



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: September 2021

## Daily reach (Slovenian visitors)

| Period     | Page views | Reach   | Reach (%) | Visits  | Average page views per unique users | Average visits per unique user |
|------------|------------|---------|-----------|---------|-------------------------------------|--------------------------------|
| 01.09.2021 | 2 470 124  | 276 929 | 19,0%     | 591 338 | 8,9                                 | 2,1                            |
| 02.09.2021 | 2 341 986  | 252 427 | 17,3%     | 537 220 | 9,3                                 | 2,1                            |
| 03.09.2021 | 2 233 066  | 241 707 | 16,5%     | 508 852 | 9,2                                 | 2,1                            |
| 04.09.2021 | 1 879 396  | 235 068 | 16,1%     | 446 593 | 8,0                                 | 1,9                            |
| 05.09.2021 | 2 039 365  | 248 722 | 17,0%     | 479 680 | 8,2                                 | 1,9                            |
| 06.09.2021 | 2 442 871  | 270 955 | 18,6%     | 555 032 | 9,0                                 | 2,0                            |
| 07.09.2021 | 2 095 216  | 258 932 | 17,7%     | 509 531 | 8,1                                 | 2,0                            |
| 08.09.2021 | 2 306 648  | 266 338 | 18,2%     | 546 204 | 8,7                                 | 2,1                            |
| 09.09.2021 | 2 231 624  | 249 472 | 17,1%     | 519 537 | 8,9                                 | 2,1                            |
| 10.09.2021 | 2 138 056  | 258 845 | 17,7%     | 507 452 | 8,3                                 | 2,0                            |
| 11.09.2021 | 1 625 004  | 199 343 | 13,6%     | 372 203 | 8,2                                 | 1,9                            |
| 12.09.2021 | 1 848 736  | 227 108 | 15,5%     | 429 010 | 8,1                                 | 1,9                            |
| 13.09.2021 | 2 395 296  | 273 443 | 18,7%     | 569 234 | 8,8                                 | 2,1                            |
| 14.09.2021 | 2 507 770  | 323 230 | 22,1%     | 656 666 | 7,8                                 | 2,0                            |
| 15.09.2021 | 2 662 307  | 324 665 | 22,2%     | 682 420 | 8,2                                 | 2,1                            |
| 16.09.2021 | 2 409 713  | 279 077 | 19,1%     | 591 244 | 8,6                                 | 2,1                            |
| 17.09.2021 | 2 641 792  | 308 735 | 21,1%     | 655 998 | 8,6                                 | 2,1                            |
| 18.09.2021 | 2 279 863  | 333 779 | 22,9%     | 636 079 | 6,8                                 | 1,9                            |
| 19.09.2021 | 2 509 818  | 371 580 | 25,4%     | 714 829 | 6,8                                 | 1,9                            |
| 20.09.2021 | 2 647 272  | 344 454 | 23,6%     | 711 932 | 7,7                                 | 2,1                            |
| 21.09.2021 | 2 334 113  | 274 909 | 18,8%     | 567 396 | 8,5                                 | 2,1                            |
| 22.09.2021 | 2 423 190  | 271 779 | 18,6%     | 565 273 | 8,9                                 | 2,1                            |
| 23.09.2021 | 2 286 960  | 260 081 | 17,8%     | 531 598 | 8,8                                 | 2,0                            |
| 24.09.2021 | 2 190 841  | 268 511 | 18,4%     | 532 130 | 8,2                                 | 2,0                            |
| 25.09.2021 | 1 775 506  | 246 555 | 16,9%     | 451 371 | 7,2                                 | 1,8                            |
| 26.09.2021 | 1 894 985  | 255 209 | 17,5%     | 479 147 | 7,4                                 | 1,9                            |
| 27.09.2021 | 2 417 627  | 277 799 | 19,0%     | 574 333 | 8,7                                 | 2,1                            |
| 28.09.2021 | 2 469 052  | 307 470 | 21,1%     | 624 911 | 8,0                                 | 2,0                            |
| 29.09.2021 | 2 589 490  | 303 990 | 20,8%     | 636 373 | 8,5                                 | 2,1                            |
| 30.09.2021 | 2 570 967  | 302 487 | 20,7%     | 621 268 | 8,5                                 | 2,1                            |

