



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: February 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2021.	2 759 268	309 391	21,4%	655 846	8,9	2,1
2.2.2021.	2 771 978	307 901	21,3%	654 839	9,0	2,1
3.2.2021.	2 890 925	289 561	20,0%	647 930	10,0	2,2
4.2.2021.	2 846 204	293 199	20,2%	640 545	9,7	2,2
5.2.2021.	2 821 737	318 966	22,0%	660 466	8,8	2,1
6.2.2021.	2 429 693	303 195	20,9%	590 900	8,0	1,9
7.2.2021.	2 667 518	333 676	23,0%	665 246	8,0	2,0
8.2.2021.	2 721 233	344 653	23,8%	686 024	7,9	2,0
9.2.2021.	2 836 187	311 295	21,5%	672 036	9,1	2,2
10.2.2021.	2 848 110	307 678	21,2%	678 427	9,3	2,2
11.2.2021.	2 732 784	299 107	20,6%	657 999	9,1	2,2
12.2.2021.	2 637 050	288 774	19,9%	599 331	9,1	2,1
13.2.2021.	2 261 060	266 453	18,4%	526 173	8,5	2,0
14.2.2021.	2 387 269	292 720	20,2%	572 259	8,2	2,0
15.2.2021.	2 759 191	324 996	22,4%	704 566	8,5	2,2
16.2.2021.	2 507 913	269 487	18,6%	575 725	9,3	2,1
17.2.2021.	2 533 809	282 414	19,5%	584 869	9,0	2,1
18.2.2021.	2 493 282	263 266	18,2%	540 280	9,5	2,1
19.2.2021.	2 530 431	272 340	18,8%	558 262	9,3	2,0
20.2.2021.	2 139 806	272 132	18,8%	504 651	7,9	1,9
21.2.2021.	2 238 477	276 919	19,1%	525 209	8,1	1,9
22.2.2021.	2 478 920	271 272	18,7%	557 773	9,1	2,1
23.2.2021.	2 532 398	267 494	18,5%	561 055	9,5	2,1
24.2.2021.	2 433 335	281 021	19,4%	583 631	8,7	2,1
25.2.2021.	2 361 956	279 249	19,3%	571 825	8,5	2,0
26.2.2021.	2 513 470	294 257	20,3%	598 845	8,5	2,0
27.2.2021.	2 218 592	269 438	18,6%	513 935	8,2	1,9
28.2.2021.	2 476 272	301 661	20,8%	601 742	8,2	2,0

Weekly reach (Slovenian visitors)

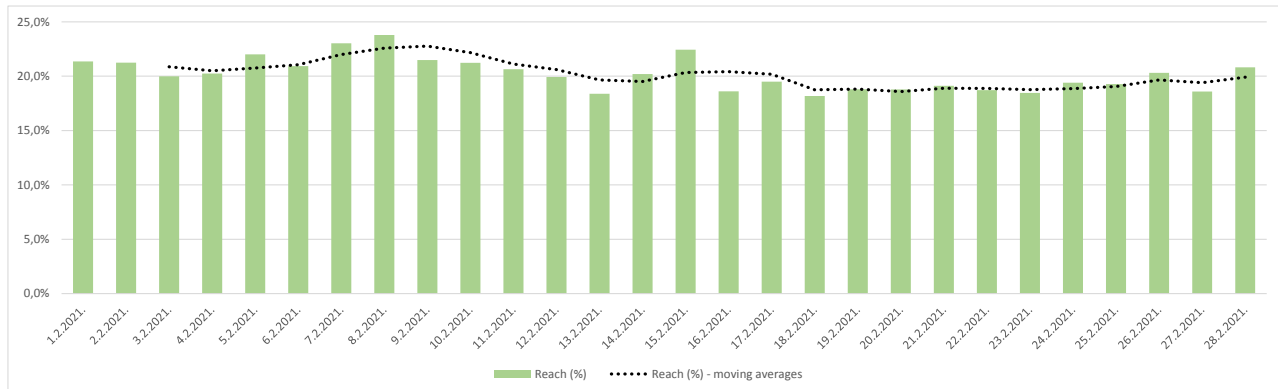
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2021 - 7.2.2021	19 187 237	594 181	41,0%	4 515 701	32,3	7,6
8.2.2021 - 14.2.2021	18 423 532	580 951	40,1%	4 391 834	31,7	7,6
15.2.2021 - 21.2.2021	17 202 849	537 106	37,1%	3 992 886	32,0	7,4
22.2.2021 - 28.2.2021	17 014 905	540 961	37,3%	3 988 556	31,5	7,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.2.2021. - 28.2.2021.	71 828 252	786 058	54,3%	16 888 472	91,4	21,5

