



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: April 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2021	2 483 117	281 632	19,4%	589 041	8,8	2,1
02.04.2021	2 482 010	285 624	19,7%	566 076	8,7	2,0
03.04.2021	2 302 371	280 822	19,4%	540 223	8,2	1,9
04.04.2021	2 239 203	294 257	20,3%	555 400	7,6	1,9
05.04.2021	2 403 396	284 742	19,7%	576 824	8,4	2,0
06.04.2021	3 104 884	346 230	23,9%	758 259	9,0	2,2
07.04.2021	2 896 979	314 544	21,7%	676 280	9,2	2,2
08.04.2021	2 863 277	351 179	24,2%	718 103	8,2	2,0
09.04.2021	2 710 374	301 377	20,8%	630 631	9,0	2,1
10.04.2021	2 268 991	274 653	19,0%	533 533	8,3	1,9
11.04.2021	2 494 595	298 146	20,6%	580 297	8,4	1,9
12.04.2021	2 814 444	303 503	21,0%	652 572	9,3	2,2
13.04.2021	2 908 285	314 067	21,7%	684 149	9,3	2,2
14.04.2021	2 658 523	301 526	20,8%	651 023	8,8	2,2
15.04.2021	2 525 974	296 011	20,4%	615 767	8,5	2,1
16.04.2021	2 408 811	265 815	18,3%	552 278	9,1	2,1
17.04.2021	2 129 491	283 170	19,5%	541 157	7,5	1,9
18.04.2021	2 268 493	281 825	19,5%	544 039	8,0	1,9
19.04.2021	2 581 795	278 609	19,2%	593 027	9,3	2,1
20.04.2021	2 792 578	318 957	22,0%	676 890	8,8	2,1
21.04.2021	2 615 255	288 348	19,9%	618 993	9,1	2,1
22.04.2021	2 381 240	271 277	18,7%	553 164	8,8	2,0
23.04.2021	2 233 261	251 383	17,4%	516 574	8,9	2,1
24.04.2021	1 695 917	221 892	15,3%	403 996	7,6	1,8
25.04.2021	2 002 263	258 260	17,8%	504 382	7,8	2,0
26.04.2021	2 341 759	261 235	18,0%	527 805	9,0	2,0
27.04.2021	2 503 629	292 922	20,2%	583 989	8,5	2,0
28.04.2021	2 496 872	282 947	19,5%	586 168	8,8	2,1
29.04.2021	2 228 665	264 146	18,2%	548 262	8,4	2,1
30.04.2021	2 212 682	256 750	17,7%	523 883	8,6	2,0

Weekly reach (Slovenian visitors)

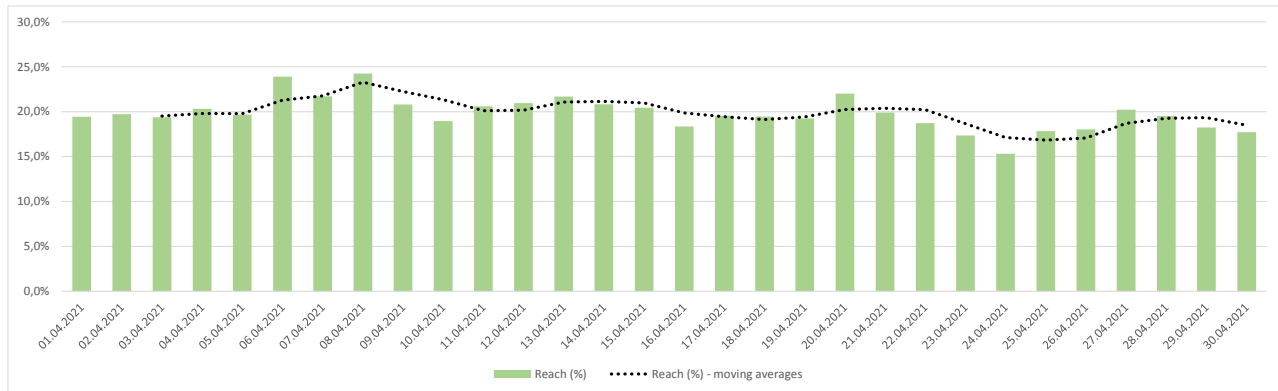
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2021 - 04.04.2021	9 506 637	506 814	35,0%	2 250 582	18,8	4,4
05.04.2021 - 11.04.2021	18 742 583	581 911	40,2%	4 474 389	32,2	7,7
12.04.2021 - 18.04.2021	17 713 943	555 732	38,4%	4 240 576	31,9	7,6
19.04.2021 - 25.04.2021	16 302 604	519 287	35,8%	3 866 717	31,4	7,4
26.04.2021 - 30.04.2021	11 783 462	496 550	34,3%	2 769 841	23,7	5,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2021 - 30.04.2021	74 049 224	779 417	53,8%	17 602 472	95,0	22,6