## Weekly reach (Slovenian visitors)

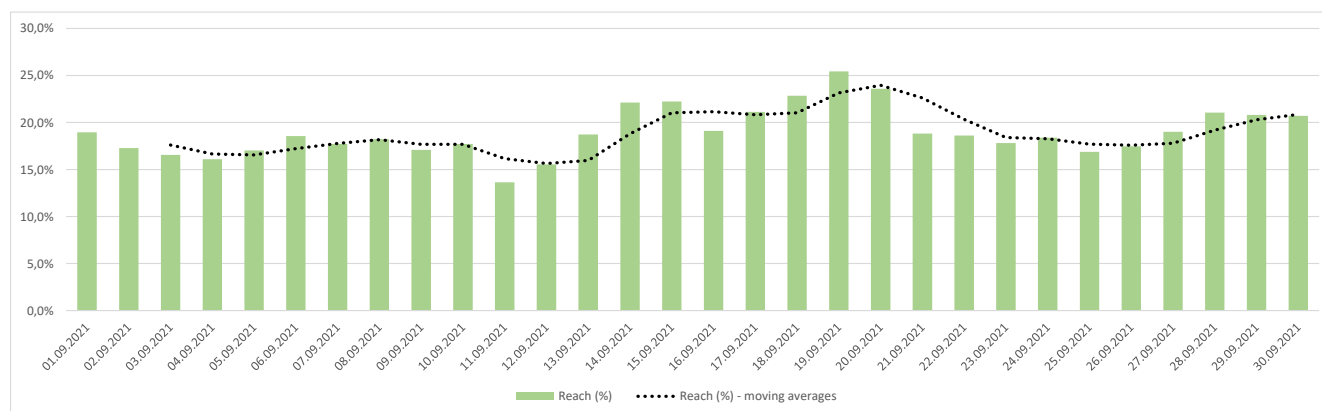
| Period                  | Page views | Reach   | Reach (%) | Visits    | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|-----------|-------------------------------------|--------------------------------|
| 01.09.2021 - 05.09.2021 | 10 964 041 | 483 939 | 33,1%     | 2 563 527 | 22,7                                | 5,3                            |
| 06.09.2021 - 12.09.2021 | 14 688 228 | 515 235 | 35,3%     | 3 439 337 | 28,5                                | 6,7                            |
| 13.09.2021 - 19.09.2021 | 17 406 531 | 637 020 | 43,6%     | 4 505 326 | 27,3                                | 7,1                            |
| 20.09.2021 - 26.09.2021 | 15 553 086 | 547 520 | 37,5%     | 3 838 535 | 28,4                                | 7,0                            |
| 27.09.2021 - 30.09.2021 | 10 047 133 | 523 500 | 35,8%     | 2 456 920 | 19,2                                | 4,7                            |

## Monthly reach (Slovenian visitors)

| Period                  | Page views | Reach   | Reach (%) | Visits     | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|------------|-------------------------------------|--------------------------------|
| 01.09.2021 - 30.09.2021 | 68 658 723 | 817 746 | 56,0%     | 16 802 260 | 84,0                                | 20,5                           |

