



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: June 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2022	2 340 556	311 978	20,8%	620 815	7,5	2,0
02.06.2022	2 471 257	335 255	22,4%	686 242	7,4	2,0
03.06.2022	2 309 919	310 685	20,7%	603 589	7,4	1,9
04.06.2022	1 750 002	278 387	18,6%	504 114	6,3	1,8
05.06.2022	2 080 860	331 933	22,2%	625 657	6,3	1,9
06.06.2022	2 486 442	342 195	22,8%	675 226	7,3	2,0
07.06.2022	2 417 059	314 391	21,0%	638 012	7,7	2,0
08.06.2022	2 475 275	327 448	21,9%	660 578	7,6	2,0
09.06.2022	2 684 919	356 978	23,8%	730 165	7,5	2,0
10.06.2022	2 215 245	300 823	20,1%	588 310	7,4	2,0
11.06.2022	1 746 713	274 515	18,3%	505 436	6,4	1,8
12.06.2022	1 889 584	288 849	19,3%	538 524	6,5	1,9
13.06.2022	2 310 682	288 756	19,3%	588 690	8,0	2,0
14.06.2022	2 212 809	273 649	18,3%	547 574	8,1	2,0
15.06.2022	2 300 572	308 735	20,6%	621 050	7,5	2,0
16.06.2022	2 381 400	318 353	21,2%	646 783	7,5	2,0
17.06.2022	2 177 101	300 435	20,1%	587 782	7,2	2,0
18.06.2022	1 690 220	263 273	17,6%	474 238	6,4	1,8
19.06.2022	1 846 426	281 613	18,8%	524 445	6,6	1,9
20.06.2022	2 344 658	309 695	20,7%	641 519	7,6	2,1
21.06.2022	2 320 957	307 541	20,5%	619 551	7,5	2,0
22.06.2022	2 333 274	314 347	21,0%	612 754	7,4	1,9
23.06.2022	2 258 558	298 011	19,9%	589 004	7,6	2,0
24.06.2022	2 066 612	279 419	18,7%	543 792	7,4	1,9
25.06.2022	1 821 651	287 399	19,2%	529 871	6,3	1,8
26.06.2022	1 737 271	277 463	18,5%	502 772	6,3	1,8
27.06.2022	2 197 958	292 756	19,5%	595 960	7,5	2,0
28.06.2022	2 212 551	310 092	20,7%	622 904	7,1	2,0
29.06.2022	2 395 790	331 005	22,1%	681 496	7,2	2,1
30.06.2022	2 372 696	320 584	21,4%	633 408	7,4	2,0

Weekly reach (Slovenian visitors)

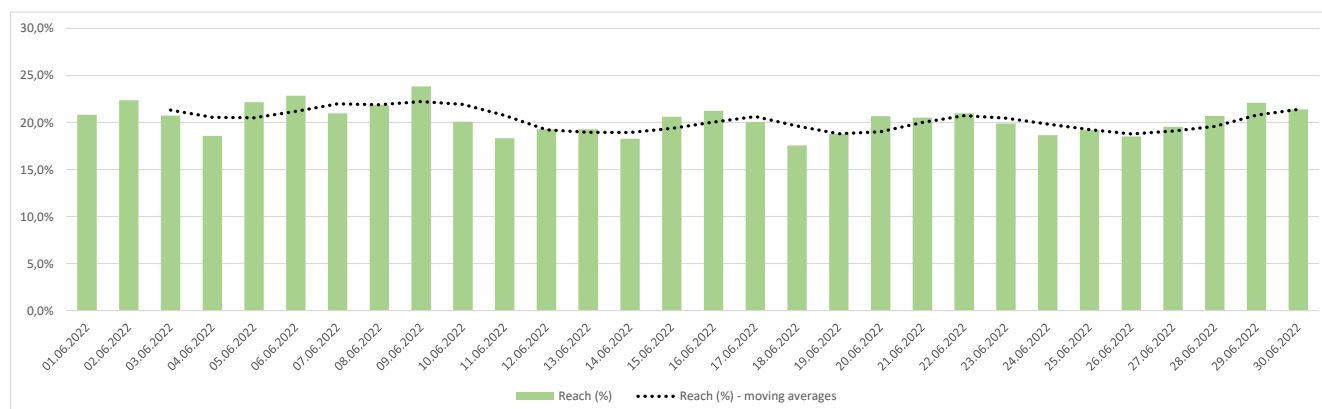
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2022 - 05.06.2022	10 952 594	562 226	37,5%	3 039 807	19,5	5,4
06.06.2022 - 12.06.2022	15 915 237	588 922	39,3%	4 335 407	27,0	7,4
13.06.2022 - 19.06.2022	14 919 211	564 742	37,7%	3 989 649	26,4	7,1
20.06.2022 - 26.06.2022	14 882 981	569 006	38,0%	4 039 182	26,2	7,1
27.06.2022 - 30.06.2022	9 178 995	536 449	35,8%	2 534 330	17,1	4,7

