



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 oglasni 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: June 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2020.	1 973 615	252 613	18,2%	507 031	7,8	2,0
2.6.2020.	2 052 423	250 209	18,1%	497 591	8,2	2,0
3.6.2020.	2 081 216	239 065	17,3%	475 806	8,7	2,0
4.6.2020.	2 266 275	261 779	18,9%	531 351	8,7	2,0
5.6.2020.	2 276 725	271 859	19,6%	552 576	8,4	2,0
6.6.2020.	1 676 499	218 310	15,8%	398 932	7,7	1,8
7.6.2020.	1 879 177	240 267	17,3%	450 131	7,8	1,9
8.6.2020.	2 302 068	262 855	19,0%	520 453	8,8	2,0
9.6.2020.	2 339 960	267 588	19,3%	547 857	8,7	2,0
10.6.2020.	2 255 724	260 708	18,8%	524 658	8,7	2,0
11.6.2020.	2 017 939	228 040	16,5%	454 117	8,8	2,0
12.6.2020.	1 933 816	217 538	15,7%	439 719	8,9	2,0
13.6.2020.	1 456 754	209 315	15,1%	372 808	7,0	1,8
14.6.2020.	1 783 667	244 007	17,6%	453 130	7,3	1,9
15.6.2020.	2 335 990	260 518	18,8%	530 726	9,0	2,0
16.6.2020.	2 248 799	254 680	18,4%	525 919	8,8	2,1
17.6.2020.	2 232 382	252 290	18,2%	524 255	8,8	2,1
18.6.2020.	2 281 360	267 728	19,3%	560 042	8,5	2,1
19.6.2020.	2 048 723	235 399	17,0%	487 525	8,7	2,1
20.6.2020.	1 677 258	212 728	15,4%	395 173	7,9	1,9
21.6.2020.	1 940 944	247 494	17,9%	474 496	7,8	1,9
22.6.2020.	2 217 656	235 030	17,0%	497 615	9,4	2,1
23.6.2020.	2 226 964	246 267	17,8%	514 322	9,0	2,1
24.6.2020.	2 139 312	247 361	17,9%	511 212	8,6	2,1
25.6.2020.	2 123 538	251 057	18,1%	500 754	8,5	2,0
26.6.2020.	1 989 480	223 398	16,1%	457 829	8,9	2,0
27.6.2020.	1 829 946	220 763	15,9%	432 307	8,3	2,0
28.6.2020.	2 045 574	264 925	19,1%	527 368	7,7	2,0
29.6.2020.	2 676 523	328 762	23,7%	707 912	8,1	2,2
30.6.2020.	2 591 221	279 464	20,2%	606 103	9,3	2,2

Weekly reach (Slovenian visitors)

