



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: June 2021

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2021	2 221 646	247 342	16,9%	518 712	9,0	2,1
02.06.2021	2 291 839	286 956	19,6%	576 338	8,0	2,0
03.06.2021	2 252 215	286 319	19,6%	572 985	7,9	2,0
04.06.2021	2 053 212	245 315	16,8%	488 358	8,4	2,0
05.06.2021	1 696 889	230 153	15,8%	421 007	7,4	1,8
06.06.2021	1 981 859	258 756	17,7%	503 598	7,7	1,9
07.06.2021	2 441 903	291 555	20,0%	620 377	8,4	2,1
08.06.2021	2 279 457	261 344	17,9%	556 391	8,7	2,1
09.06.2021	2 255 773	262 029	17,9%	550 413	8,6	2,1
10.06.2021	2 163 574	254 270	17,4%	536 154	8,5	2,1
11.06.2021	2 092 030	251 313	17,2%	511 655	8,3	2,0
12.06.2021	1 764 081	241 772	16,6%	451 650	7,3	1,9
13.06.2021	1 969 760	268 841	18,4%	513 162	7,3	1,9
14.06.2021	2 197 028	247 189	16,9%	521 165	8,9	2,1
15.06.2021	1 861 983	237 313	16,2%	488 330	7,8	2,1
16.06.2021	2 083 547	273 027	18,7%	559 137	7,6	2,0
17.06.2021	2 091 600	268 618	18,4%	550 430	7,8	2,0
18.06.2021	1 990 444	249 460	17,1%	519 194	8,0	2,1
19.06.2021	1 556 205	210 600	14,4%	405 284	7,4	1,9
20.06.2021	1 800 613	244 543	16,7%	466 581	7,4	1,9
21.06.2021	2 206 618	273 698	18,7%	544 246	8,1	2,0
22.06.2021	2 211 010	280 206	19,2%	552 220	7,9	2,0
23.06.2021	2 135 047	272 191	18,6%	545 553	7,8	2,0
24.06.2021	1 921 421	228 182	15,6%	457 081	8,4	2,0
25.06.2021	1 546 018	222 422	15,2%	428 953	7,0	1,9
26.06.2021	1 538 454	216 958	14,9%	419 272	7,1	1,9
27.06.2021	1 708 587	252 429	17,3%	483 692	6,8	1,9
28.06.2021	2 080 779	259 264	17,8%	536 847	8,0	2,1
29.06.2021	2 169 718	252 155	17,3%	530 060	8,6	2,1
30.06.2021	2 273 956	267 823	18,3%	564 816	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
01.06.2021 - 06.06.2021	12 497 727	511 332	35,0%	3 081 123	24,4	6,0
07.06.2021 - 13.06.2021	14 966 793	521 358	35,7%	3 739 293	28,7	7,2
14.06.2021 - 20.06.2021	13 581 773	502 550	34,4%	3 510 226	27,0	7,0
21.06.2021 - 27.06.2021	13 267 463	534 502	36,6%	3 428 858	24,8	6,4
28.06.2021 - 30.06.2021	6 524 453	421 879	28,9%	1 631 791	15,5	3,9

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2021 - 30.06.2021	60 839 075	754 099	51,6%	15 391 135	80,7	20,4

