



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: March 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2021	2 643 292	282 259	19,5%	595 515	9,4	2,1
02.03.2021	2 542 565	276 747	19,1%	571 581	9,2	2,1
03.03.2021	2 470 765	279 771	19,3%	568 663	8,8	2,0
04.03.2021	2 540 817	286 072	19,7%	582 530	8,9	2,0
05.03.2021	2 491 599	265 681	18,3%	540 073	9,4	2,0
06.03.2021	2 217 629	264 555	18,3%	516 105	8,4	2,0
07.03.2021	2 279 670	283 733	19,6%	559 758	8,0	2,0
08.03.2021	2 487 355	271 825	18,8%	575 255	9,2	2,1
09.03.2021	2 542 517	272 836	18,8%	577 910	9,3	2,1
10.03.2021	2 591 326	286 536	19,8%	591 904	9,0	2,1
11.03.2021	2 541 128	274 354	18,9%	564 808	9,3	2,1
12.03.2021	2 614 625	298 532	20,6%	606 307	8,8	2,0
13.03.2021	2 271 699	266 716	18,4%	529 813	8,5	2,0
14.03.2021	2 657 356	306 911	21,2%	622 528	8,7	2,0
15.03.2021	2 631 333	278 262	19,2%	604 940	9,5	2,2
16.03.2021	2 587 448	274 915	19,0%	584 941	9,4	2,1
17.03.2021	2 502 765	266 642	18,4%	560 060	9,4	2,1
18.03.2021	2 783 966	308 680	21,3%	643 218	9,0	2,1
19.03.2021	2 543 099	255 112	17,6%	525 992	10,0	2,1
20.03.2021	2 413 533	296 406	20,5%	575 445	8,1	1,9
21.03.2021	2 367 865	281 505	19,4%	556 791	8,4	2,0
22.03.2021	2 748 205	291 830	20,1%	622 629	9,4	2,1
23.03.2021	2 750 658	292 286	20,2%	612 637	9,4	2,1
24.03.2021	2 750 972	318 891	22,0%	673 776	8,6	2,1
25.03.2021	2 933 577	328 228	22,7%	695 806	8,9	2,1
26.03.2021	2 746 132	312 771	21,6%	644 661	8,8	2,1
27.03.2021	2 440 203	305 943	21,1%	598 474	8,0	2,0
28.03.2021	2 759 385	349 861	24,2%	723 384	7,9	2,1
29.03.2021	2 790 094	323 767	22,3%	670 835	8,6	2,1
30.03.2021	2 691 011	302 617	20,9%	637 963	8,9	2,1
31.03.2021	2 507 834	288 399	19,9%	602 395	8,7	2,1

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2021 - 07.03.2021	17 186 200	533 016	36,8%	3 933 624	32,2	7,4
08.03.2021 - 14.03.2021	17 705 563	551 519	38,1%	4 068 397	32,1	7,4
15.03.2021 - 21.03.2021	17 829 863	530 981	36,7%	4 051 030	33,6	7,6
22.03.2021 - 28.03.2021	19 128 813	597 220	41,2%	4 569 697	32,0	7,7
29.03.2021 - 31.03.2021	7 988 924	481 375	33,2%	1 911 221	16,6	4,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2021 - 31.03.2021	79 839 416	787 885	54,4%	18 533 973	101,3	23,5

