



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/ 473 00 10

# 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: October 2021

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2021	2 344 086	302 331	20,7%	583 444	7,8	1,9
02.10.2021	2 023 538	295 855	20,3%	548 093	6,8	1,9
03.10.2021	2 099 827	299 300	20,5%	567 791	7,0	1,9
04.10.2021	2 556 499	295 866	20,3%	629 817	8,6	2,1
05.10.2021	2 630 013	306 439	21,0%	660 368	8,6	2,2
06.10.2021	2 688 454	299 796	20,5%	643 746	9,0	2,1
07.10.2021	2 657 601	319 042	21,8%	668 170	8,3	2,1
08.10.2021	2 386 138	287 287	19,7%	589 778	8,3	2,1
09.10.2021	1 987 836	246 317	16,9%	480 975	8,1	2,0
10.10.2021	2 338 077	338 005	23,1%	650 017	6,9	1,9
11.10.2021	2 563 250	315 334	21,6%	659 765	8,1	2,1
12.10.2021	2 403 147	282 192	19,3%	587 792	8,5	2,1
13.10.2021	2 395 136	276 187	18,9%	566 324	8,7	2,1
14.10.2021	2 272 500	267 417	18,3%	536 383	8,5	2,0
15.10.2021	2 333 864	287 758	19,7%	567 486	8,1	2,0
16.10.2021	1 822 681	256 540	17,6%	475 166	7,1	1,9
17.10.2021	1 765 097	259 182	17,7%	466 993	6,8	1,8
18.10.2021	2 195 099	248 123	17,0%	513 737	8,8	2,1
19.10.2021	2 344 984	261 362	17,9%	542 682	9,0	2,1
20.10.2021	2 430 278	276 182	18,9%	587 596	8,8	2,1
21.10.2021	2 258 834	258 095	17,7%	543 872	8,8	2,1
22.10.2021	2 402 821	287 060	19,7%	593 840	8,4	2,1
23.10.2021	2 019 158	291 218	19,9%	540 829	6,9	1,9
24.10.2021	2 025 172	298 244	20,4%	563 670	6,8	1,9
25.10.2021	2 379 550	286 477	19,6%	593 199	8,3	2,1
26.10.2021	2 413 169	293 146	20,1%	588 515	8,2	2,0
27.10.2021	2 305 097	263 375	18,0%	559 140	8,8	2,1
28.10.2021	2 361 484	302 732	20,7%	600 916	7,8	2,0
29.10.2021	2 251 453	315 870	21,6%	596 157	7,1	1,9
30.10.2021	1 828 928	258 956	17,7%	468 789	7,1	1,8
31.10.2021	1 901 921	262 536	18,0%	493 601	7,2	1,9

## Weekly reach (Slovenian visitors)

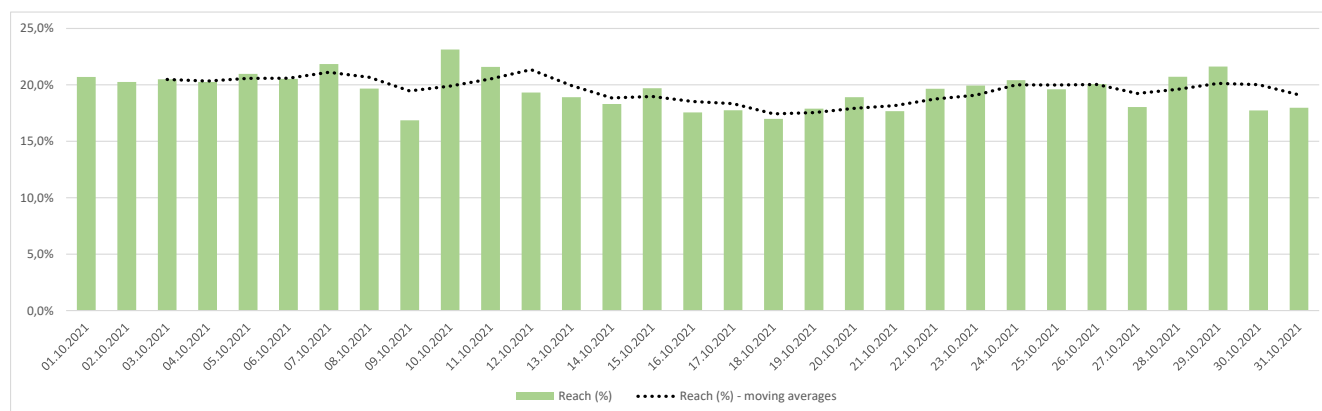
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2021 - 03.10.2021	6 467 407	499 299	34,2%	1 698 998	13,0	3,4
04.10.2021 - 10.10.2021	17 244 663	583 686	40,0%	4 323 619	29,5	7,4
11.10.2021 - 17.10.2021	15 555 717	552 815	37,8%	3 859 686	28,1	7,0
18.10.2021 - 24.10.2021	15 676 690	541 748	37,1%	3 885 066	28,9	7,2
25.10.2021 - 31.10.2021	15 441 642	578 587	39,6%	3 900 156	26,7	6,7

