



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: August 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2022	2 172 007	281 936	18,8%	562 045	7,7	2,0
02.08.2022	2 220 153	297 938	19,9%	595 697	7,5	2,0
03.08.2022	2 216 407	292 931	19,6%	582 855	7,6	2,0
04.08.2022	2 364 283	316 624	21,1%	633 614	7,5	2,0
05.08.2022	2 410 791	350 536	23,4%	714 359	6,9	2,0
06.08.2022	1 947 070	307 750	20,5%	578 929	6,3	1,9
07.08.2022	1 979 752	318 117	21,2%	596 344	6,2	1,9
08.08.2022	2 227 858	287 311	19,2%	570 032	7,8	2,0
09.08.2022	2 399 133	327 349	21,8%	658 864	7,3	2,0
10.08.2022	2 288 615	312 220	20,8%	623 616	7,3	2,0
11.08.2022	2 307 408	326 344	21,8%	649 822	7,1	2,0
12.08.2022	2 452 687	337 988	22,6%	674 170	7,3	2,0
13.08.2022	2 118 902	324 859	21,7%	622 324	6,5	1,9
14.08.2022	1 828 557	288 865	19,3%	525 536	6,3	1,8
15.08.2022	1 852 661	282 817	18,9%	523 890	6,6	1,9
16.08.2022	2 284 843	288 547	19,3%	587 007	7,9	2,0
17.08.2022	2 564 781	327 292	21,8%	660 612	7,8	2,0
18.08.2022	2 600 221	343 728	22,9%	691 374	7,6	2,0
19.08.2022	2 414 834	328 327	21,9%	662 490	7,4	2,0
20.08.2022	1 965 183	294 446	19,7%	555 376	6,7	1,9
21.08.2022	2 074 892	305 095	20,4%	575 425	6,8	1,9
22.08.2022	2 427 993	305 275	20,4%	625 879	8,0	2,1
23.08.2022	2 459 551	314 614	21,0%	638 217	7,8	2,0
24.08.2022	2 345 272	289 551	19,3%	578 399	8,1	2,0
25.08.2022	2 554 160	328 369	21,9%	672 103	7,8	2,0
26.08.2022	2 410 288	329 790	22,0%	656 903	7,3	2,0
27.08.2022	2 117 503	319 772	21,3%	610 226	6,6	1,9
28.08.2022	2 268 224	329 633	22,0%	641 557	6,9	1,9
29.08.2022	2 682 254	362 204	24,2%	759 388	7,4	2,1
30.08.2022	2 676 394	362 520	24,2%	745 705	7,4	2,1
31.08.2022	2 612 109	324 991	21,7%	666 189	8,0	2,0

Weekly reach (Slovenian visitors)

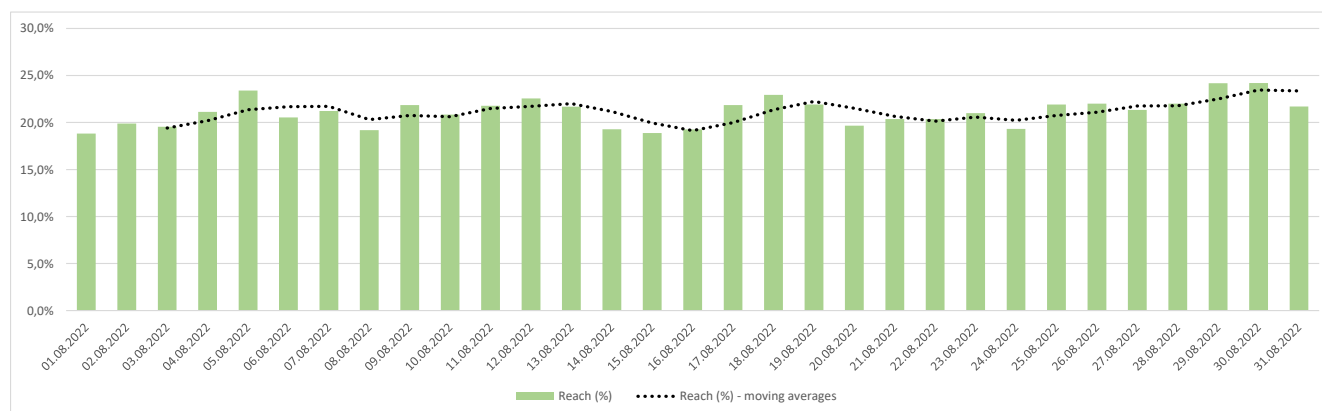
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2022 - 07.08.2022	15 310 463	576 463	38,5%	4 263 643	26,6	7,4
08.08.2022 - 14.08.2022	15 623 160	586 404	39,1%	4 323 933	26,6	7,4
15.08.2022 - 21.08.2022	15 757 415	591 070	39,5%	4 255 448	26,7	7,2
22.08.2022 - 28.08.2022	16 582 991	596 373	39,8%	4 422 279	27,8	7,4
29.08.2022 - 31.08.2022	7 970 757	536 570	35,8%	2 171 089	14,9	4,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2022 - 31.08.2022	71 244 786	803 742	53,6%	19 437 272	88,6	24,2

