



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: December 2021

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2021	2 570 318	315 922	21,6%	654 856	8,1	2,1
02.12.2021	2 742 213	325 745	22,3%	707 256	8,4	2,2
03.12.2021	2 474 651	296 622	20,3%	614 279	8,3	2,1
04.12.2021	2 054 474	282 690	19,4%	533 703	7,3	1,9
05.12.2021	2 172 961	297 029	20,3%	584 023	7,3	2,0
06.12.2021	2 472 466	274 136	18,8%	588 976	9,0	2,1
07.12.2021	2 451 298	289 925	19,8%	598 878	8,5	2,1
08.12.2021	2 560 491	304 021	20,8%	638 683	8,4	2,1
09.12.2021	2 607 822	300 648	20,6%	636 897	8,7	2,1
10.12.2021	2 482 520	305 188	20,9%	637 439	8,1	2,1
11.12.2021	2 079 969	285 622	19,6%	555 904	7,3	1,9
12.12.2021	2 040 603	280 994	19,2%	530 657	7,3	1,9
13.12.2021	2 529 716	288 705	19,8%	621 780	8,8	2,2
14.12.2021	2 410 176	290 450	19,9%	604 787	8,3	2,1
15.12.2021	2 450 217	274 737	18,8%	581 917	8,9	2,1
16.12.2021	2 436 066	324 231	22,2%	652 501	7,5	2,0
17.12.2021	2 272 581	280 959	19,2%	581 921	8,1	2,1
18.12.2021	1 881 533	262 345	18,0%	494 980	7,2	1,9
19.12.2021	1 935 633	274 732	18,8%	519 572	7,0	1,9
20.12.2021	2 363 221	265 488	18,2%	569 370	8,9	2,1
21.12.2021	2 407 800	292 297	20,0%	628 162	8,2	2,1
22.12.2021	2 354 839	274 440	18,8%	578 695	8,6	2,1
23.12.2021	2 325 098	282 498	19,3%	570 988	8,2	2,0
24.12.2021	2 036 929	242 294	16,6%	483 755	8,4	2,0
25.12.2021	2 000 254	264 743	18,1%	492 275	7,6	1,9
26.12.2021	2 094 118	266 630	18,3%	518 323	7,9	1,9
27.12.2021	2 278 721	268 855	18,4%	552 995	8,5	2,1
28.12.2021	2 281 351	262 819	18,0%	538 760	8,7	2,0
29.12.2021	2 136 689	246 120	16,9%	499 944	8,7	2,0
30.12.2021	2 169 598	258 225	17,7%	519 960	8,4	2,0
31.12.2021	2 032 074	251 133	17,2%	513 577	8,1	2,0

## Weekly reach (Slovenian visitors)

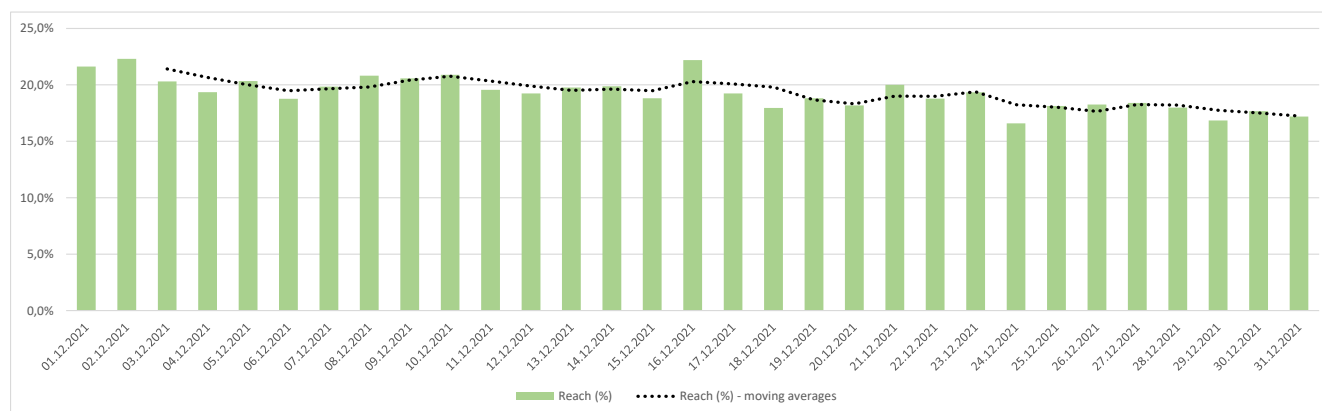
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2021 - 05.12.2021	12 014 636	552 243	37,8%	3 093 703	21,8	5,6
06.12.2021 - 12.12.2021	16 695 181	559 135	38,3%	4 187 193	29,9	7,5
13.12.2021 - 19.12.2021	15 915 909	554 760	38,0%	4 057 474	28,7	7,3
20.12.2021 - 26.12.2021	15 582 666	528 450	36,2%	3 840 687	29,5	7,3
27.12.2021 - 31.12.2021	10 898 474	473 774	32,4%	2 625 345	23,0	5,5