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2021 - 31.10.2021	70 386 820	810 275	55,5%	17 667 089	86,9	21,8

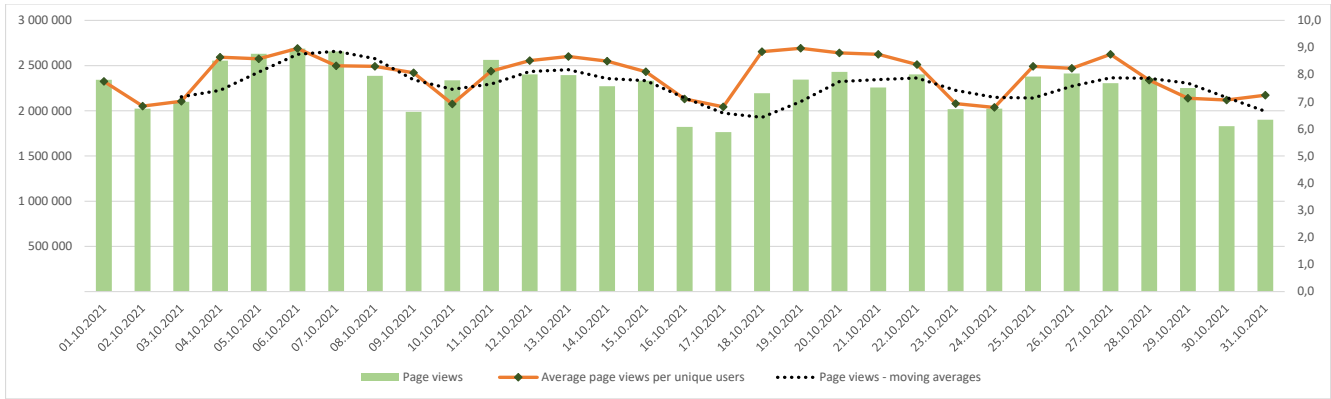
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,3%	95	9,5%
	Three-year high school	12,0%	100	8,8%
	Four-year high school	38,0%	99	42,1%
	Higher school, university, college or more	34,8%	104	39,2%
	I don't want to answer	0,9%	98	0,4%
Personal income	I have no income	10,3%	92	5,6%
	Less than 400 EUR	6,6%	83	4,1%
	400 to 800 EUR	18,2%	103	13,4%
	800 to 1200 EUR	28,2%	101	24,9%
	1200 to 1500 EUR	11,1%	102	16,6%
	1500 to 1800 EUR	6,9%	108	8,6%
	over 1800 EUR	10,0%	110	19,3%
	I don't want to answer	8,7%	98	7,4%
	Region	Pomurska	5,9%	99
Podravska		15,2%	96	13,1%
Koroška		3,0%	91	1,4%
Savinjska		12,5%	100	11,0%
Zasavska		2,5%	101	1,5%
Spodnje-posavska		3,4%	96	6,6%
JV Slovenija		6,3%	97	5,0%
Osrednjeslovenska		27,8%	102	31,2%
Gorenjska		10,5%	106	13,1%
Notranjsko-kraška		2,1%	94	1,5%
Goriška		5,6%	106	5,3%
Obalno-kraška		5,1%	97	5,8%
Gender		Male	51,6%	102
	Female	48,4%	98	33,4%
Age	10 to 17 years	5,3%	94	2,4%
	18 to 24 years	9,0%	75	4,9%
	25 to 29 years	7,0%	86	3,6%
	30 to 39 years	19,6%	96	14,8%
	40 to 49 years	21,6%	103	26,2%
	50 to 59 years	19,1%	112	24,5%
	60 to 75 years	18,3%	117	23,6%
Employment status	Employed in public sector	16,5%	102	14,8%
	Employed in a private company	39,7%	103	44,2%
	Self-employed	9,3%	101	12,5%
	Unemployed	6,1%	94	3,3%
	Retired	14,0%	117	16,8%
	Pupil	7,6%	89	3,9%
	Student	5,9%	76	3,7%
	I don't want to answer	1,0%	82	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.