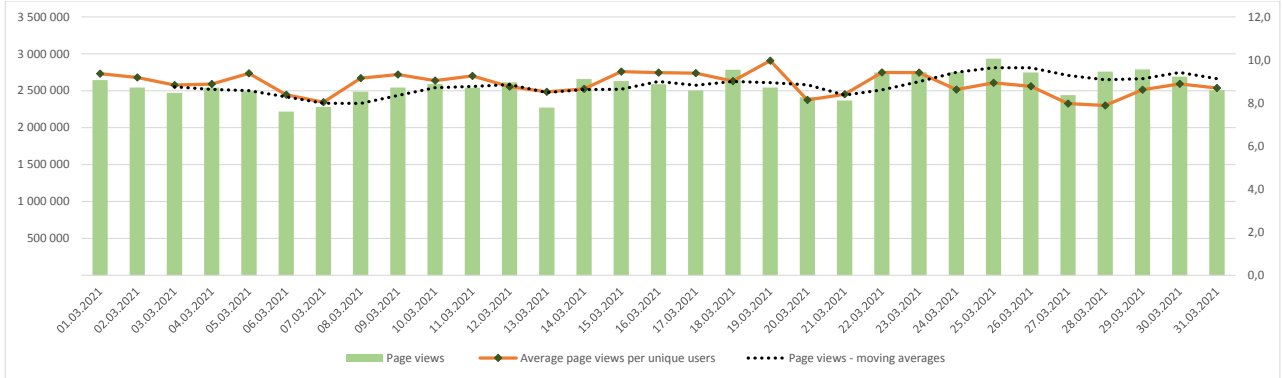
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,6%	94	7,6%
	Three-year high school	13,3%	106	7,7%
	Four-year high school	38,1%	96	44,4%
	Higher school, university, college or more	36,1%	105	39,9%
	I don't want to answer	0,9%	92	0,4%
Personal income	I have no income	8,1%	88	4,5%
	Less than 400 EUR	6,3%	85	4,9%
	400 to 800 EUR	20,0%	104	13,9%
	800 to 1200 EUR	29,9%	101	25,5%
	1200 to 1500 EUR	11,4%	99	17,3%
	1500 to 1800 EUR	6,7%	106	8,3%
	over 1800 EUR	9,5%	111	16,7%
	I don't want to answer	8,2%	98	8,8%
Region	Pomurska	5,8%	101	5,4%
	Podravska	15,5%	98	13,2%
	Koroška	3,2%	99	1,3%
	Savinjska	13,0%	103	10,9%
	Zasavska	2,3%	87	1,4%
	Spodnje-posavska	3,8%	110	4,8%
	JV Slovenija	5,8%	95	6,6%
	Osrednjeslovenska	26,9%	99	31,3%
	Gorenjska	10,2%	104	13,1%
	Notranjsko-kraška	2,6%	105	1,9%
	Goriška	6,1%	107	6,9%
	Obalno-kraška	4,8%	90	3,4%
	Gender	Male	52,3%	101
Female		47,7%	99	36,6%
Age	10 to 17 years	3,3%	85	1,5%
	18 to 24 years	8,4%	82	5,1%
	25 to 29 years	8,2%	89	5,4%
	30 to 39 years	20,4%	94	15,4%
	40 to 49 years	22,1%	103	23,5%
	50 to 59 years	20,4%	111	24,9%
Employment status	60 to 75 years	16,8%	115	24,0%
	Employed in public sector	16,7%	103	13,2%
	Employed in a private company	41,0%	102	44,9%
	Self-employed	9,4%	102	11,8%
	Unemployed	5,4%	90	3,0%
	Retired	15,4%	113	18,8%
	Pupil	5,7%	85	2,7%
	Student	5,5%	80	4,0%
	I don't want to answer	1,0%	85	1,5%

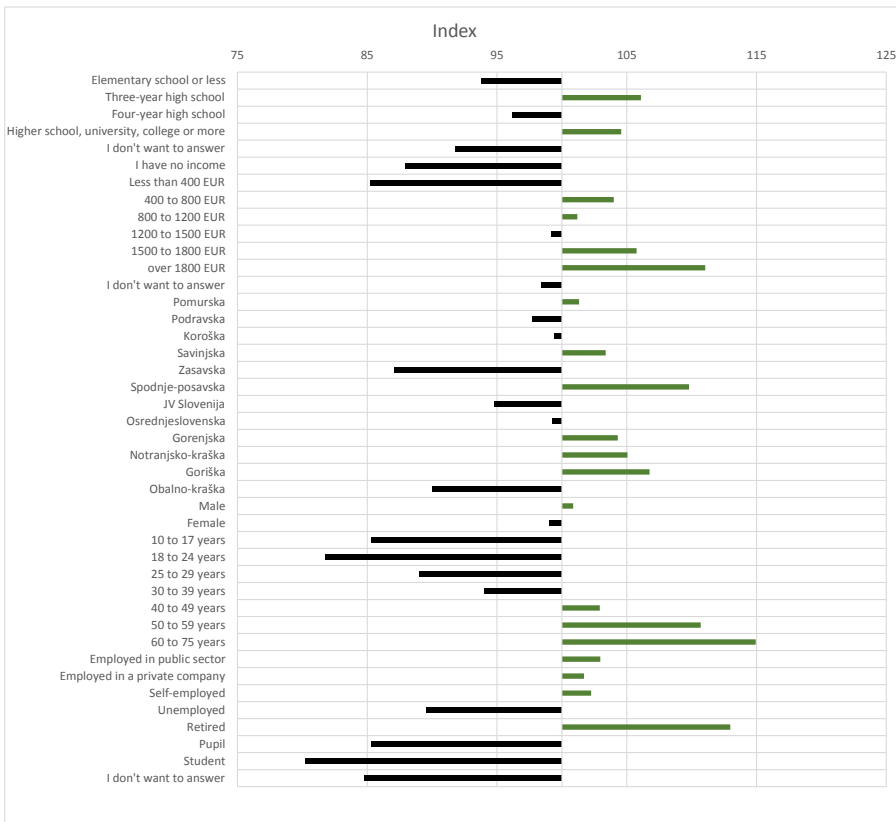


Note:

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 1.3. to 31.3.2021. 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 1.3. to 31.3.2021. 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.