



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: September 2020

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2020.	2 205 564	239 371	17,3%	501 719	9,2	2,1
2.9.2020.	2 279 904	243 203	17,5%	500 495	9,4	2,1
3.9.2020.	2 325 412	267 091	19,3%	571 423	8,7	2,1
4.9.2020.	2 243 393	270 939	19,6%	550 657	8,3	2,0
5.9.2020.	1 770 595	229 885	16,6%	425 875	7,7	1,9
6.9.2020.	2 041 162	254 067	18,3%	508 368	8,0	2,0
7.9.2020.	2 446 112	269 977	19,5%	584 487	9,1	2,2
8.9.2020.	2 351 923	255 631	18,4%	545 545	9,2	2,1
9.9.2020.	2 315 823	254 355	18,4%	541 192	9,1	2,1
10.9.2020.	2 245 729	259 680	18,7%	538 450	8,6	2,1
11.9.2020.	2 278 225	255 189	18,4%	537 439	8,9	2,1
12.9.2020.	1 858 266	248 681	17,9%	469 190	7,5	1,9
13.9.2020.	1 932 527	247 340	17,8%	476 879	7,8	1,9
14.9.2020.	2 433 843	271 508	19,6%	573 512	9,0	2,1
15.9.2020.	2 375 625	270 868	19,5%	568 873	8,8	2,1
16.9.2020.	2 377 762	290 848	21,0%	617 594	8,2	2,1
17.9.2020.	2 381 361	289 888	20,9%	612 731	8,2	2,1
18.9.2020.	2 320 760	281 312	20,3%	567 080	8,2	2,0
19.9.2020.	1 886 059	236 324	17,1%	463 044	8,0	2,0
20.9.2020.	1 960 724	248 547	17,9%	495 288	7,9	2,0
21.9.2020.	2 349 215	272 327	19,7%	583 442	8,6	2,1
22.9.2020.	2 341 128	268 491	19,4%	563 179	8,7	2,1
23.9.2020.	2 471 367	269 103	19,4%	557 145	9,2	2,1
24.9.2020.	2 272 861	252 966	18,3%	517 256	9,0	2,0
25.9.2020.	2 461 501	261 711	18,9%	554 022	9,4	2,1
26.9.2020.	1 917 017	239 355	17,3%	452 208	8,0	1,9
27.9.2020.	1 935 163	243 680	17,6%	472 023	7,9	1,9
28.9.2020.	2 463 338	266 798	19,3%	571 290	9,2	2,1
29.9.2020.	2 335 981	252 163	18,2%	526 756	9,3	2,1
30.9.2020.	2 197 663	247 752	17,9%	510 882	8,9	2,1

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2020. - 6.9.2020.	12 865 877	488 228	35,2%	3 058 103	26,4	6,3
7.9.2020. - 13.9.2020.	15 428 600	503 416	36,3%	3 692 491	30,6	7,3
14.9.2020. - 20.9.2020.	15 736 134	528 556	38,1%	3 897 903	29,8	7,4
21.9.2020. - 27.9.2020.	15 748 222	509 291	36,8%	3 698 637	30,9	7,3
28.9.2020. - 30.9.2020.	6 996 982	404 909	29,2%	1 608 850	17,3	4,0

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.9.2020. - 30.9.2020.	66 776 032	722 575	52,1%	15 954 765	92,4	22,1