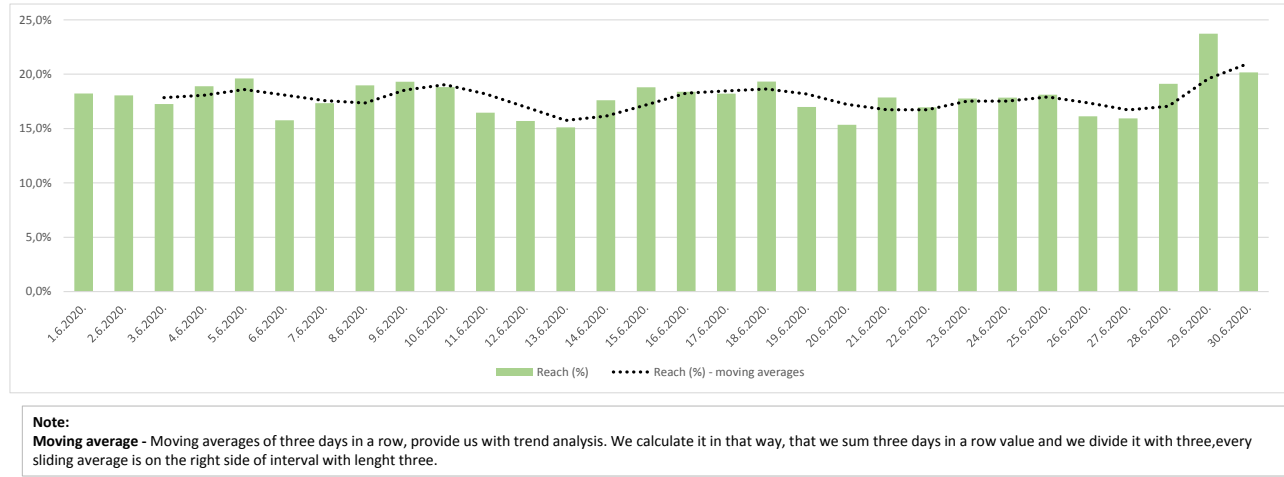
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2020. - 7.6.2020.	14 206 115	495 692	35,8%	3 412 903	28,7	6,9
8.6.2020. - 14.6.2020.	14 090 059	495 737	35,8%	3 311 644	28,4	6,7
15.6.2020. - 21.6.2020.	14 765 574	502 138	36,2%	3 497 902	29,4	7,0
22.6.2020. - 28.6.2020.	14 573 357	496 416	35,8%	3 440 831	29,4	6,9
29.6.2020. - 30.6.2020.	5 267 759	420 874	30,4%	1 314 046	12,5	3,1

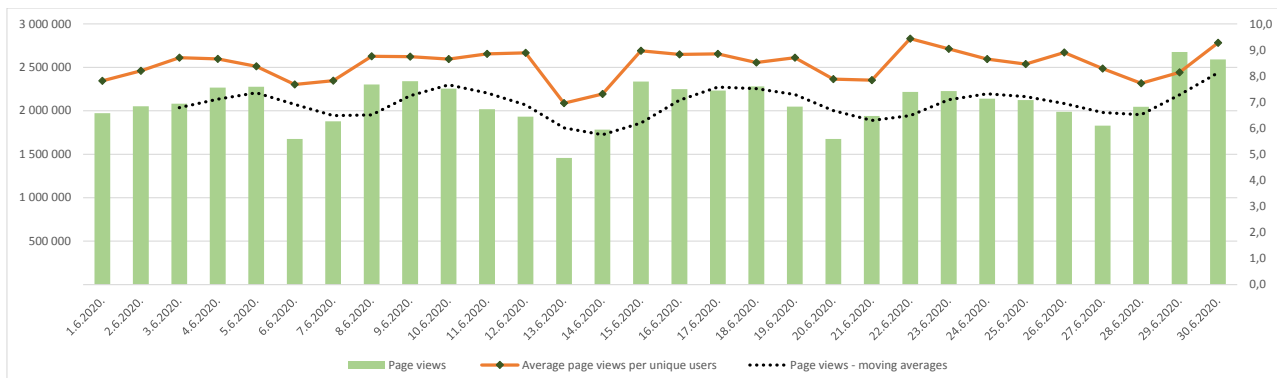
Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.6.2020. - 30.6.2020.	62 903 619	734 831	53,0%	14 977 414	85,6	20,4

