



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: April 2022

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2022	2 624 755	321 580	21,5%	672 112	8,2	2,1
02.04.2022	2 212 558	295 759	19,7%	589 342	7,5	2,0
03.04.2022	2 306 862	314 055	21,0%	625 763	7,3	2,0
04.04.2022	2 603 510	310 451	20,7%	670 790	8,4	2,2
05.04.2022	2 552 558	320 817	21,4%	678 341	8,0	2,1
06.04.2022	2 495 550	330 576	22,1%	678 723	7,5	2,1
07.04.2022	2 459 547	302 022	20,2%	642 953	8,1	2,1
08.04.2022	2 429 383	295 709	19,7%	617 767	8,2	2,1
09.04.2022	2 223 372	307 470	20,5%	610 553	7,2	2,0
10.04.2022	2 088 912	303 388	20,3%	590 537	6,9	1,9
11.04.2022	2 522 838	317 009	21,2%	668 655	8,0	2,1
12.04.2022	2 521 879	315 481	21,1%	667 919	8,0	2,1
13.04.2022	2 387 087	306 436	20,5%	629 736	7,8	2,1
14.04.2022	2 343 134	308 748	20,6%	631 892	7,6	2,0
15.04.2022	2 268 981	286 399	19,1%	589 912	7,9	2,1
16.04.2022	1 990 963	273 422	18,2%	529 570	7,3	1,9
17.04.2022	2 013 909	295 227	19,7%	573 524	6,8	1,9
18.04.2022	2 251 159	331 385	22,1%	645 022	6,8	1,9
19.04.2022	2 788 056	351 150	23,4%	754 220	7,9	2,1
20.04.2022	2 635 164	327 818	21,9%	698 562	8,0	2,1
21.04.2022	2 694 279	343 943	23,0%	724 689	7,8	2,1
22.04.2022	3 052 296	385 262	25,7%	831 492	7,9	2,2
23.04.2022	2 242 799	333 852	22,3%	648 242	6,7	1,9
24.04.2022	2 960 295	403 348	26,9%	876 689	7,3	2,2
25.04.2022	2 660 353	348 102	23,2%	736 024	7,6	2,1
26.04.2022	2 572 394	317 831	21,2%	680 297	8,1	2,1
27.04.2022	2 034 452	294 881	19,7%	575 416	6,9	2,0
28.04.2022	2 019 635	271 576	18,1%	552 866	7,4	2,0
29.04.2022	2 031 403	285 294	19,0%	571 167	7,1	2,0
30.04.2022	1 584 213	235 900	15,7%	430 452	6,7	1,8

## Weekly reach (Slovenian visitors)

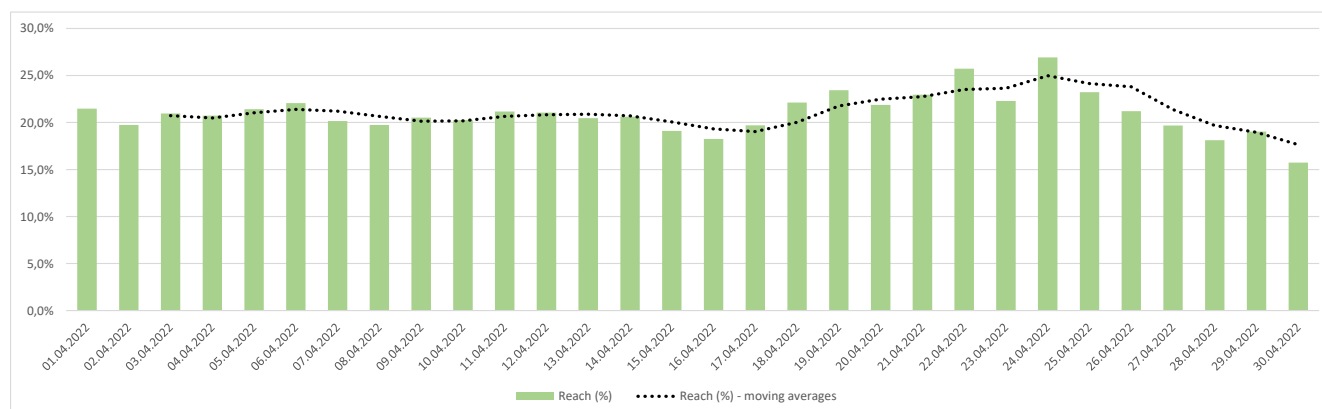
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2022 - 03.04.2022	7 144 175	491 447	32,8%	1 886 949	14,5	3,8
04.04.2022 - 10.04.2022	16 852 832	579 271	38,7%	4 488 824	29,1	7,7
11.04.2022 - 17.04.2022	16 048 790	571 809	38,2%	4 290 795	28,1	7,5
18.04.2022 - 24.04.2022	18 624 048	654 166	43,7%	5 176 473	28,5	7,9
25.04.2022 - 30.04.2022	12 902 449	556 877	37,2%	3 546 090	23,2	6,4

