



Website: Siol.net

Provider:

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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: October 2020

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2020.	2 260 926	267 596	19,2%	517 853	8,4	1,9
2.10.2020.	2 372 812	292 086	20,9%	577 427	8,1	2,0
3.10.2020.	1 941 943	258 713	18,5%	472 169	7,5	1,8
4.10.2020.	2 235 154	278 364	19,9%	526 994	8,0	1,9
5.10.2020.	2 540 169	279 880	20,1%	565 541	9,1	2,0
6.10.2020.	2 312 376	258 198	18,5%	504 869	9,0	2,0
7.10.2020.	2 493 632	280 406	20,1%	548 607	8,9	2,0
8.10.2020.	2 440 762	267 474	19,2%	546 125	9,1	2,0
9.10.2020.	2 362 226	263 959	18,9%	523 880	8,9	2,0
10.10.2020.	1 966 452	264 248	18,9%	500 166	7,4	1,9
11.10.2020.	2 484 341	317 545	22,7%	627 341	7,8	2,0
12.10.2020.	2 809 727	316 259	22,7%	661 778	8,9	2,1
13.10.2020.	2 805 030	324 121	23,2%	669 852	8,7	2,1
14.10.2020.	3 044 630	341 458	24,5%	727 218	8,9	2,1
15.10.2020.	2 955 980	344 911	24,7%	712 602	8,6	2,1
16.10.2020.	2 791 085	335 483	24,0%	680 727	8,3	2,0
17.10.2020.	2 474 987	321 128	23,0%	605 809	7,7	1,9
18.10.2020.	2 680 498	351 773	25,2%	688 063	7,6	2,0
19.10.2020.	2 867 700	313 815	22,5%	665 616	9,1	2,1
20.10.2020.	2 884 863	305 796	21,9%	656 095	9,4	2,1
21.10.2020.	2 897 434	308 175	22,1%	649 937	9,4	2,1
22.10.2020.	2 918 948	310 596	22,3%	677 033	9,4	2,2
23.10.2020.	2 821 467	289 803	20,8%	609 113	9,7	2,1
24.10.2020.	2 620 877	303 639	21,8%	610 962	8,6	2,0
25.10.2020.	2 638 672	308 627	22,1%	646 936	8,5	2,1
26.10.2020.	2 916 513	314 288	22,5%	666 333	9,3	2,1
27.10.2020.	3 306 754	383 573	27,5%	832 791	8,6	2,2
28.10.2020.	3 083 650	354 815	25,4%	749 507	8,7	2,1
29.10.2020.	2 991 373	328 385	23,5%	685 918	9,1	2,1
30.10.2020.	2 868 160	324 012	23,2%	652 967	8,9	2,0
31.10.2020.	2 700 429	319 076	22,9%	615 760	8,5	1,9

## Weekly reach (Slovenian visitors)

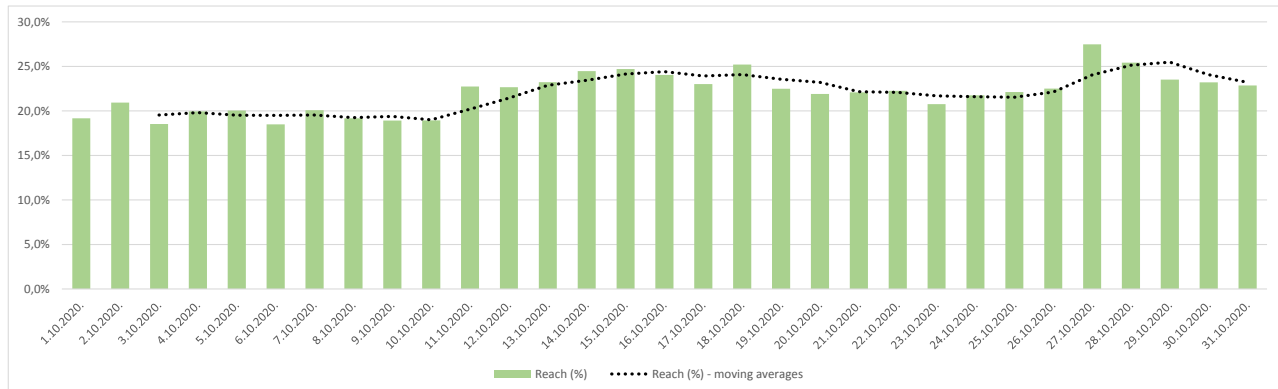
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2020. - 4.10.2020.	8 810 605	485 252	34,8%	2 094 426	18,2	4,3
5.10.2020. - 11.10.2020.	16 599 495	517 699	37,1%	3 814 389	32,1	7,4
12.10.2020. - 18.10.2020.	19 561 569	621 593	44,5%	4 745 017	31,5	7,6
19.10.2020. - 25.10.2020.	19 649 564	552 383	39,6%	4 514 936	35,6	8,2
26.10.2020. - 31.10.2020.	17 867 019	594 120	42,6%	4 203 872	30,1	7,1

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2020. - 31.10.2020.	82 488 329	813 782	58,3%	19 371 969	101,4	23,8