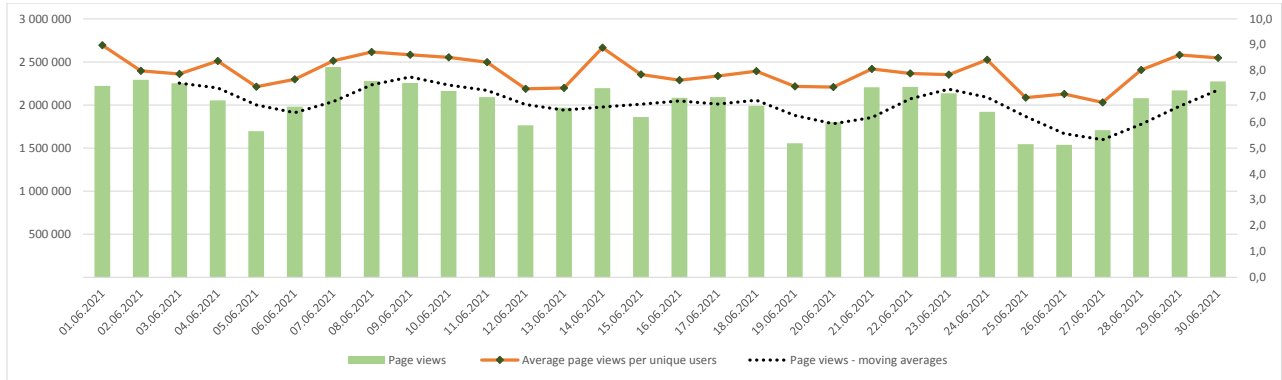
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	14,2%	93	10,6%	
	Three-year high school	12,9%	109	9,2%	
	Four-year high school	37,3%	96	40,1%	
	Higher school, university, college or more	34,9%	105	39,8%	
	I don't want to answer	0,7%	79	0,4%	
Personal income	I have no income	9,9%	89	4,7%	
	Less than 400 EUR	7,1%	87	4,3%	
	400 to 800 EUR	18,8%	106	13,0%	
	800 to 1200 EUR	28,0%	100	25,0%	
	1200 to 1500 EUR	11,2%	102	14,6%	
	1500 to 1800 EUR	7,1%	109	10,1%	
	over 1800 EUR	9,7%	109	19,5%	
Region	I don't want to answer	8,2%	97	8,8%	
	Pomurska	6,1%	104	4,3%	
	Podravska	15,8%	99	12,0%	
	Koroška	2,8%	89	1,4%	
	Savinjska	12,5%	102	11,6%	
	Zasavska	2,2%	92	1,6%	
	Spodnje-posavska	3,5%	105	2,9%	
	JV Slovenija	6,3%	99	6,5%	
	Osrednjeslovenska	27,4%	100	30,4%	
	Gorenjska	10,1%	101	16,6%	
	Notranjsko-kraška	2,3%	102	1,4%	
	Goriška	5,5%	99	6,1%	
	Obalno-kraška	5,3%	99	5,1%	
	Gender	Male	52,6%	102	67,7%
		Female	47,4%	98	32,3%
Age	10 to 17 years	4,6%	86	2,3%	
	18 to 24 years	9,4%	80	4,2%	
	25 to 29 years	7,6%	89	4,8%	
	30 to 39 years	19,8%	94	14,0%	
	40 to 49 years	21,3%	103	27,2%	
	50 to 59 years	19,3%	113	24,2%	
	60 to 75 years	17,8%	115	23,2%	
Employment status	Employed in public sector	16,2%	100	14,2%	
	Employed in a private company	39,7%	102	45,4%	
	Self-employed	9,3%	106	10,4%	
	Unemployed	6,7%	99	3,8%	
	Retired	13,8%	116	17,4%	
	Pupil	7,0%	83	4,5%	
	Student	6,4%	82	3,0%	
	I don't want to answer	1,0%	84	1,3%	

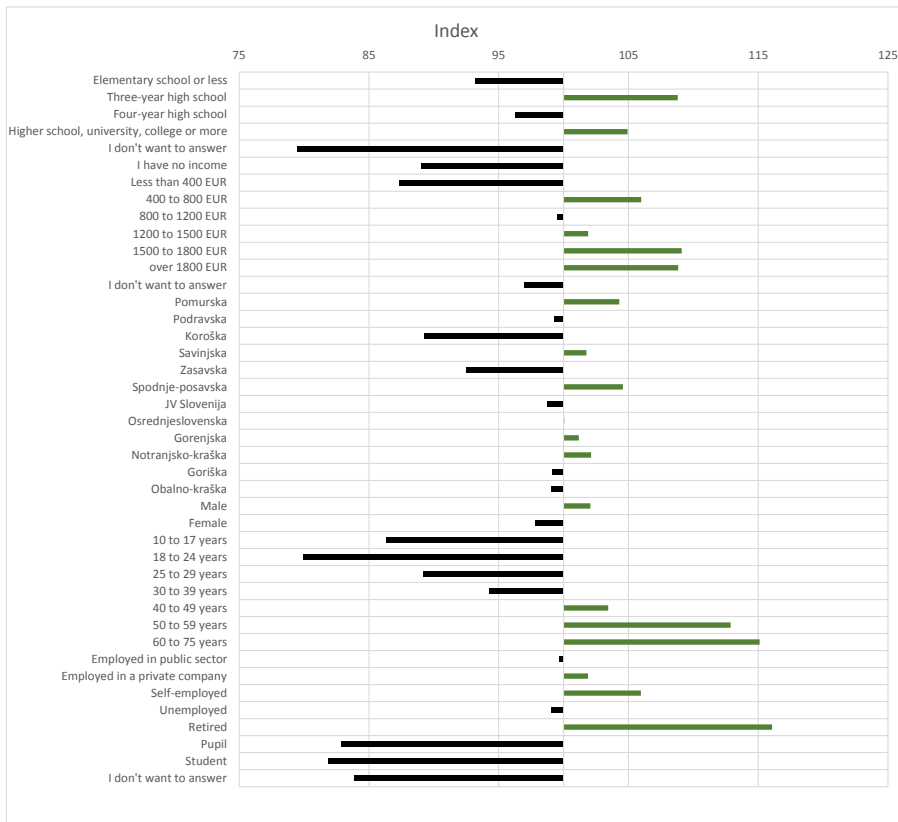


### Note:

**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 1.6. to 30.6.2021. 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 1.6. to 30.6.2021. 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.