years	19,9%	107	25,6%	
	60 to 75 years	15,7%	109	19,3%	
Employment status	Employed in public sector	15,0%	102	17,4%	
	Employed in a private company	39,9%	100	43,4%	
	Self-employed	9,6%	108	11,0%	
	Unemployed	6,3%	92	4,9%	
	Retired	13,5%	109	16,5%	
	Pupil	6,3%	96	2,4%	
	Student	8,1%	85	3,3%	
	I don't want to answer	1,3%	101	1,1%	



**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.

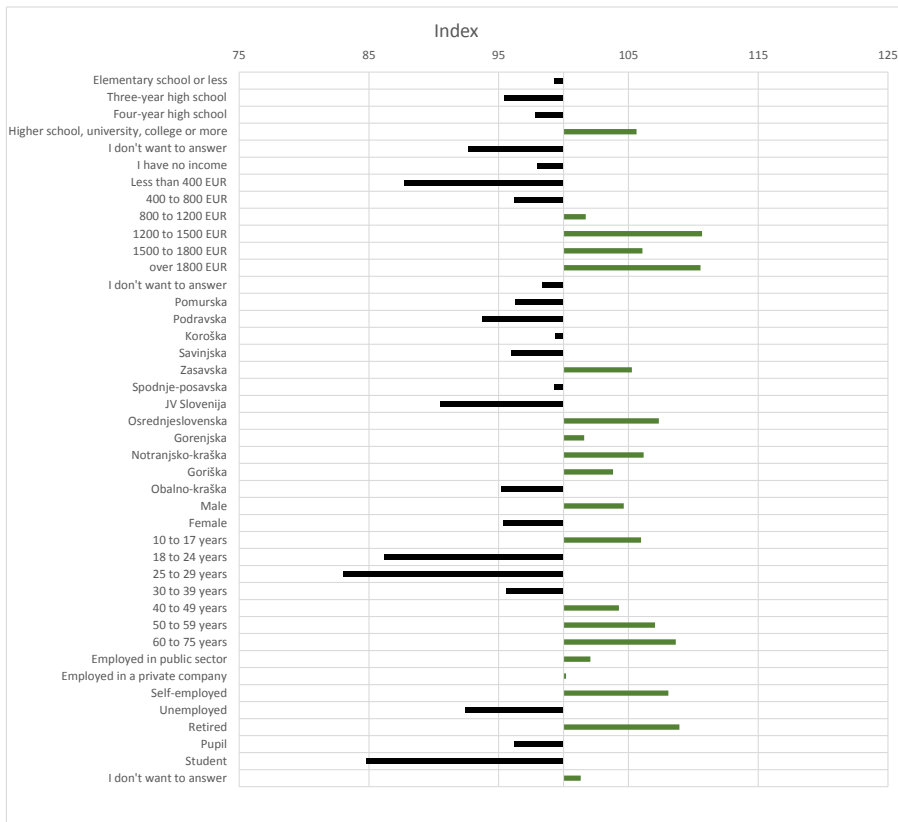


**Note:**

**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 1.2. to 29.2.2020. 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 1.2. to 29.2.2020. 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.