



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/ 473 00 10

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:

The number of mobile phones measured from 6/9/2022 to 30/9/2022 is slightly underestimated due to internal problems with the algorithm. Because of this, the reach of websites during this period is also somewhat underestimated.

Period: September 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2022	2 637 048	339 046	22,6%	695 811	7,8	2,1
02.09.2022	2 471 188	325 487	21,7%	651 714	7,6	2,0
03.09.2022	2 058 311	307 511	20,5%	578 727	6,7	1,9
04.09.2022	2 399 266	342 380	22,9%	676 345	7,0	2,0
05.09.2022	2 746 774	362 464	24,2%	757 083	7,6	2,1
06.09.2022	2 765 668	354 690	23,7%	746 032	7,8	2,1
07.09.2022	2 911 526	371 961	24,8%	805 833	7,8	2,2
08.09.2022	3 048 096	390 797	26,1%	834 169	7,8	2,1
09.09.2022	2 455 342	315 483	21,1%	647 125	7,8	2,1
10.09.2022	2 053 003	296 587	19,8%	581 134	6,9	2,0
11.09.2022	2 323 345	333 593	22,3%	680 477	7,0	2,0
12.09.2022	2 551 528	324 143	21,6%	682 074	7,9	2,1
13.09.2022	2 475 358	306 511	20,5%	646 799	8,1	2,1
14.09.2022	2 534 983	311 395	20,8%	659 417	8,1	2,1
15.09.2022	2 653 395	339 649	22,7%	724 112	7,8	2,1
16.09.2022	2 656 338	324 072	21,6%	687 397	8,2	2,1
17.09.2022	1 973 906	274 566	18,3%	525 868	7,2	1,9
18.09.2022	1 748 263	243 701	16,3%	462 755	7,2	1,9
19.09.2022	2 299 487	284 477	19,0%	590 442	8,1	2,1
20.09.2022	2 503 450	321 780	21,5%	658 156	7,8	2,0
21.09.2022	2 525 110	315 658	21,1%	658 754	8,0	2,1
22.09.2022	2 343 509	301 833	20,1%	619 187	7,8	2,1
23.09.2022	2 157 206	268 279	17,9%	545 649	8,0	2,0
24.09.2022	1 845 859	268 139	17,9%	510 714	6,9	1,9
25.09.2022	2 309 495	323 436	21,6%	652 868	7,1	2,0
26.09.2022	2 569 299	299 755	20,0%	646 486	8,6	2,2
27.09.2022	2 609 334	303 481	20,3%	649 269	8,6	2,1
28.09.2022	2 434 861	293 798	19,6%	608 936	8,3	2,1
29.09.2022	2 575 733	305 368	20,4%	642 073	8,4	2,1
30.09.2022	2 341 039	298 280	19,9%	616 232	7,8	2,1

Weekly reach (Slovenian visitors)

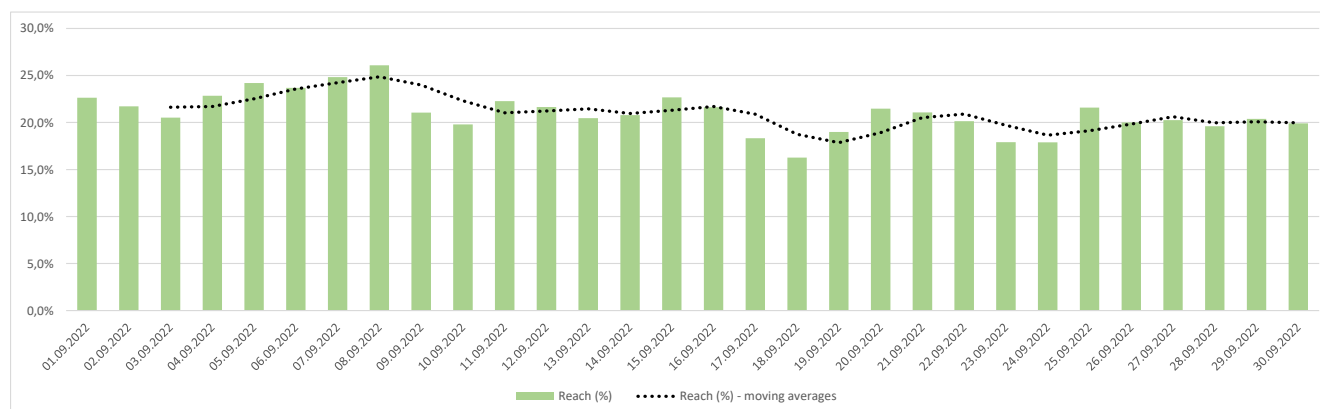
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2022 - 04.09.2022	9 565 813	571 111	38,1%	2 601 538	16,7	4,6
05.09.2022 - 11.09.2022	18 303 754	659 056	44,0%	5 050 851	27,8	7,7
12.09.2022 - 18.09.2022	16 593 771	575 310	38,4%	4 388 363	28,8	7,6
19.09.2022 - 25.09.2022	15 984 116	545 845	36,4%	4 235 024	29,3	7,8
26.09.2022 - 30.09.2022	12 530 266	529 176	35,3%	3 162 947	23,7	6,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2022 - 30.09.2022	72 977 720	796 344	53,2%	19 435 582	91,6	24,4

