



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: August 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2021	2 189 733	303 180	20,8%	605 943	7,2	2,0
02.08.2021	2 363 504	286 600	19,6%	602 054	8,2	2,1
03.08.2021	2 573 326	322 386	22,1%	672 698	8,0	2,1
04.08.2021	2 380 349	276 307	18,9%	585 194	8,6	2,1
05.08.2021	2 544 544	298 342	20,4%	636 093	8,5	2,1
06.08.2021	2 275 511	297 863	20,4%	611 289	7,6	2,1
07.08.2021	1 822 280	267 422	18,3%	512 646	6,8	1,9
08.08.2021	1 718 955	244 891	16,8%	472 393	7,0	1,9
09.08.2021	2 047 624	242 641	16,6%	506 404	8,4	2,1
10.08.2021	2 320 288	290 416	19,9%	586 069	8,0	2,0
11.08.2021	2 255 658	280 187	19,2%	558 726	8,1	2,0
12.08.2021	2 098 005	251 504	17,2%	493 933	8,3	2,0
13.08.2021	2 151 964	243 611	16,7%	508 246	8,8	2,1
14.08.2021	1 729 612	226 501	15,5%	439 394	7,6	1,9
15.08.2021	1 849 316	252 564	17,3%	484 925	7,3	1,9
16.08.2021	2 276 752	244 948	16,8%	535 275	9,3	2,2
17.08.2021	2 372 727	256 245	17,5%	547 340	9,3	2,1
18.08.2021	2 244 859	260 968	17,9%	539 002	8,6	2,1
19.08.2021	2 251 777	268 721	18,4%	562 309	8,4	2,1
20.08.2021	2 274 806	273 384	18,7%	558 320	8,3	2,0
21.08.2021	1 859 956	284 444	19,5%	519 150	6,5	1,8
22.08.2021	2 123 960	291 857	20,0%	556 804	7,3	1,9
23.08.2021	2 491 152	273 720	18,7%	577 352	9,1	2,1
24.08.2021	2 421 659	280 345	19,2%	581 090	8,6	2,1
25.08.2021	2 381 607	270 004	18,5%	559 248	8,8	2,1
26.08.2021	2 364 123	261 501	17,9%	548 382	9,0	2,1
27.08.2021	2 324 919	264 182	18,1%	544 117	8,8	2,1
28.08.2021	2 060 365	260 305	17,8%	507 919	7,9	2,0
29.08.2021	2 094 889	278 169	19,0%	536 795	7,5	1,9
30.08.2021	2 471 231	278 323	19,1%	578 532	8,9	2,1
31.08.2021	2 398 749	262 384	18,0%	555 077	9,1	2,1

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2021 - 01.08.2021	2 189 733	303 180	20,8%	605 943	7,2	2,0
02.08.2021 - 08.08.2021	15 678 648	582 055	39,8%	4 091 190	26,9	7,0
09.08.2021 - 15.08.2021	14 452 293	517 160	35,4%	3 577 261	27,9	6,9
16.08.2021 - 22.08.2021	15 404 829	539 403	36,9%	3 817 525	28,6	7,1
23.08.2021 - 29.08.2021	16 138 644	533 774	36,5%	3 854 315	30,2	7,2
30.08.2021 - 31.08.2021	4 869 980	374 298	25,6%	1 133 599	13,0	3,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2021 - 31.08.2021	68 735 914	798 922	54,7%	17 077 662	86,0	21,4