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2021 - 31.12.2021	71 107 031	775 304	53,1%	17 802 588	91,7	23,0

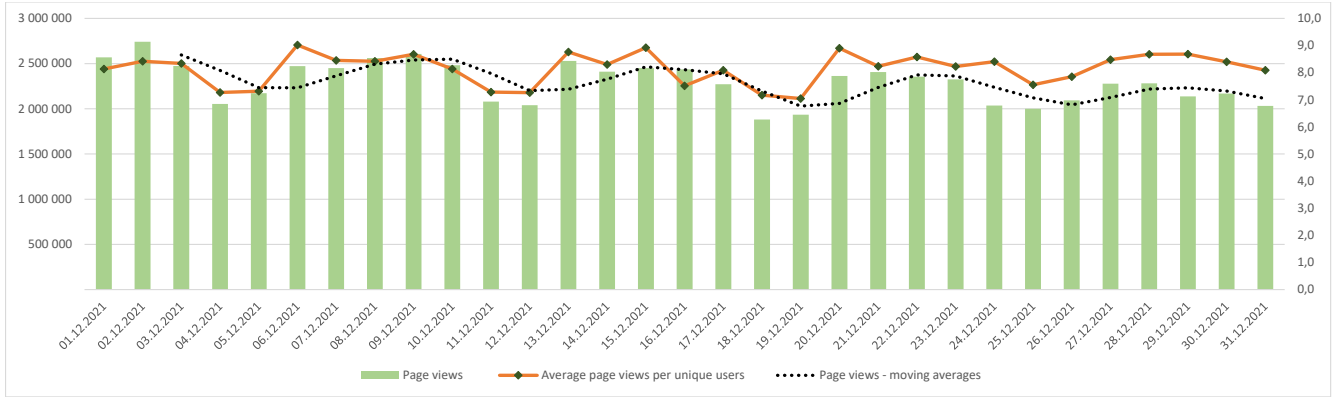
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,5%	84	9,4%
	Three-year high school	11,9%	100	9,2%
	Four-year high school	38,8%	100	41,6%
	Higher school, university, college or more	35,9%	107	39,4%
	I don't want to answer	0,9%	93	0,4%
Personal income	I have no income	8,9%	78	5,6%
	Less than 400 EUR	6,4%	84	3,9%
	400 to 800 EUR	19,3%	108	14,6%
	800 to 1200 EUR	28,2%	101	25,5%
	1200 to 1500 EUR	11,6%	104	15,0%
	1500 to 1800 EUR	7,3%	113	9,0%
	over 1800 EUR	9,9%	108	18,3%
	I don't want to answer	8,5%	98	8,2%
	Region	Pomurska	5,8%	98
Podravska		16,0%	100	12,8%
Koroška		3,2%	98	1,5%
Savinjska		12,0%	95	12,0%
Zasavska		2,3%	90	1,4%
Spodnje-posavska		3,4%	99	5,3%
JV Slovenija		6,2%	92	5,6%
Osrednjeslovenska		27,5%	102	30,8%
Gorenjska		10,5%	105	13,9%
Notranjsko-kraška		2,2%	101	1,2%
Goriška		5,6%	106	4,9%
Obalno-kraška		5,3%	103	6,8%
Gender		Male	51,4%	101
	Female	48,6%	98	34,2%
Age	10 to 17 years	3,1%	78	2,3%
	18 to 24 years	8,0%	68	3,5%
	25 to 29 years	6,5%	87	4,3%
	30 to 39 years	18,8%	94	12,5%
	40 to 49 years	22,2%	104	27,7%
	50 to 59 years	20,1%	112	21,5%
	60 to 75 years	20,5%	122	27,5%
Employment status	Employed in public sector	17,5%	107	14,8%
	Employed in a private company	38,9%	101	42,5%
	Self-employed	10,0%	107	11,5%
	Unemployed	6,1%	93	4,8%
	Retired	14,6%	121	18,6%
	Pupil	5,8%	68	3,3%
	Student	6,0%	80	3,5%
	I don't want to answer	1,1%	94	1,1%