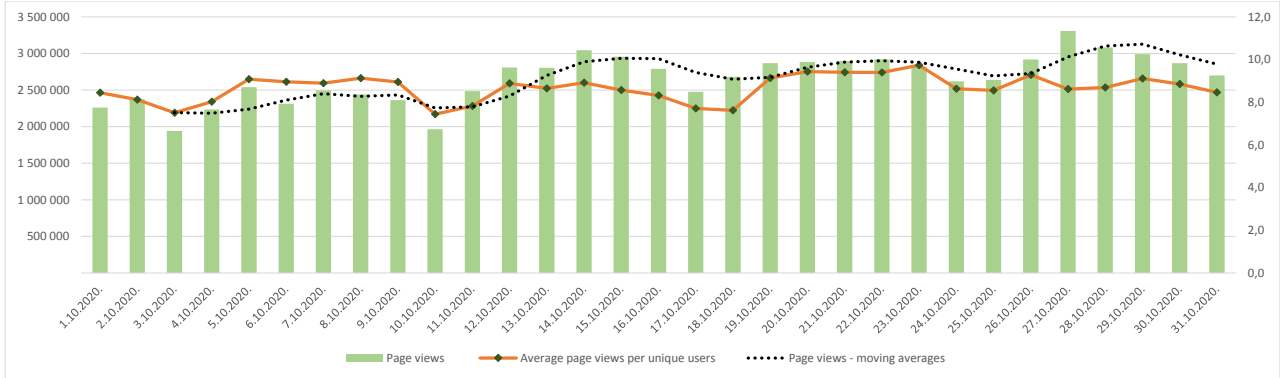
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	10,9%	86	7,1%
	Three-year high school	13,0%	104	14,2%
	Four-year high school	38,2%	99	34,2%
	Higher school, university, college or more	36,8%	105	44,0%
	I don't want to answer	1,0%	102	0,5%
Personal income	I have no income	8,2%	89	3,6%
	Less than 400 EUR	7,0%	90	4,0%
	400 to 800 EUR	20,0%	103	20,9%
	800 to 1200 EUR	29,5%	100	25,5%
	1200 to 1500 EUR	11,7%	103	16,1%
	1500 to 1800 EUR	6,8%	107	7,2%
	over 1800 EUR	8,8%	107	12,6%
	I don't want to answer	7,9%	97	10,3%
Region	Pomurska	6,2%	102	5,0%
	Podravska	14,9%	96	17,5%
	Koroška	3,0%	91	2,4%
	Savinjska	12,0%	97	11,8%
	Zasavska	2,5%	95	1,9%
	Spodnje-posavska	4,1%	107	3,7%
	JV Slovenija	5,6%	95	6,2%
	Osrednjeslovenska	27,8%	104	27,3%
	Gorenjska	9,7%	100	9,6%
	Notranjsko-kraška	2,4%	98	2,4%
	Goriška	6,1%	102	7,2%
	Obalno-kraška	5,6%	105	4,8%
	Gender	Male	51,0%	98
Female		49,0%	103	42,7%
Age	10 to 17 years	3,8%	80	2,7%
	18 to 24 years	9,5%	84	5,0%
	25 to 29 years	10,3%	93	13,2%
	30 to 39 years	22,6%	98	18,9%
	40 to 49 years	21,5%	105	18,7%
	50 to 59 years	19,5%	110	23,6%
Employment status	60 to 75 years	12,8%	111	17,9%
	Employed in public sector	16,6%	104	16,5%
	Employed in a private company	42,2%	103	48,4%
	Self-employed	8,9%	99	8,9%
	Unemployed	5,4%	89	2,2%
	Retired	13,9%	111	16,9%
	Pupil	5,7%	80	3,6%
	Student	6,4%	88	2,5%
	I don't want to answer	0,9%	93	0,9%

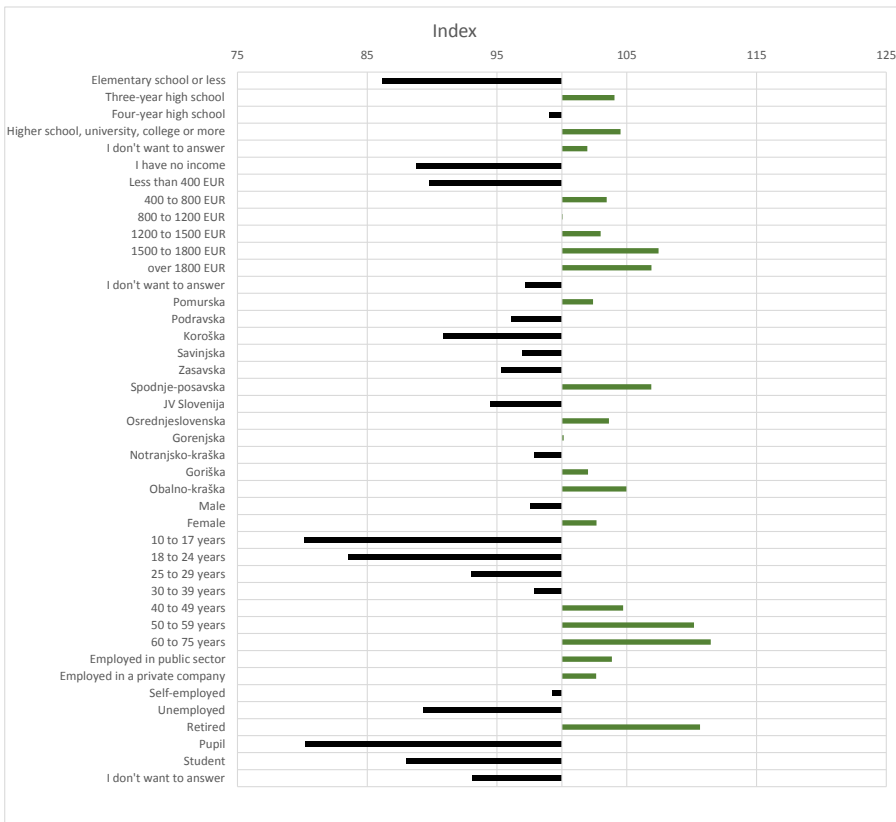


### Note:

**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 1.10. to 31.10.2020. 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 1.10. to 31.10.2020. 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.