



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: July 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2022	2 382 276	330 023	22,0%	672 607	7,2	2,0
02.07.2022	1 775 666	279 830	18,7%	524 006	6,3	1,9
03.07.2022	2 001 450	305 627	20,4%	588 512	6,5	1,9
04.07.2022	2 302 050	296 609	19,8%	610 840	7,8	2,1
05.07.2022	2 427 540	310 709	20,7%	640 550	7,8	2,1
06.07.2022	2 255 628	304 980	20,4%	605 801	7,4	2,0
07.07.2022	2 443 259	314 616	21,0%	654 153	7,8	2,1
08.07.2022	2 236 237	299 611	20,0%	607 020	7,5	2,0
09.07.2022	1 786 886	274 693	18,3%	516 033	6,5	1,9
10.07.2022	1 997 169	310 687	20,7%	604 139	6,4	1,9
11.07.2022	2 375 875	317 778	21,2%	647 088	7,5	2,0
12.07.2022	2 598 284	344 016	23,0%	731 019	7,6	2,1
13.07.2022	2 447 094	337 581	22,5%	694 418	7,2	2,1
14.07.2022	2 410 010	332 634	22,2%	692 224	7,2	2,1
15.07.2022	2 327 490	336 271	22,4%	687 456	6,9	2,0
16.07.2022	1 957 920	315 805	21,1%	595 515	6,2	1,9
17.07.2022	1 895 229	314 096	21,0%	574 401	6,0	1,8
18.07.2022	2 287 395	304 270	20,3%	624 715	7,5	2,1
19.07.2022	2 323 690	324 971	21,7%	651 308	7,2	2,0
20.07.2022	2 475 174	361 161	24,1%	733 500	6,9	2,0
21.07.2022	2 329 196	337 387	22,5%	692 986	6,9	2,1
22.07.2022	2 204 997	304 160	20,3%	622 102	7,2	2,0
23.07.2022	2 019 585	305 351	20,4%	601 290	6,6	2,0
24.07.2022	2 015 952	317 409	21,2%	594 596	6,4	1,9
25.07.2022	2 259 270	290 299	19,4%	582 447	7,8	2,0
26.07.2022	2 390 217	321 200	21,4%	653 687	7,4	2,0
27.07.2022	2 364 730	324 790	21,7%	657 074	7,3	2,0
28.07.2022	2 183 305	311 062	20,8%	607 511	7,0	2,0
29.07.2022	2 083 703	285 411	19,1%	560 034	7,3	2,0
30.07.2022	1 929 540	294 608	19,7%	551 591	6,5	1,9
31.07.2022	1 775 504	265 898	17,7%	483 932	6,7	1,8

Weekly reach (Slovenian visitors)

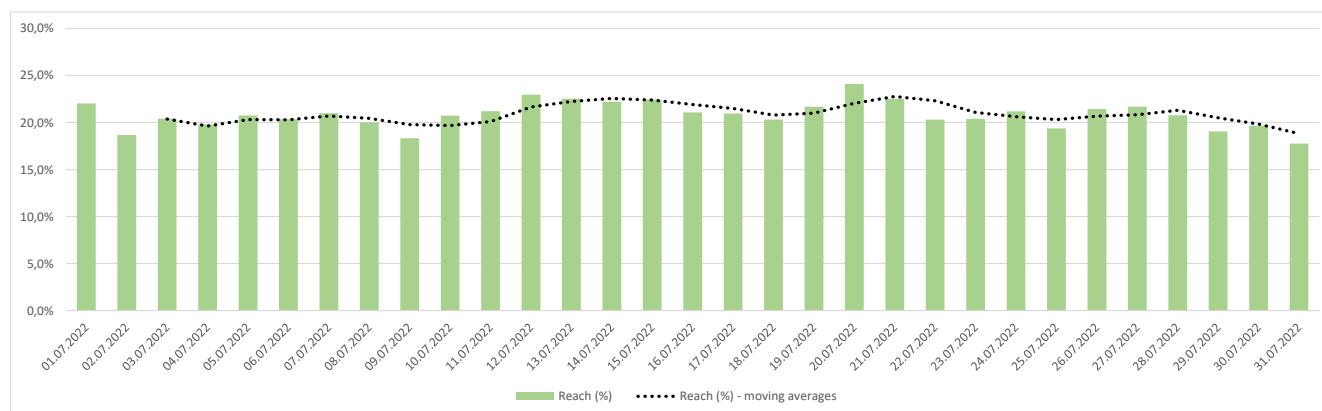
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2022 - 03.07.2022	6 159 391	488 598	32,6%	1 784 952	12,6	3,7
04.07.2022 - 10.07.2022	15 448 767	568 795	38,0%	4 237 089	27,2	7,4
11.07.2022 - 17.07.2022	16 011 902	592 646	39,6%	4 620 980	27,0	7,8
18.07.2022 - 24.07.2022	15 655 989	607 956	40,6%	4 519 276	25,8	7,4
25.07.2022 - 31.07.2022	14 986 270	565 201	37,7%	4 096 347	26,5	7,2