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2022 - 30.06.2022	65 849 018	791 853	52,9%	17 938 467	83,2	22,7

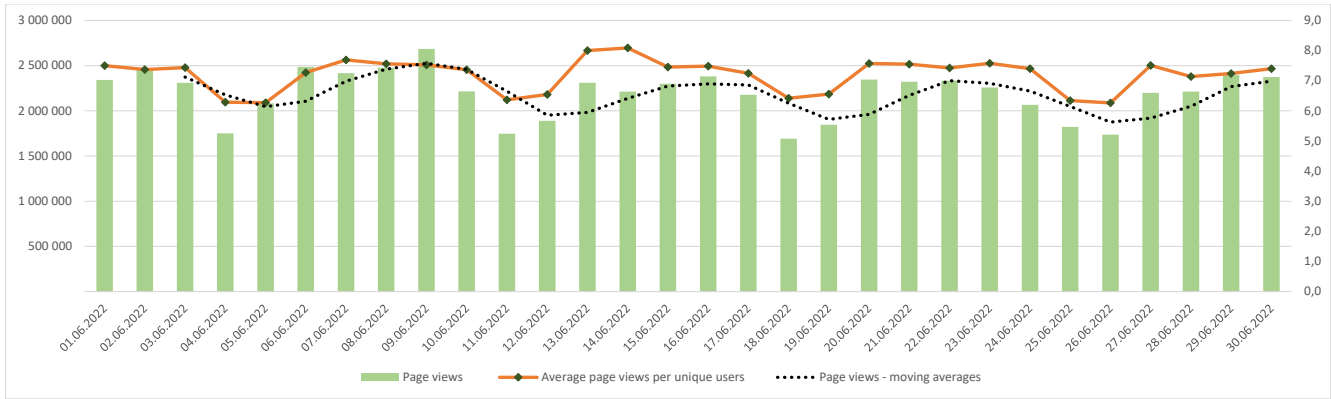
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,8%	89	7,6%
	Three-year high school	13,1%	109	9,3%
	Four-year high school	39,0%	98	45,3%
	Higher school, university, college or more	34,4%	104	37,6%
	I don't want to answer	0,8%	101	0,3%
Personal income	I have no income	8,4%	79	5,4%
	Less than 400 EUR	6,1%	83	4,0%
	400 to 800 EUR	18,4%	106	15,7%
	800 to 1200 EUR	30,1%	102	26,3%
	1200 to 1500 EUR	11,8%	102	15,7%
	1500 to 1800 EUR	7,4%	112	8,2%
	over 1800 EUR	9,6%	109	15,8%
	I don't want to answer	8,2%	99	8,8%
	Region	Pomurska	6,2%	103
Podravska		15,5%	96	13,6%
Koroška		3,1%	97	2,3%
Savinjska		12,0%	96	10,8%
Zasavska		2,5%	104	2,1%
Spodnje-posavska		3,5%	104	3,8%
JV Slovenija		6,2%	96	5,9%
Osrednjeslovenska		27,3%	101	30,4%
Gorenjska		10,8%	104	12,8%
Notranjsko-kraška		2,3%	104	1,5%
Goriška		5,9%	108	7,0%
Obalno-kraška		4,8%	99	5,4%
Gender		Male	52,2%	103
	Female	47,9%	97	31,0%
Age	10 to 17 years	2,8%	73	0,8%
	18 to 24 years	8,6%	74	4,6%
	25 to 29 years	6,6%	90	3,1%
	30 to 39 years	18,8%	93	12,8%
	40 to 49 years	21,3%	101	24,6%
	50 to 59 years	20,7%	115	24,9%
	60 to 75 years	20,7%	119	28,4%
Employment status	Employed in public sector	40,4%	105	42,0%
	Employed in a private company	16,3%	101	13,9%
	Self-employed	9,2%	101	11,7%
	Unemployed	6,1%	90	4,0%
	Retired	16,3%	119	22,3%
	Pupil	5,1%	70	2,0%
	Student	5,7%	75	3,3%
	I don't want to answer	0,9%	92	0,9%