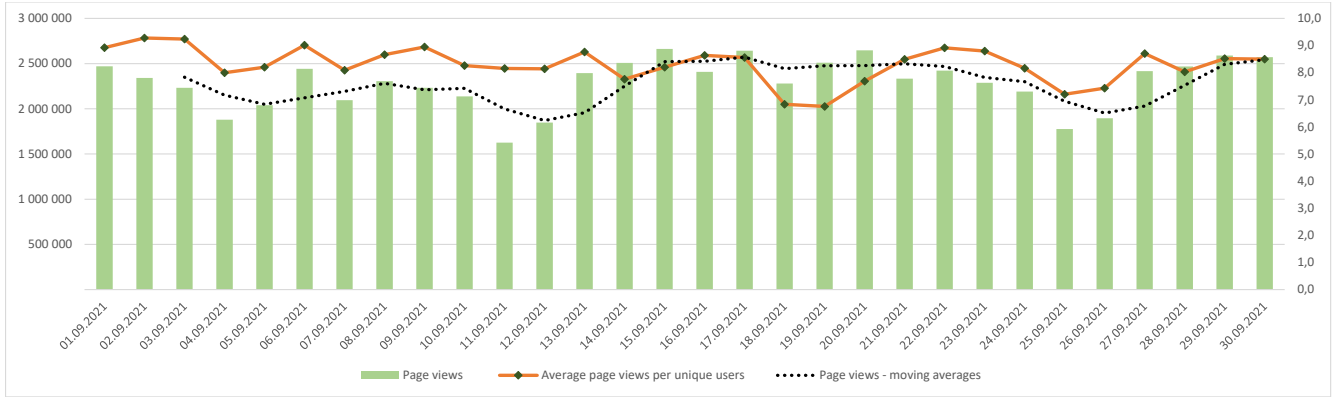
## Demographic profile of Slovenian visitors

|                    | Variable                                   | Audience composition (%) | Affinity index | Page views composition (%) |       |
|--------------------|--|--------------------------|----------------|----------------------------|-------|
| Level of Education | Elementary school or less                  | 13,4%                    | 90             | 11,0%                      |       |
|                    | Three-year high school                     | 12,1%                    | 102            | 8,8%                       |       |
|                    | Four-year high school                      | 38,2%                    | 99             | 41,0%                      |       |
|                    | Higher school, university, college or more | 35,5%                    | 106            | 38,9%                      |       |
|                    | I don't want to answer                     | 0,8%                     | 83             | 0,3%                       |       |
| Personal income    | I have no income                           | 9,6%                     | 87             | 6,9%                       |       |
|                    | Less than 400 EUR                          | 6,6%                     | 84             | 4,0%                       |       |
|                    | 400 to 800 EUR                             | 18,7%                    | 106            | 14,1%                      |       |
|                    | 800 to 1200 EUR                            | 28,3%                    | 100            | 23,3%                      |       |
|                    | 1200 to 1500 EUR                           | 11,4%                    | 104            | 18,0%                      |       |
|                    | 1500 to 1800 EUR                           | 6,9%                     | 108            | 8,5%                       |       |
|                    | over 1800 EUR                              | 10,2%                    | 114            | 17,6%                      |       |
|                    | I don't want to answer                     | 8,2%                     | 94             | 7,7%                       |       |
|                    | Region                                     | Pomurska                 | 5,6%           | 95                         | 4,1%  |
| Podravska          |  | 15,9%                    | 99             | 11,8%                      |       |
| Koroška            |  | 3,1%                     | 95             | 2,3%                       |       |
| Savinjska          |  | 12,0%                    | 97             | 10,9%                      |       |
| Zasavska           |  | 2,2%                     | 98             | 1,4%                       |       |
| Spodnje-posavska   |  | 3,7%                     | 106            | 7,4%                       |       |
| JV Slovenija       |  | 5,9%                     | 91             | 5,4%                       |       |
| Osrednjeslovenska  |  | 27,9%                    | 103            | 30,7%                      |       |
| Gorenjska          |  | 10,8%                    | 106            | 13,8%                      |       |
| Notranjsko-kraška  |  | 2,2%                     | 99             | 1,6%                       |       |
| Goriška            |  | 5,4%                     | 104            | 5,0%                       |       |
| Obalno-kraška      |  | 5,2%                     | 97             | 5,8%                       |       |
| Gender             |  | Male                     | 51,9%          | 102                        | 66,8% |
|                    |  | Female                   | 48,1%          | 98                         | 33,2% |
| Age                | 10 to 17 years                             | 4,6%                     | 84             | 3,0%                       |       |
|                    | 18 to 24 years                             | 8,9%                     | 76             | 5,3%                       |       |
|                    | 25 to 29 years                             | 6,9%                     | 83             | 4,0%                       |       |
|                    | 30 to 39 years                             | 19,8%                    | 95             | 14,0%                      |       |
|                    | 40 to 49 years                             | 22,2%                    | 106            | 25,3%                      |       |
|                    | 50 to 59 years                             | 19,1%                    | 111            | 23,8%                      |       |
|                    | 60 to 75 years                             | 18,3%                    | 118            | 24,5%                      |       |
| Employment status  | Employed in public sector                  | 16,7%                    | 102            | 13,9%                      |       |
|                    | Employed in a private company              | 40,6%                    | 104            | 46,2%                      |       |
|                    | Self-employed                              | 9,0%                     | 98             | 9,9%                       |       |
|                    | Unemployed                                 | 6,0%                     | 93             | 3,3%                       |       |
|                    | Retired                                    | 14,0%                    | 119            | 16,8%                      |       |
|                    | Pupil                                      | 6,4%                     | 78             | 4,4%                       |       |
|                    | Student                                    | 6,3%                     | 80             | 4,6%                       |       |
|                    | I don't want to answer                     | 1,0%                     | 88             | 0,9%                       |       |