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2022 - 31.07.2022	68 262 318	792 278	52,9%	19 257 233	86,2	24,3

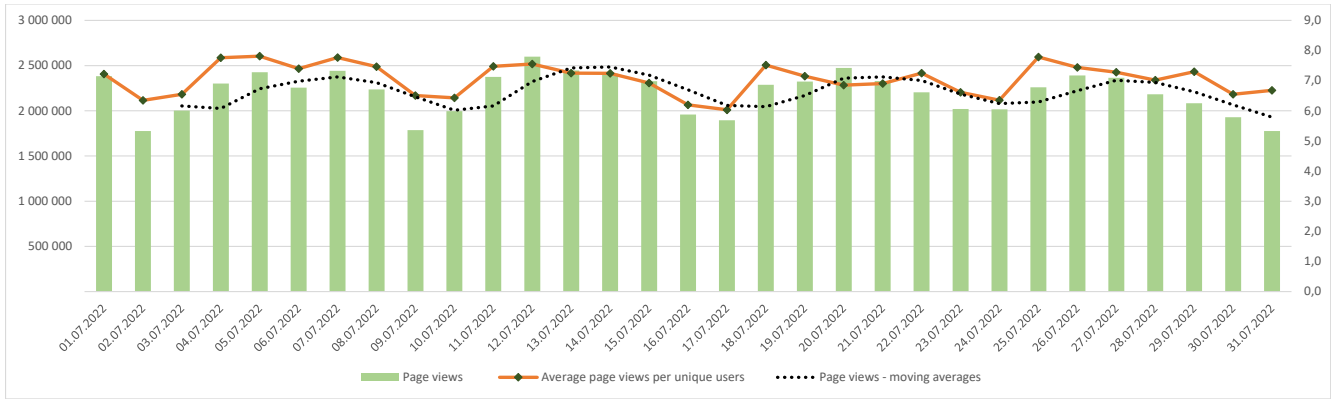
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,6%	91	6,9%
	Three-year high school	13,1%	105	10,3%
	Four-year high school	39,3%	100	45,7%
	Higher school, university, college or more	34,2%	102	36,8%
	I don't want to answer	0,7%	94	0,3%
Personal income	I have no income	7,7%	77	5,4%
	Less than 400 EUR	6,0%	89	4,5%
	400 to 800 EUR	18,5%	105	15,4%
	800 to 1200 EUR	30,7%	103	26,8%
	1200 to 1500 EUR	12,3%	104	16,3%
	1500 to 1800 EUR	7,2%	107	7,9%
	over 1800 EUR	9,2%	103	14,9%
	I don't want to answer	8,4%	102	8,8%
	Region	Pomurska	5,7%	97
Podravska		15,7%	97	12,0%
Koroška		3,2%	94	1,8%
Savinjska		12,2%	97	10,1%
Zasavska		2,9%	113	2,0%
Spodnje-posavska		3,3%	99	5,1%
JV Slovenija		6,6%	102	6,2%
Osrednjeslovenska		27,0%	100	30,3%
Gorenjska		10,8%	104	12,0%
Notranjsko-kraška		2,1%	98	1,5%
Goriška		5,9%	106	7,1%
Obalno-kraška		4,8%	102	6,4%
Gender		Male	53,1%	103
	Female	46,9%	97	32,6%
Age	10 to 17 years	2,8%	74	0,8%
	18 to 24 years	8,0%	75	4,4%
	25 to 29 years	6,3%	86	3,4%
	30 to 39 years	18,6%	93	12,6%
	40 to 49 years	21,2%	100	23,4%
	50 to 59 years	20,9%	113	24,7%
	60 to 75 years	21,6%	120	30,0%
Employment status	Employed in public sector	15,8%	100	13,2%
	Employed in a private company	40,9%	104	42,6%
	Self-employed	9,4%	103	10,5%
	Unemployed	5,7%	86	4,3%
	Retired	17,1%	121	23,3%
	Pupil	4,9%	71	1,7%
	Student	5,3%	75	3,5%
	I don't want to answer	0,8%	88	1,1%