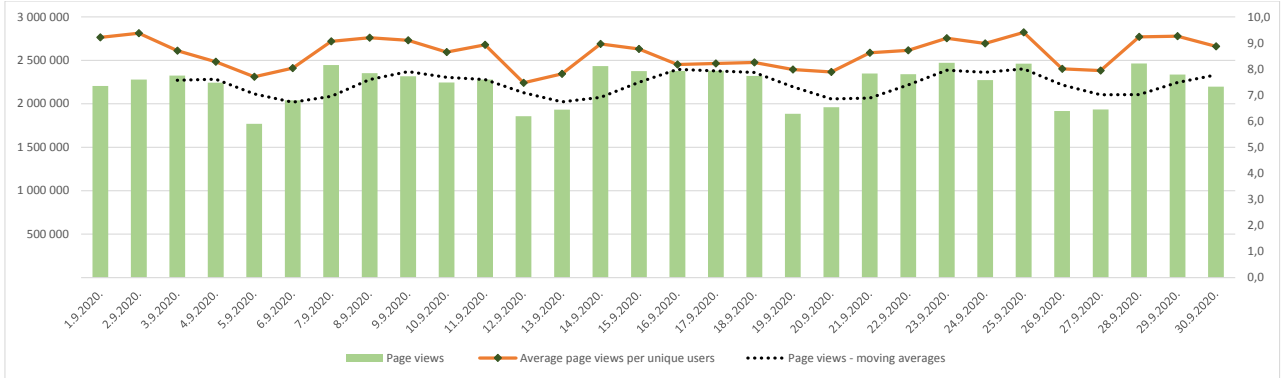
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,6%	94	7,2%
	Three-year high school	12,9%	103	8,5%
	Four-year high school	37,6%	97	36,6%
	Higher school, university, college or more	37,1%	105	47,2%
	I don't want to answer	0,8%	81	0,6%
Personal income	I have no income	8,0%	87	4,4%
	Less than 400 EUR	6,5%	86	3,7%
	400 to 800 EUR	19,7%	102	15,3%
	800 to 1200 EUR	30,4%	103	27,4%
	1200 to 1500 EUR	12,1%	107	16,6%
	1500 to 1800 EUR	6,6%	104	7,9%
	over 1800 EUR	8,7%	104	14,4%
	I don't want to answer	8,0%	96	10,3%
Region	Pomurska	6,1%	103	4,5%
	Podravska	14,6%	93	10,4%
	Koroška	3,3%	101	2,9%
	Savinjska	11,7%	96	12,1%
	Zasavska	2,8%	108	2,2%
	Spodnje-posavska	3,9%	105	3,7%
	JV Slovenija	5,6%	93	7,2%
	Osrednjeslovenska	27,7%	102	31,1%
	Gorenjska	9,7%	99	9,8%
	Notranjsko-kraška	2,6%	104	3,5%
	Goriška	6,7%	115	8,1%
	Obalno-kraška	5,5%	101	4,5%
	Gender	Male	52,8%	101
Female		47,2%	99	36,2%
Age	10 to 17 years	3,7%	79	1,4%
	18 to 24 years	8,9%	80	4,3%
	25 to 29 years	10,8%	97	7,9%
	30 to 39 years	22,1%	95	19,8%
	40 to 49 years	21,4%	104	20,9%
	50 to 59 years	19,7%	113	26,6%
	60 to 75 years	13,4%	114	19,1%
Employment status	Employed in public sector	16,8%	107	17,2%
	Employed in a private company	41,8%	101	45,2%
	Self-employed	9,2%	101	10,0%
	Unemployed	5,6%	89	2,7%
	Retired	14,6%	114	18,0%
	Pupil	6,0%	88	3,7%
	Student	5,1%	72	2,2%
	I don't want to answer	0,9%	101	1,0%

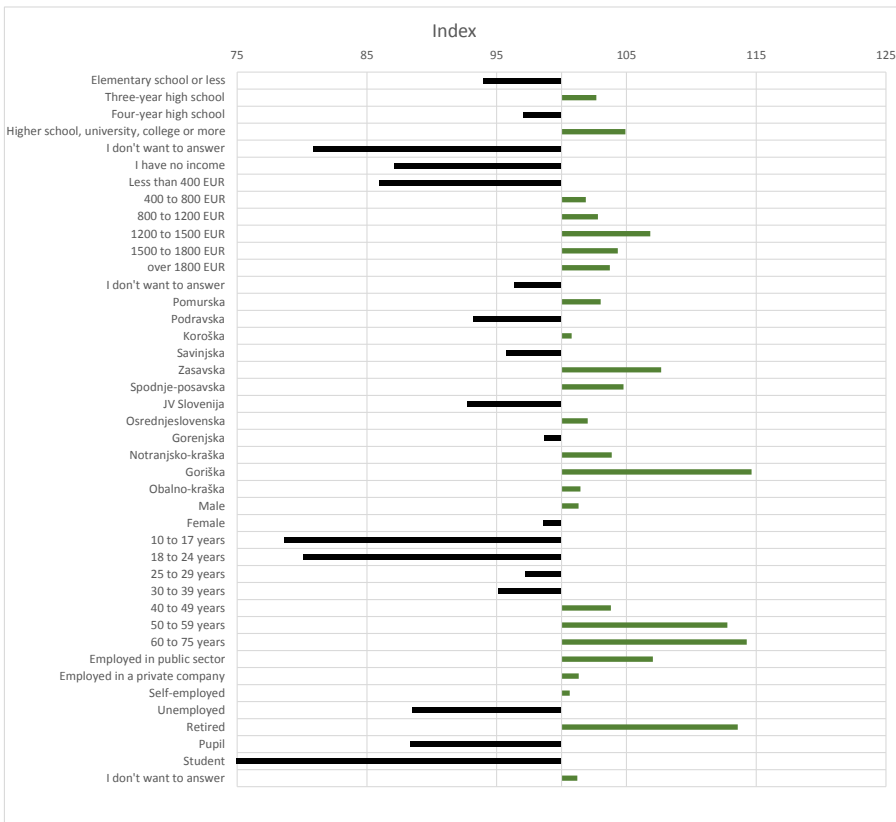


**Note:**

**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 1.9. to 30.9.2020. 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 1.9. to 30.9.2020. 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.