



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: May 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2022	2 109 540	306 877	20,5%	602 861	6,9	2,0
02.05.2022	2 057 157	290 307	19,4%	572 997	7,1	2,0
03.05.2022	2 475 072	306 679	20,5%	641 886	8,1	2,1
04.05.2022	2 618 857	314 596	21,0%	668 366	8,3	2,1
05.05.2022	2 292 314	297 326	19,8%	609 943	7,7	2,1
06.05.2022	2 245 783	304 408	20,3%	631 565	7,4	2,1
07.05.2022	2 223 867	329 532	22,0%	660 279	6,7	2,0
08.05.2022	2 144 049	340 074	22,7%	677 692	6,3	2,0
09.05.2022	2 516 645	314 387	21,0%	661 712	8,0	2,1
10.05.2022	2 445 900	304 141	20,3%	638 175	8,0	2,1
11.05.2022	2 422 746	309 801	20,7%	644 366	7,8	2,1
12.05.2022	2 419 214	307 966	20,6%	639 714	7,9	2,1
13.05.2022	2 325 945	307 347	20,5%	630 125	7,6	2,1
14.05.2022	1 808 872	277 969	18,6%	512 498	6,5	1,8
15.05.2022	1 755 785	255 454	17,1%	477 164	6,9	1,9
16.05.2022	2 444 844	315 280	21,0%	657 252	7,8	2,1
17.05.2022	2 593 313	329 669	22,0%	689 306	7,9	2,1
18.05.2022	2 411 409	313 869	20,9%	642 931	7,7	2,0
19.05.2022	2 373 112	321 823	21,5%	657 836	7,4	2,0
20.05.2022	2 228 527	284 462	19,0%	571 490	7,8	2,0
21.05.2022	1 800 710	276 094	18,4%	512 343	6,5	1,9
22.05.2022	1 921 243	290 295	19,4%	546 041	6,6	1,9
23.05.2022	2 418 083	295 883	19,7%	625 044	8,2	2,1
24.05.2022	2 378 416	300 172	20,0%	613 212	7,9	2,0
25.05.2022	2 399 278	307 135	20,5%	628 209	7,8	2,0
26.05.2022	2 273 998	297 753	19,9%	597 473	7,6	2,0
27.05.2022	2 201 314	284 003	19,0%	563 867	7,8	2,0
28.05.2022	1 948 941	268 512	17,9%	507 371	7,3	1,9
29.05.2022	2 013 902	272 057	18,2%	518 645	7,4	1,9
30.05.2022	2 545 676	296 749	19,8%	626 607	8,6	2,1
31.05.2022	2 327 165	300 052	20,0%	617 197	7,8	2,1

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2022 - 01.05.2022	2 109 540	306 877	20,5%	602 861	6,9	2,0
02.05.2022 - 08.05.2022	16 057 100	578 509	38,6%	4 460 937	27,8	7,7
09.05.2022 - 15.05.2022	15 695 106	569 946	38,0%	4 203 099	27,5	7,4
16.05.2022 - 22.05.2022	15 773 158	569 416	38,0%	4 276 515	27,7	7,5
23.05.2022 - 29.05.2022	15 633 932	571 131	38,1%	4 053 910	27,4	7,1
30.05.2022 - 31.05.2022	4 872 841	402 709	26,9%	1 243 921	12,1	3,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2022 - 31.05.2022	70 141 678	794 737	53,0%	18 844 221	88,3	23,7