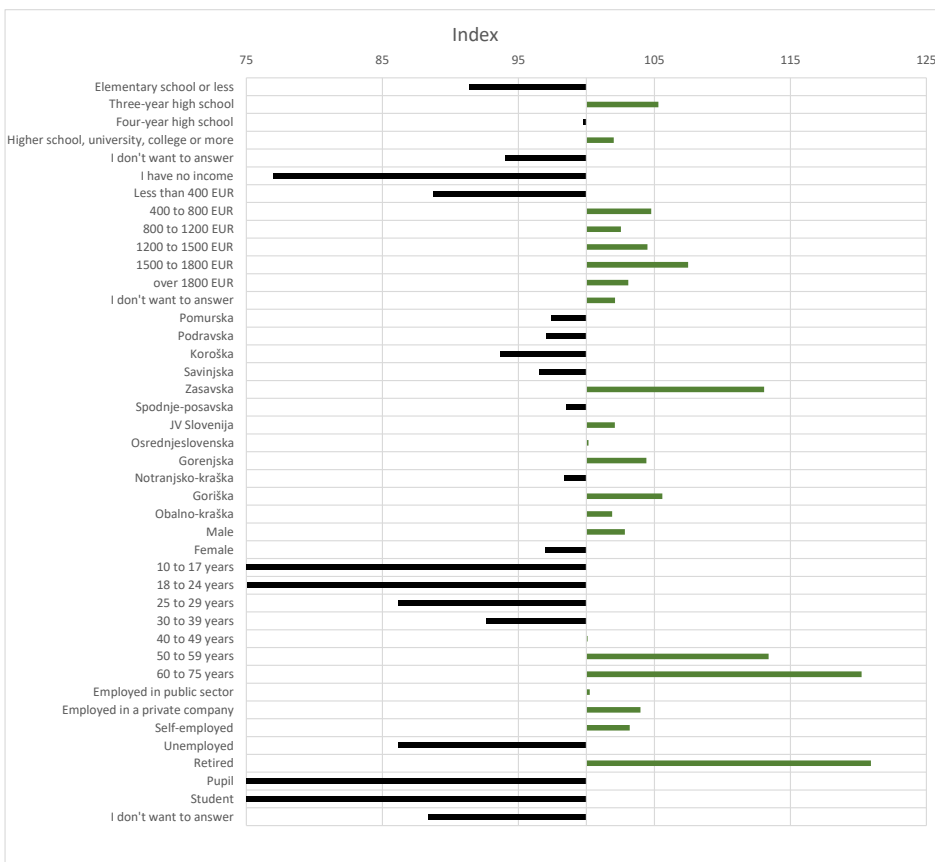


Note:

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 1.7. to 31.7.2022. 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 1.7. to 31.7.2022. 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.