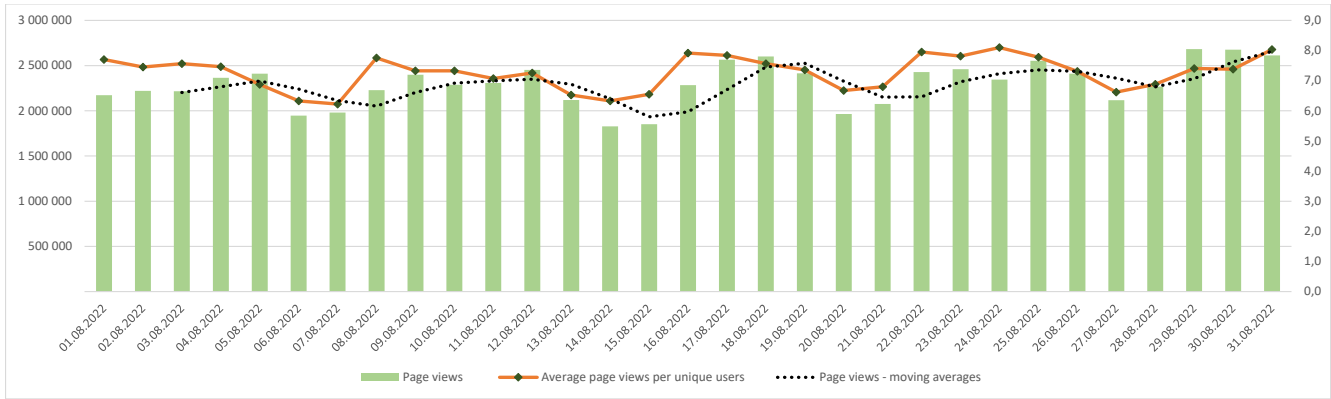
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	13,1%	95	7,1%	
	Three-year high school	13,4%	109	10,8%	
	Four-year high school	39,0%	98	46,2%	
	Higher school, university, college or more	33,8%	102	35,7%	
	I don't want to answer	0,7%	95	0,2%	
Personal income	I have no income	8,5%	83	5,8%	
	Less than 400 EUR	6,1%	86	4,2%	
	400 to 800 EUR	18,5%	105	16,2%	
	800 to 1200 EUR	30,5%	103	25,1%	
	1200 to 1500 EUR	11,8%	101	17,5%	
	1500 to 1800 EUR	7,4%	110	7,8%	
	over 1800 EUR	9,3%	107	14,8%	
	I don't want to answer	7,9%	97	8,6%	
	Region	Pomurska	5,8%	98	5,1%
Podravska		16,0%	97	12,3%	
Koroška		3,1%	96	2,6%	
Savinjska		12,0%	95	10,5%	
Zasavska		2,5%	101	1,7%	
Spodnje-posavska		3,5%	100	5,1%	
JV Slovenija		6,6%	103	6,1%	
Osrednjeslovenska		27,5%	102	30,9%	
Gorenjska		11,1%	107	11,5%	
Notranjsko-kraška		2,2%	104	1,2%	
Goriška		5,6%	105	7,2%	
Obalno-kraška		4,3%	88	5,9%	
Gender		Male	53,4%	104	68,9%
		Female	46,6%	96	31,2%
Age	10 to 17 years	2,9%	77	0,7%	
	18 to 24 years	8,3%	76	4,7%	
	25 to 29 years	6,2%	85	3,3%	
	30 to 39 years	18,6%	94	12,1%	
	40 to 49 years	21,0%	99	23,0%	
	50 to 59 years	21,0%	114	25,6%	
	60 to 75 years	21,4%	119	29,8%	
Employment status	Employed in public sector	16,1%	102	12,9%	
	Employed in a private company	40,4%	104	42,0%	
	Self-employed	9,1%	101	11,8%	
	Unemployed	6,1%	89	4,0%	
	Retired	16,9%	119	23,2%	
	Pupil	5,1%	75	1,7%	
	Student	5,4%	72	3,6%	
	I don't want to answer	0,9%	85	0,9%	