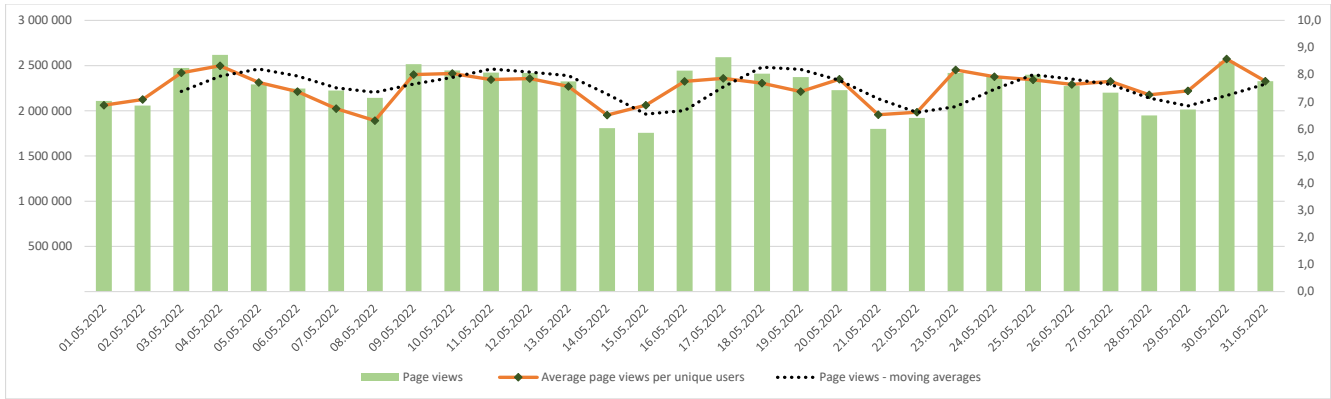
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	12,7%	89	7,4%	
	Three-year high school	12,8%	105	9,6%	
	Four-year high school	39,5%	101	45,3%	
	Higher school, university, college or more	34,3%	102	37,5%	
	I don't want to answer	0,8%	92	0,3%	
Personal income	I have no income	8,3%	78	4,9%	
	Less than 400 EUR	6,5%	92	4,6%	
	400 to 800 EUR	18,0%	104	15,1%	
	800 to 1200 EUR	30,0%	102	25,2%	
	1200 to 1500 EUR	11,8%	101	14,9%	
	1500 to 1800 EUR	7,5%	111	7,9%	
	over 1800 EUR	9,5%	105	18,2%	
	I don't want to answer	8,5%	103	9,2%	
	Region	Pomurska	5,6%	97	5,1%
Podravska		16,1%	101	15,0%	
Koroška		3,5%	105	2,2%	
Savinjska		11,7%	93	10,6%	
Zasavska		2,4%	98	2,0%	
Spodnje-posavska		3,4%	98	3,5%	
JV Slovenija		6,2%	95	5,8%	
Osrednjeslovenska		28,0%	101	31,3%	
Gorenjska		10,9%	107	12,0%	
Notranjsko-kraška		2,1%	103	1,3%	
Goriška		5,7%	107	6,4%	
Obalno-kraška		4,5%	92	4,7%	
Gender		Male	52,6%	102	69,1%
		Female	47,4%	97	30,9%
Age	10 to 17 years	2,7%	70	0,7%	
	18 to 24 years	9,2%	81	4,2%	
	25 to 29 years	6,3%	85	2,9%	
	30 to 39 years	18,8%	95	12,2%	
	40 to 49 years	21,4%	100	26,0%	
	50 to 59 years	20,3%	110	24,6%	
	60 to 75 years	20,7%	120	28,6%	
Employment status	Employed in public sector	16,5%	101	14,8%	
	Employed in a private company	39,9%	103	42,0%	
	Self-employed	9,3%	102	11,1%	
	Unemployed	5,9%	90	4,0%	
	Retired	16,1%	119	22,1%	
	Pupil	5,7%	78	2,2%	
	Student	5,9%	80	2,8%	
	I don't want to answer	0,8%	84	1,0%	

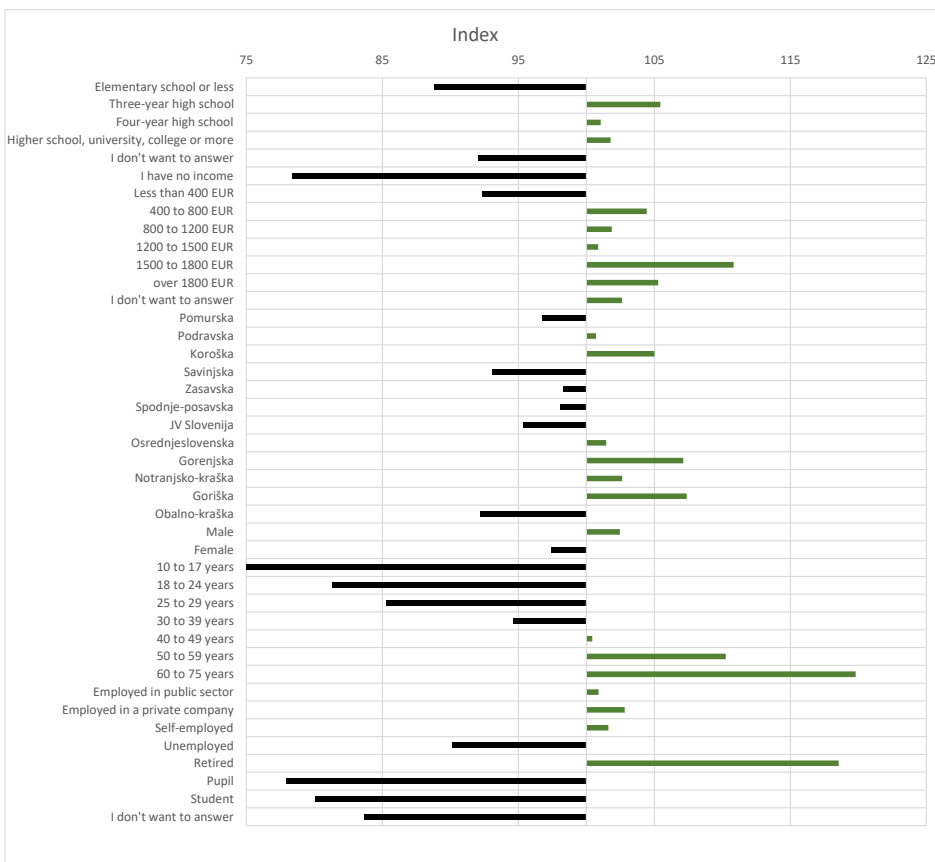


Note:

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 1.5. to 31.5.2022. 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 1.5. to 31.5.2022. 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.