



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/473 00 10

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: July 2020

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2020.	2 277 974	249 276	18,0%	532 463	9,1	2,1
2.7.2020.	2 236 851	244 202	17,6%	543 232	9,2	2,2
3.7.2020.	2 258 002	252 676	18,2%	545 818	8,9	2,2
4.7.2020.	1 711 645	213 967	15,4%	418 873	8,0	2,0
5.7.2020.	1 816 201	235 543	17,0%	473 098	7,7	2,0
6.7.2020.	2 269 932	280 464	20,2%	604 731	8,1	2,2
7.7.2020.	2 098 717	256 606	18,5%	564 729	8,2	2,2
8.7.2020.	2 164 811	260 002	18,8%	552 882	8,3	2,1
9.7.2020.	2 048 171	244 730	17,7%	511 805	8,4	2,1
10.7.2020.	2 064 398	245 261	17,7%	511 887	8,4	2,1
11.7.2020.	1 862 994	250 966	18,1%	493 495	7,4	2,0
12.7.2020.	1 862 720	258 611	18,7%	500 516	7,2	1,9
13.7.2020.	2 334 243	289 067	20,9%	613 454	8,1	2,1
14.7.2020.	2 258 578	264 839	19,1%	560 186	8,5	2,1
15.7.2020.	2 240 093	270 008	19,5%	551 206	8,3	2,0
16.7.2020.	2 279 662	262 448	18,9%	550 630	8,7	2,1
17.7.2020.	2 237 442	250 966	18,1%	521 513	8,9	2,1
18.7.2020.	1 830 872	236 274	17,0%	460 862	7,7	2,0
19.7.2020.	1 970 743	284 525	20,5%	542 286	6,9	1,9
20.7.2020.	2 127 364	291 284	21,0%	578 719	7,3	2,0
21.7.2020.	2 110 173	239 274	17,3%	503 651	8,8	2,1
22.7.2020.	2 206 186	252 254	18,2%	532 013	8,7	2,1
23.7.2020.	2 187 665	257 336	18,6%	534 806	8,5	2,1
24.7.2020.	2 055 681	245 614	17,7%	501 306	8,4	2,0
25.7.2020.	1 600 614	194 288	14,0%	375 368	8,2	1,9
26.7.2020.	1 587 851	191 539	13,8%	374 502	8,3	2,0
27.7.2020.	1 913 014	206 979	14,9%	432 070	9,2	2,1
28.7.2020.	2 116 032	241 834	17,5%	499 315	8,7	2,1
29.7.2020.	2 124 714	256 887	18,5%	523 864	8,3	2,0
30.7.2020.	2 034 232	262 849	19,0%	524 082	7,7	2,0
31.7.2020.	2 010 764	266 313	19,2%	522 918	7,6	2,0

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2020. - 5.7.2020.	10 300 921	456 297	32,9%	2 512 890	22,6	5,5
6.7.2020. - 12.7.2020.	14 371 547	515 101	37,2%	3 739 738	27,9	7,3
13.7.2020. - 19.7.2020.	15 151 880	527 464	38,1%	3 800 115	28,7	7,2
20.7.2020. - 26.7.2020.	13 875 585	505 219	36,5%	3 401 219	27,5	6,7
27.7.2020. - 31.7.2020.	10 198 726	471 862	34,1%	2 502 072	21,6	5,3

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.7.2020. - 31.7.2020.	63 899 198	744 644	53,7%	15 956 467	85,8	21,4