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,4%	93	14,6%
	Three-year high school	12,4%	94	8,1%
	Four-year high school	40,5%	100	39,0%
	Higher school, university, college or more	32,8%	107	37,6%
	I don't want to answer	1,0%	96	0,7%
Personal income	I have no income	9,4%	93	11,8%
	Less than 400 EUR	7,7%	83	4,2%
	400 to 800 EUR	22,7%	96	16,5%
	800 to 1200 EUR	27,1%	103	25,9%
	1200 to 1500 EUR	10,1%	110	10,7%
	1500 to 1800 EUR	6,2%	117	7,7%
	over 1800 EUR	7,6%	109	11,6%
	I don't want to answer	9,1%	101	11,8%
Region	Pomurska	5,8%	105	4,5%
	Podravska	14,8%	94	16,8%
	Koroška	3,3%	95	1,7%
	Savinjska	11,9%	93	10,8%
	Zasavska	2,2%	97	2,6%
	Spodnje-posavska	3,1%	96	2,9%
	JV Slovenija	6,4%	98	6,9%
	Osrednjeslovenska	28,9%	106	33,3%
	Gorenjska	10,1%	98	10,0%
	Notranjsko-kraška	2,4%	115	1,9%
	Goriška	6,0%	106	4,1%
	Obalno-kraška	4,9%	98	4,5%
Gender	Male	52,4%	104	65,6%
	Female	47,6%	96	34,4%
Age	10 to 17 years	3,1%	101	1,8%
	18 to 24 years	8,6%	85	2,5%
	25 to 29 years	7,0%	89	6,1%
	30 to 39 years	19,2%	93	15,3%
	40 to 49 years	25,0%	105	23,6%
	50 to 59 years	20,7%	108	32,0%
	60 to 75 years	15,8%	107	17,5%
Employment status	Employed in public sector	15,6%	104	11,9%
	Employed in a private company	39,6%	100	40,3%
	Self-employed	9,9%	108	13,7%
	Unemployed	6,0%	89	10,7%
	Retired	13,8%	108	14,6%
	Pupil	5,7%	94	2,6%
	Student	8,1%	88	5,2%
	I don't want to answer	1,1%	93	0,9%



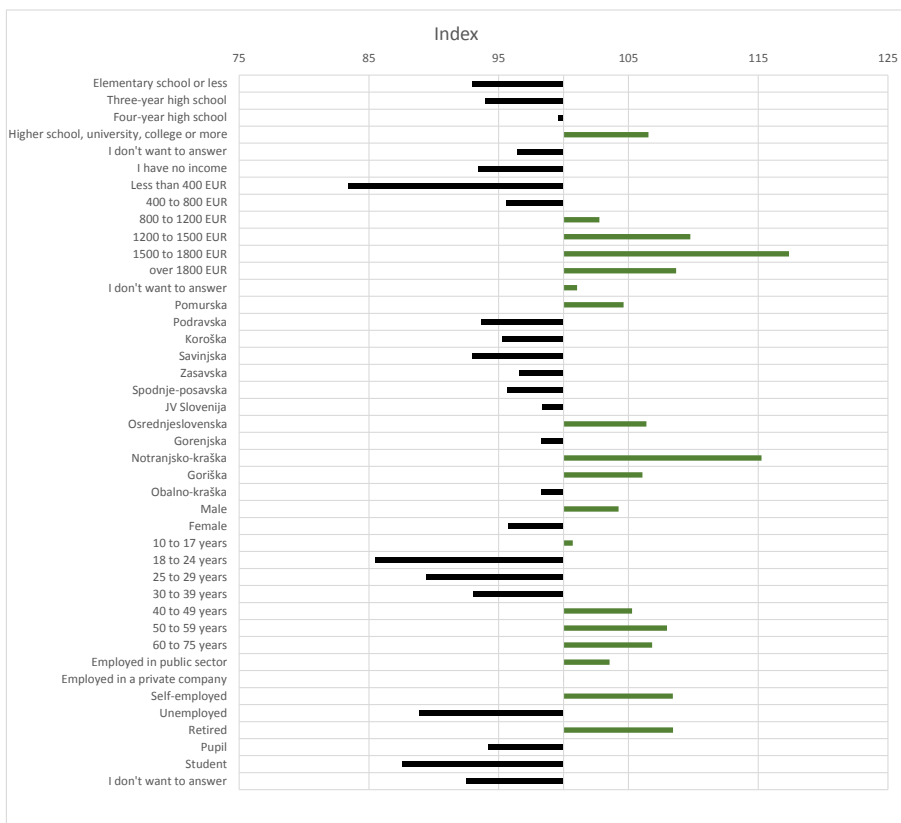


Note:

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 side 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 1.6. to 30.6.2020. 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 1.6. to 30.6.2020. 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.