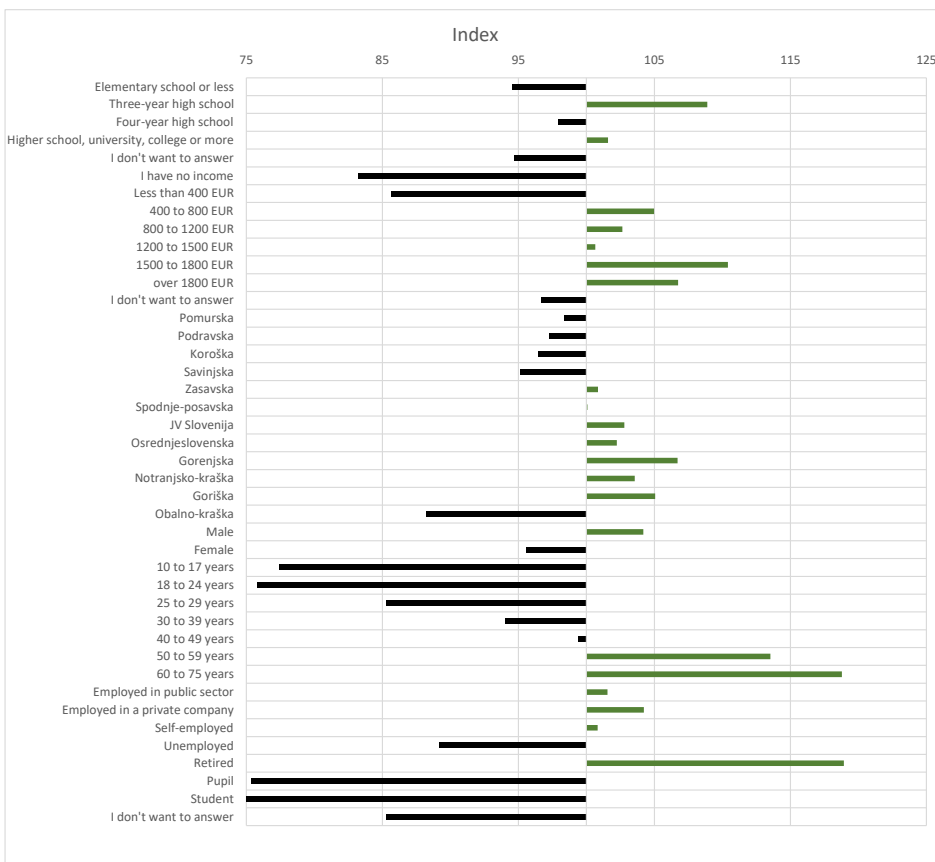


Note:

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 1.8. to 31.8.2022. 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 1.8. to 31.8.2022. 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.