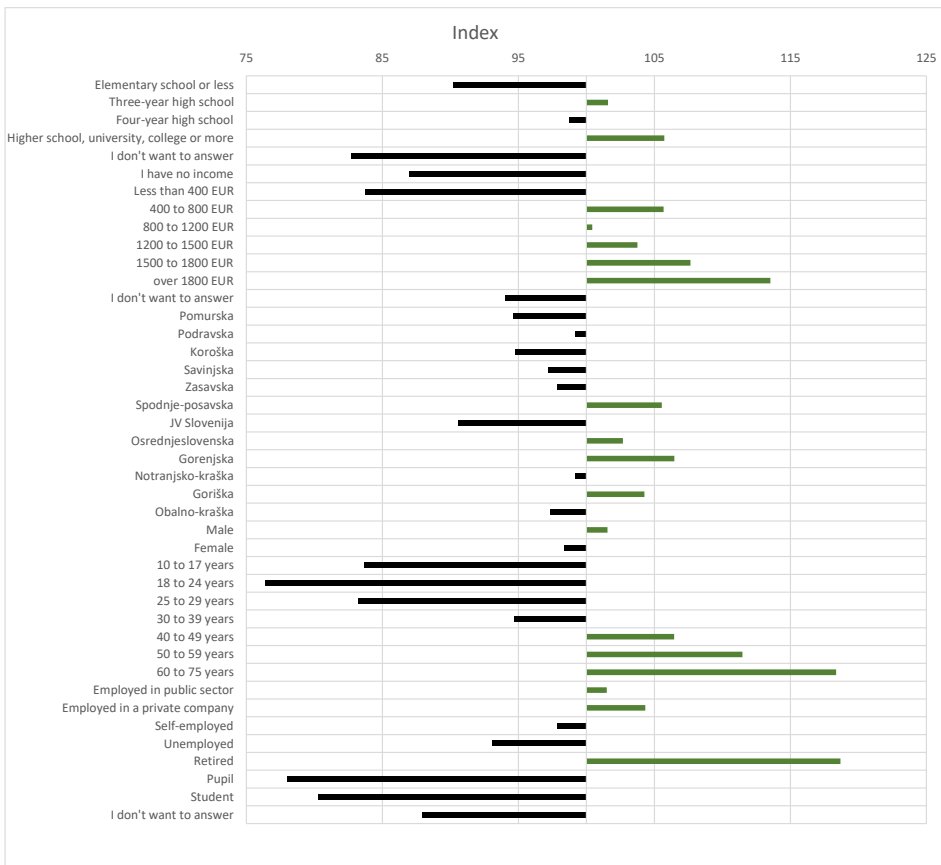


**Note:**

**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 1.9. to 30.9.2021. 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 1.9. to 30.9.2021. 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.