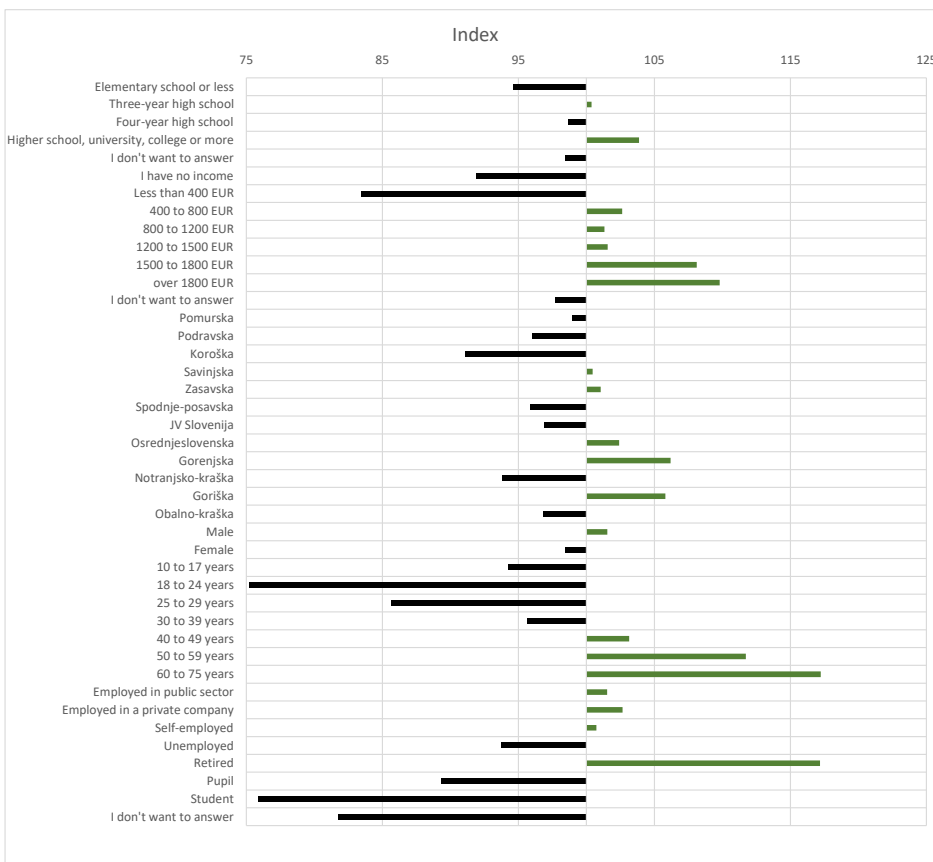


**Note:**

**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 1.10. to 31.10.2021. 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 1.10. to 31.10.2021. 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.