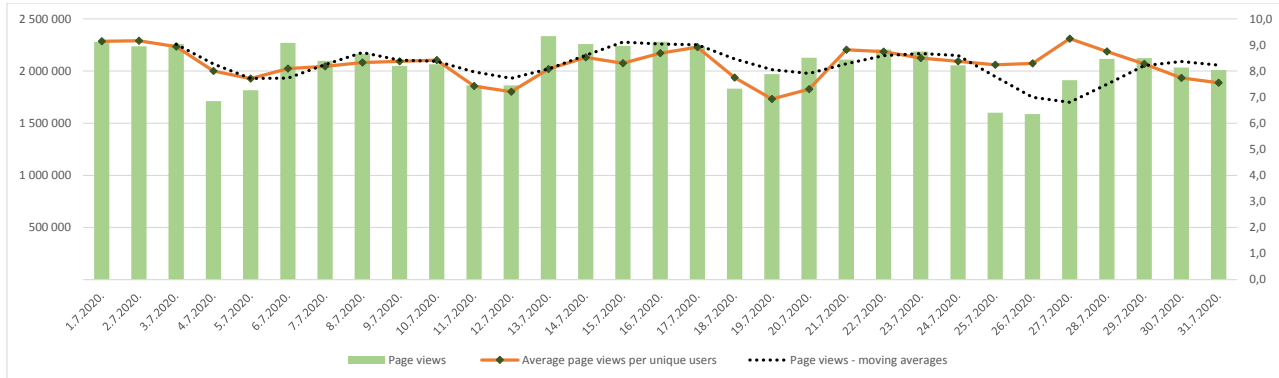
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,3%	91	13,3%	
	Three-year high school	13,1%	98	8,6%	
	Four-year high school	39,7%	99	39,3%	
	Higher school, university, college or more	33,0%	107	37,9%	
	I don't want to answer	0,9%	92	0,8%	
Personal income	I have no income	9,1%	90	11,0%	
	Less than 400 EUR	8,2%	84	3,4%	
	400 to 800 EUR	22,1%	96	16,5%	
	800 to 1200 EUR	27,9%	106	28,4%	
	1200 to 1500 EUR	10,1%	108	11,1%	
	1500 to 1800 EUR	5,9%	107	6,2%	
	over 1800 EUR	7,6%	109	11,3%	
	I don't want to answer	9,2%	102	12,0%	
Region	Pomurska	5,8%	103	5,0%	
	Podravska	14,3%	91	13,9%	
	Koroška	2,7%	81	1,8%	
	Savinjska	12,5%	97	11,5%	
	Zasavska	2,0%	82	3,0%	
	Spodnje-posavska	3,7%	108	2,8%	
	JV Slovenija	6,9%	107	6,4%	
	Osrednjeslovenska	28,3%	104	33,6%	
	Gorenjska	10,6%	106	10,1%	
	Notranjsko-kraška	2,3%	108	1,4%	
	Goriška	5,8%	105	5,7%	
	Obalno-kraška	5,1%	99	4,8%	
	Gender	Male	53,3%	106	65,0%
		Female	46,7%	94	35,0%
	Age	10 to 17 years	2,5%	81	1,5%
18 to 24 years		9,3%	91	4,2%	
25 to 29 years		7,1%	90	5,8%	
30 to 39 years		18,9%	93	14,4%	
40 to 49 years		25,5%	107	25,7%	
50 to 59 years		20,7%	107	29,3%	
60 to 75 years		15,4%	104	17,8%	
Employment status	Employed in public sector	16,0%	105	13,8%	
	Employed in a private company	40,2%	101	40,2%	
	Self-employed	9,9%	107	13,1%	
	Unemployed	6,1%	96	8,6%	
	Retired	13,4%	105	15,1%	
	Pupil	5,5%	88	3,2%	
	Student	7,8%	85	5,0%	
	I don't want to answer	1,2%	93	1,1%	

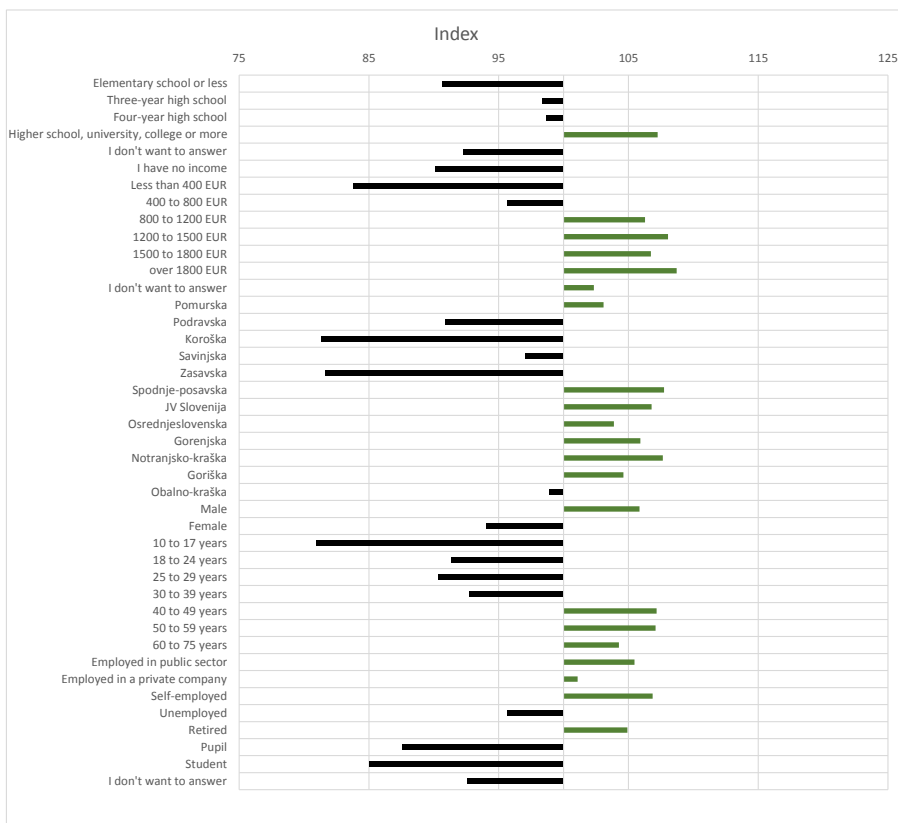


Note:

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 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 1.7. to 31.7.2020. 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 1.7. to 31.7.2020. 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.