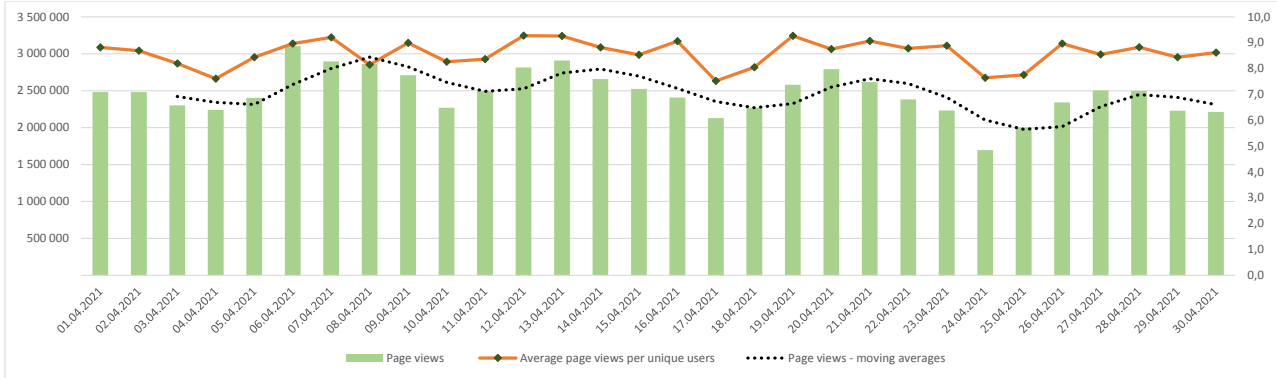
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,3%	93	7,2%	
	Three-year high school	13,2%	103	8,1%	
	Four-year high school	39,2%	98	43,6%	
	Higher school, university, college or more	35,6%	104	40,7%	
	I don't want to answer	0,7%	74	0,4%	
Personal income	I have no income	7,7%	84	6,5%	
	Less than 400 EUR	6,7%	90	4,9%	
	400 to 800 EUR	20,3%	106	13,6%	
	800 to 1200 EUR	29,8%	100	24,1%	
	1200 to 1500 EUR	11,7%	104	18,3%	
	1500 to 1800 EUR	6,6%	101	8,8%	
	over 1800 EUR	9,2%	109	14,9%	
	I don't want to answer	8,0%	98	8,9%	
Region	Pomurska	5,8%	98	5,4%	
	Podravska	15,3%	98	11,5%	
	Koroška	3,2%	98	1,5%	
	Savinjska	12,4%	99	10,3%	
	Zasavska	2,5%	94	1,1%	
	Spodnje-posavska	3,8%	108	6,8%	
	JV Slovenija	6,4%	97	6,1%	
	Osrednjeslovenska	27,0%	101	31,3%	
	Gorenjska	10,3%	107	13,4%	
	Notranjsko-kraška	2,6%	105	1,9%	
	Goriška	5,9%	104	7,2%	
	Obalno-kraška	4,9%	91	3,6%	
	Gender	Male	52,4%	102	65,8%
		Female	47,6%	98	34,2%
Age	10 to 17 years	3,1%	86	1,6%	
	18 to 24 years	8,3%	81	7,1%	
	25 to 29 years	7,8%	86	6,4%	
	30 to 39 years	19,8%	91	14,5%	
	40 to 49 years	22,2%	102	21,0%	
	50 to 59 years	21,0%	113	25,7%	
	60 to 75 years	17,5%	120	23,7%	
Employment status	Employed in public sector	16,6%	101	12,7%	
	Employed in a private company	40,2%	100	43,2%	
	Self-employed	9,9%	108	11,4%	
	Unemployed	5,4%	87	2,9%	
	Retired	16,2%	118	19,6%	
	Pupil	5,5%	85	3,2%	
	Student	5,3%	81	5,7%	
	I don't want to answer	0,9%	81	1,4%	

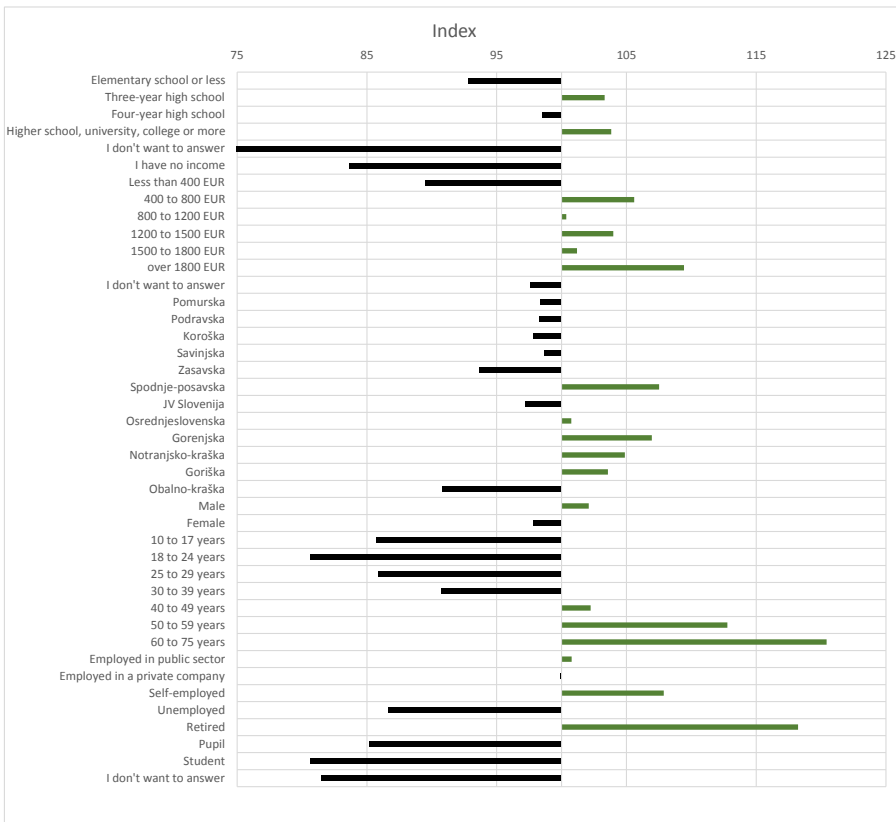


Note:

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 1.4. to 30.4.2021. 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 1.4. to 30.4.2021. 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.