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2022 - 30.04.2022	71 572 302	813 626	54,3%	19 388 617	88,0	23,8

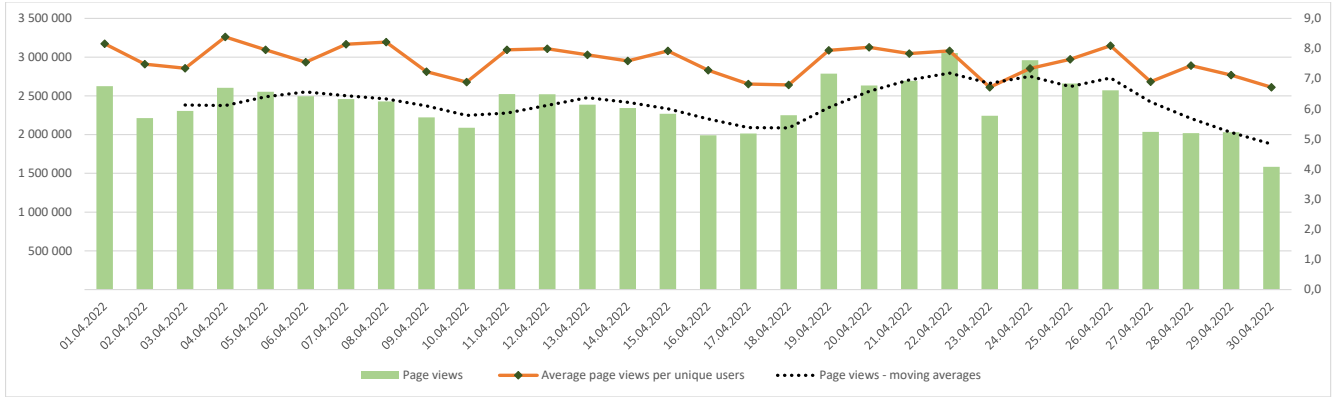
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,9%	90	7,8%
	Three-year high school	12,9%	105	10,5%
	Four-year high school	39,1%	100	43,2%
	Higher school, university, college or more	34,4%	102	38,2%
	I don't want to answer	0,8%	99	0,3%
Personal income	I have no income	8,4%	81	5,3%
	Less than 400 EUR	6,9%	96	4,6%
	400 to 800 EUR	18,3%	106	15,8%
	800 to 1200 EUR	29,3%	100	26,5%
	1200 to 1500 EUR	12,3%	105	13,3%
	1500 to 1800 EUR	7,2%	107	8,6%
	over 1800 EUR	9,6%	105	16,1%
	I don't want to answer	8,1%	96	10,0%
	Region	Pomurska	5,7%	96
Podravska		16,1%	101	13,0%
Koroška		3,2%	97	1,8%
Savinjska		12,0%	94	10,5%
Zasavska		2,4%	97	2,2%
Spodnje-posavska		3,5%	99	4,4%
JV Slovenija		6,2%	94	6,4%
Osrednjeslovenska		28,3%	103	31,5%
Gorenjska		10,4%	103	11,8%
Notranjsko-kraška		2,1%	99	1,6%
Goriška		5,7%	106	6,3%
Obalno-kraška		4,6%	98	5,8%
Gender		Male	53,3%	104
	Female	46,7%	96	33,1%
Age	10 to 17 years	2,9%	77	0,7%
	18 to 24 years	9,6%	83	4,9%
	25 to 29 years	6,4%	88	3,2%
	30 to 39 years	18,5%	93	12,2%
	40 to 49 years	21,3%	100	23,7%
	50 to 59 years	20,4%	111	24,7%
	60 to 75 years	20,2%	118	29,7%
Employment status	Employed in public sector	16,4%	100	15,1%
	Employed in a private company	39,2%	101	39,0%
	Self-employed	9,4%	104	11,6%
	Unemployed	5,7%	87	4,3%
	Retired	16,2%	120	23,6%
	Pupil	5,9%	82	2,4%
	Student	6,5%	87	3,2%
	I don't want to answer	0,8%	82	0,9%