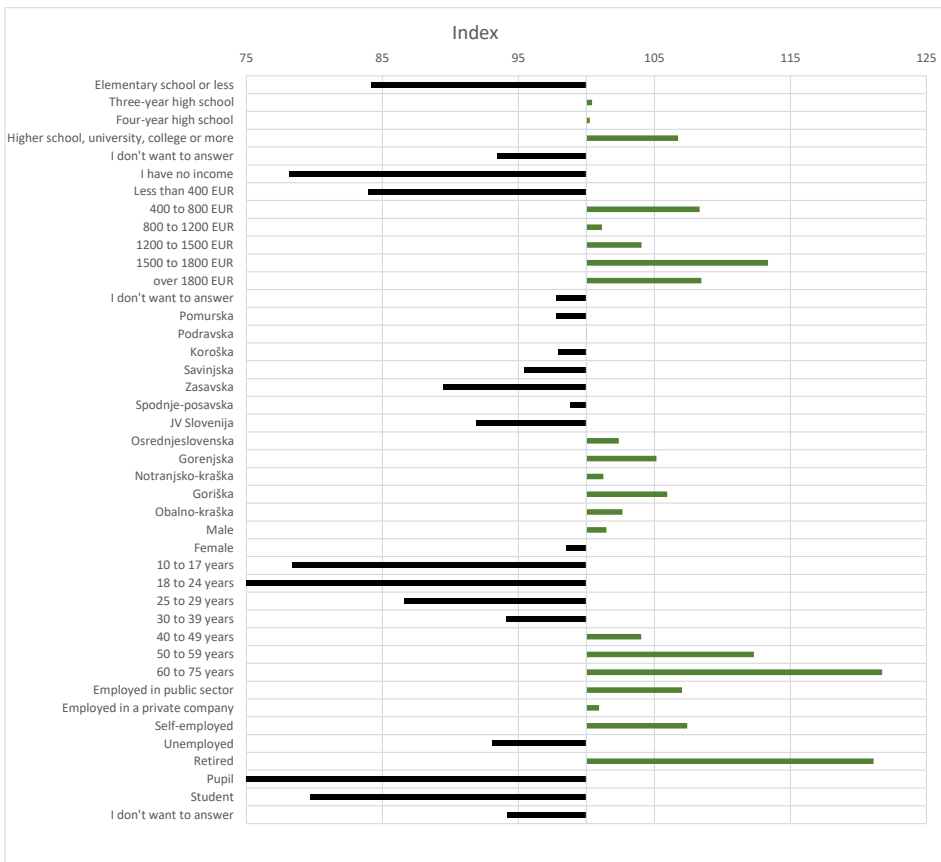


**Note:**

**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 1.12. to 31.12.2021. 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 1.12. to 31.12.2021. 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.