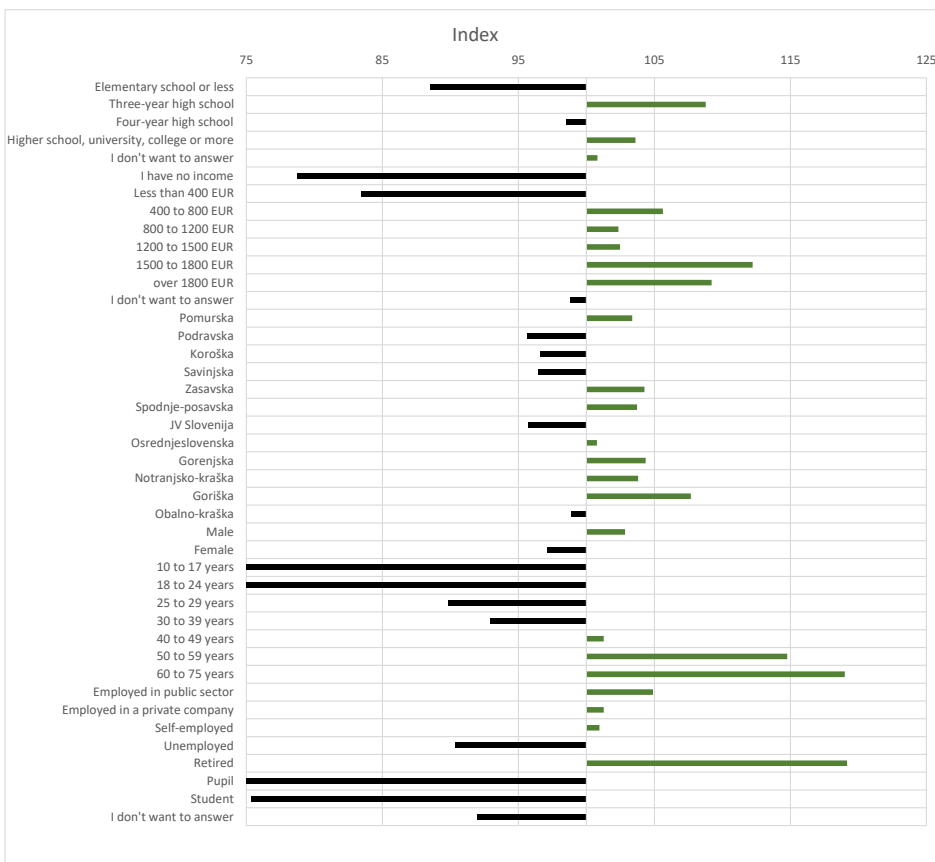


Note:

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 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.