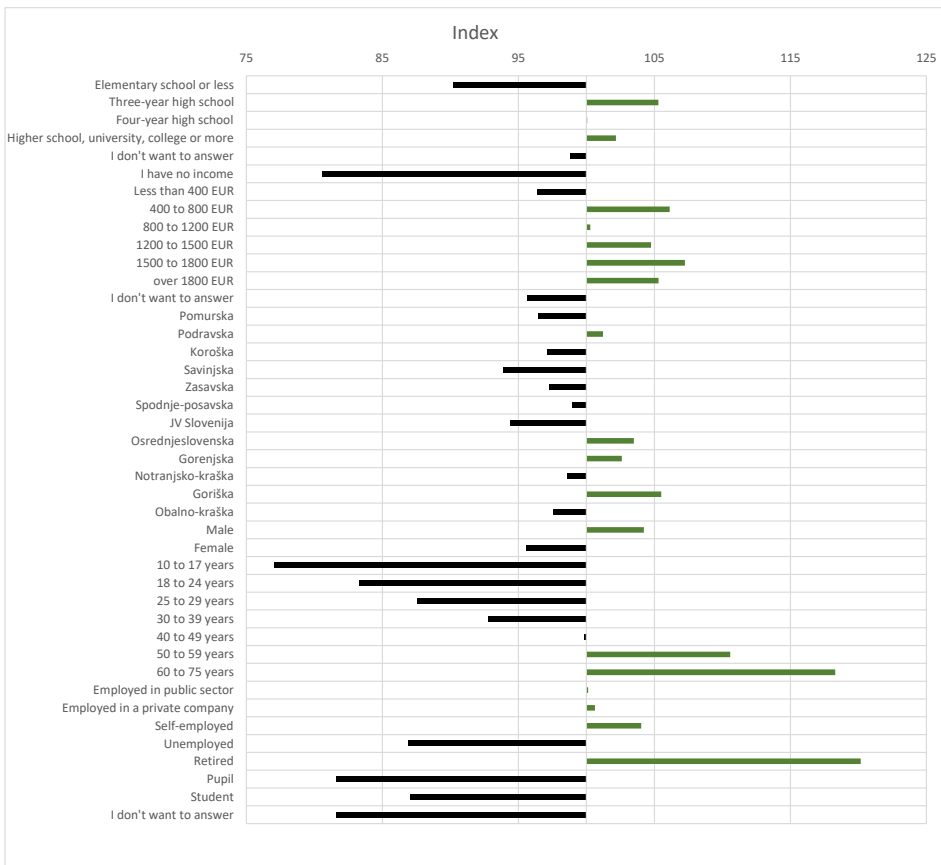


**Note:**

**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 1.4. to 30.4.2022. 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 1.4. to 30.4.2022. 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.