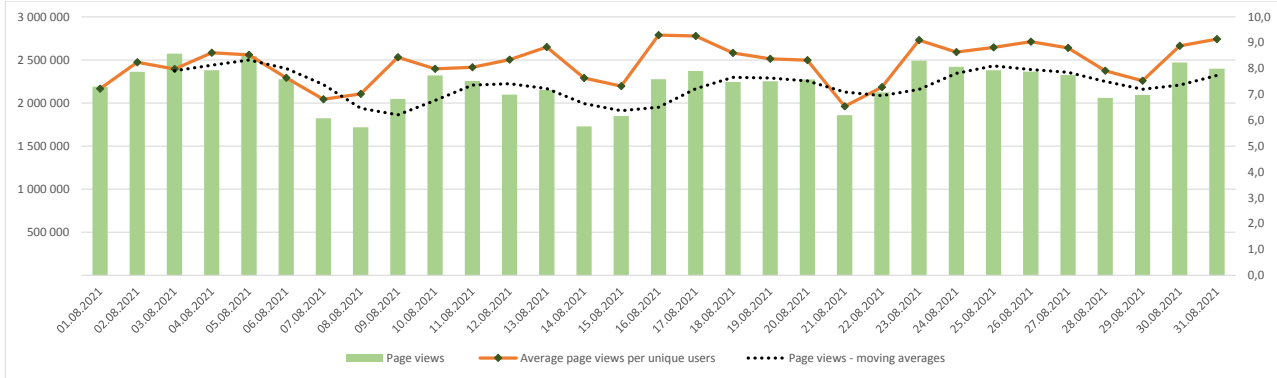
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,6%	96	11,7%	
	Three-year high school	12,6%	106	9,6%	
	Four-year high school	37,6%	98	42,2%	
	Higher school, university, college or more	34,5%	102	36,1%	
	I don't want to answer	0,8%	86	0,5%	
Personal income	I have no income	10,4%	94	6,6%	
	Less than 400 EUR	7,1%	90	4,6%	
	400 to 800 EUR	18,1%	103	15,5%	
	800 to 1200 EUR	28,3%	101	21,8%	
	1200 to 1500 EUR	11,2%	101	14,7%	
	1500 to 1800 EUR	6,8%	105	8,6%	
	over 1800 EUR	9,9%	108	20,3%	
	I don't want to answer	8,3%	96	7,9%	
Region	Pomurska	5,9%	99	4,4%	
	Podravska	15,3%	97	12,4%	
	Koroška	2,6%	81	1,4%	
	Savinjska	12,1%	98	12,3%	
	Zasavska	2,3%	103	1,2%	
	Spodnje-posavska	3,6%	104	6,2%	
	JV Slovenija	6,4%	98	6,2%	
	Osrednjeslovenska	27,5%	101	28,3%	
	Gorenjska	10,7%	107	14,3%	
	Notranjsko-kraška	2,5%	108	1,5%	
	Goriška	5,7%	107	6,1%	
	Obalno-kraška	5,3%	98	5,8%	
	Gender	Male	51,7%	100	65,4%
		Female	48,3%	100	34,6%
Age	10 to 17 years	5,6%	104	3,3%	
	18 to 24 years	8,8%	76	5,2%	
	25 to 29 years	7,6%	92	3,7%	
	30 to 39 years	19,7%	93	14,4%	
	40 to 49 years	21,3%	102	23,5%	
	50 to 59 years	19,0%	111	24,3%	
Employment status	60 to 75 years	17,9%	116	25,5%	
	Employed in public sector	16,4%	100	13,8%	
	Employed in a private company	39,7%	101	43,8%	
	Self-employed	9,2%	102	10,5%	
	Unemployed	6,3%	97	3,3%	
	Retired	13,4%	113	18,4%	
	Pupil	7,9%	94	4,9%	
	Student	6,1%	80	4,2%	
	I don't want to answer	1,1%	93	1,1%	

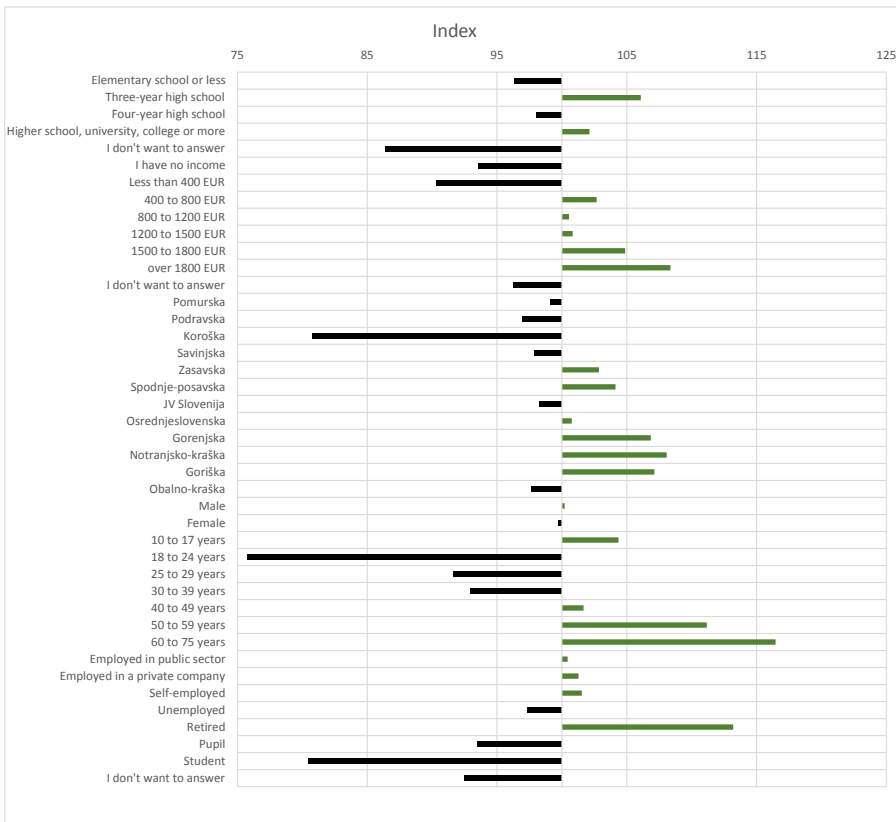


Note:

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 1.8. to 31.8.2021. 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 1.8. to 31.8.2021. 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.