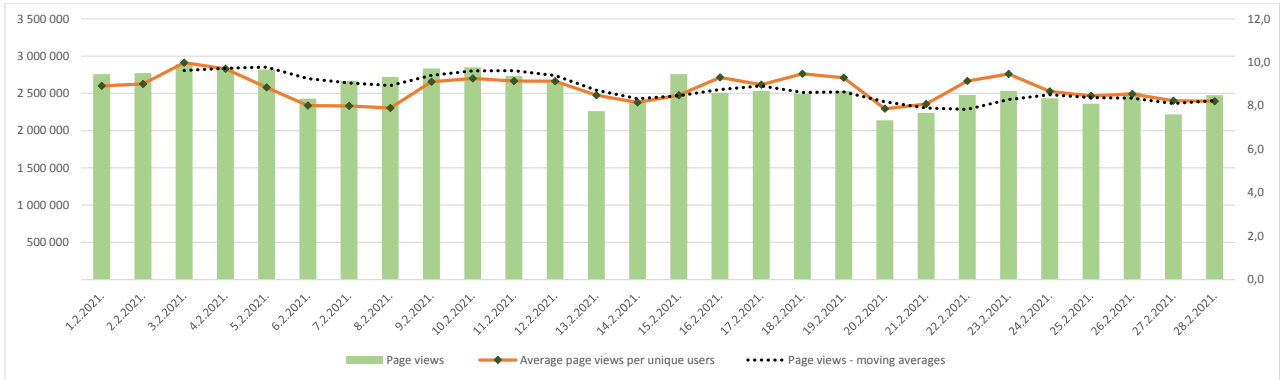
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,4%	100	7,3%
	Three-year high school	13,5%	105	7,9%
	Four-year high school	37,7%	96	41,9%
	Higher school, university, college or more	35,6%	104	42,5%
	I don't want to answer	0,8%	87	0,4%
Personal income	I have no income	8,1%	88	3,8%
	Less than 400 EUR	6,8%	90	4,8%
	400 to 800 EUR	20,3%	105	14,7%
	800 to 1200 EUR	29,2%	99	26,7%
	1200 to 1500 EUR	11,9%	104	16,1%
	1500 to 1800 EUR	6,9%	108	9,6%
	over 1800 EUR	9,1%	107	14,5%
Region	I don't want to answer	7,7%	94	9,8%
	Pomurska	6,0%	105	4,8%
	Podravska	15,6%	98	12,3%
	Koroška	3,0%	93	2,4%
	Savinjska	12,2%	98	11,6%
	Zasavska	2,5%	95	1,6%
	Spodnje-posavska	3,6%	102	4,2%
	JV Slovenija	6,3%	101	6,3%
	Osrednjeslovenska	27,4%	101	29,3%
	Gorenjska	9,7%	101	13,5%
	Notranjsko-kraška	2,5%	99	2,4%
	Goriška	6,1%	104	7,6%
	Obalno-kraška	5,1%	98	3,8%
	Gender	Male	52,6%	102
Female		47,4%	98	33,7%
Age	10 to 17 years	3,7%	99	1,7%
	18 to 24 years	8,5%	83	3,6%
	25 to 29 years	7,4%	81	4,2%
	30 to 39 years	20,6%	95	16,3%
	40 to 49 years	21,9%	101	23,8%
	50 to 59 years	20,5%	111	27,2%
	60 to 75 years	16,9%	116	22,7%
Employment status	Employed in public sector	16,4%	102	14,9%
	Employed in a private company	40,4%	100	41,2%
	Self-employed	9,0%	98	14,5%
	Unemployed	5,7%	90	3,6%
	Retired	15,7%	116	18,7%
	Pupil	6,0%	91	2,3%
	Student	5,8%	86	3,2%
	I don't want to answer	1,0%	91	1,7%

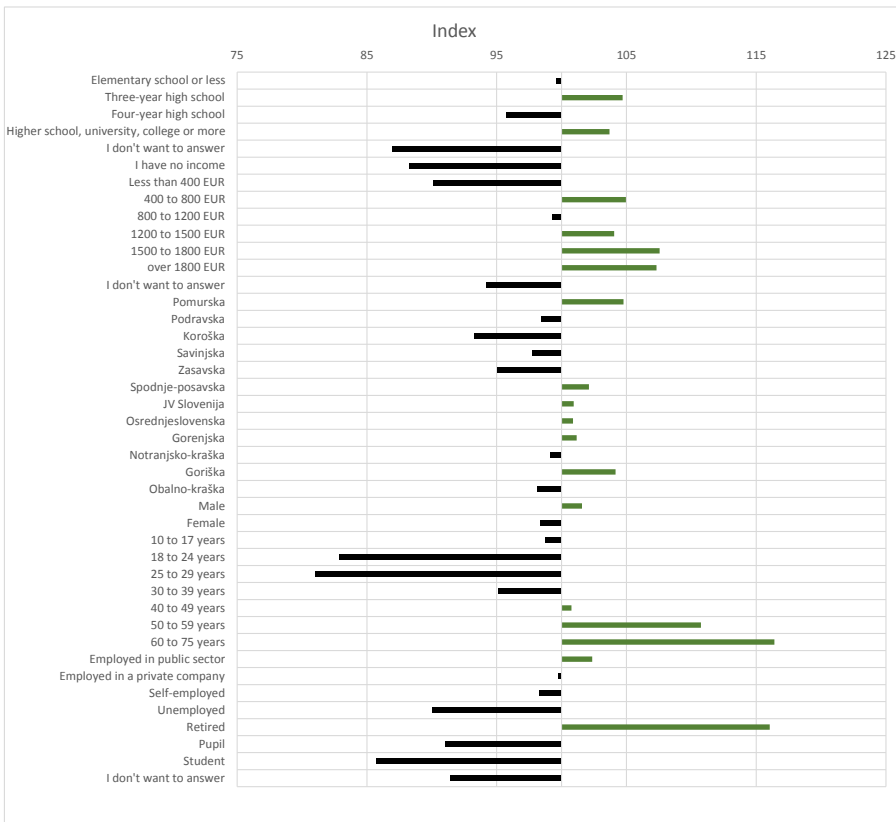


Note:

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 1.2. to 28.2.2021. 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 28.2.2021. 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.