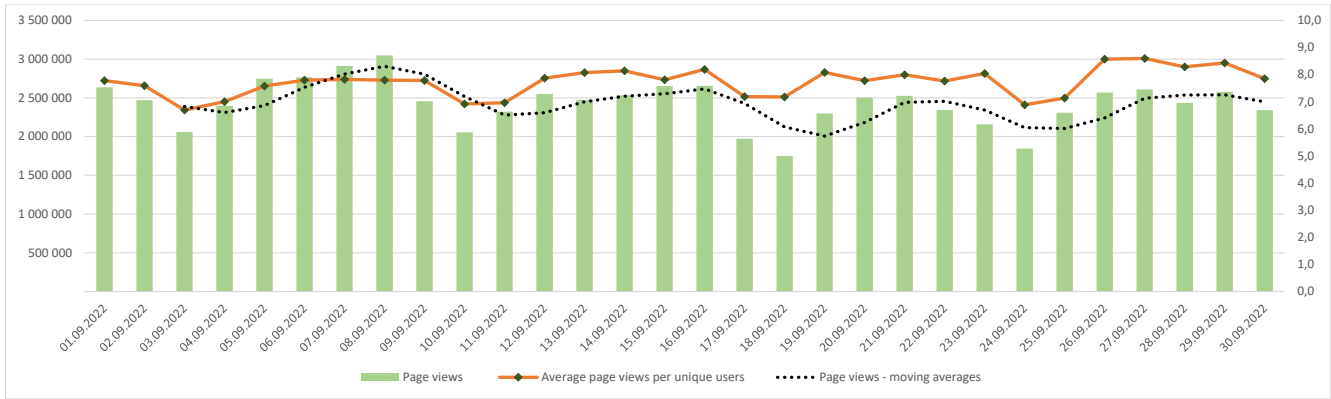
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,6%	93	6,9%
	Three-year high school	13,0%	105	10,1%
	Four-year high school	40,0%	102	45,7%
	Higher school, university, college or more	33,8%	100	37,1%
	I don't want to answer	0,7%	89	0,2%
Personal income	I have no income	8,4%	87	6,4%
	Less than 400 EUR	6,1%	85	3,8%
	400 to 800 EUR	17,8%	106	14,3%
	800 to 1200 EUR	30,1%	101	24,4%
	1200 to 1500 EUR	12,0%	101	18,0%
	1500 to 1800 EUR	7,6%	104	8,1%
	over 1800 EUR	9,9%	106	14,8%
	I don't want to answer	8,1%	98	10,3%
	Region	Pomurska	5,9%	101
Podravska		16,0%	98	12,5%
Koroška		3,1%	91	2,6%
Savinjska		12,3%	101	10,4%
Zasavska		2,5%	102	1,7%
Spodnje-posavska		3,3%	96	4,9%
JV Slovenija		6,2%	96	6,0%
Osrednjeslovenska		27,7%	102	32,2%
Gorenjska		11,0%	105	11,9%
Notranjsko-kraška		1,9%	87	1,6%
Goriška		5,5%	101	6,3%
Obalno-kraška		4,6%	96	5,1%
Gender		Male	53,7%	104
	Female	46,3%	96	31,9%
Age	10 to 17 years	3,1%	81	0,7%
	18 to 24 years	8,5%	80	5,5%
	25 to 29 years	6,5%	87	2,6%
	30 to 39 years	18,2%	91	14,1%
	40 to 49 years	21,5%	101	24,0%
	50 to 59 years	20,9%	112	25,2%
	60 to 75 years	20,9%	119	27,5%
Employment status	Employed in public sector	15,9%	97	11,5%
	Employed in a private company	40,5%	103	42,9%
	Self-employed	9,2%	102	12,6%
	Unemployed	5,9%	90	3,4%
	Retired	16,9%	118	21,5%
	Pupil	5,2%	79	1,8%
	Student	5,6%	80	4,3%
	I don't want to answer	0,9%	95	2,0%

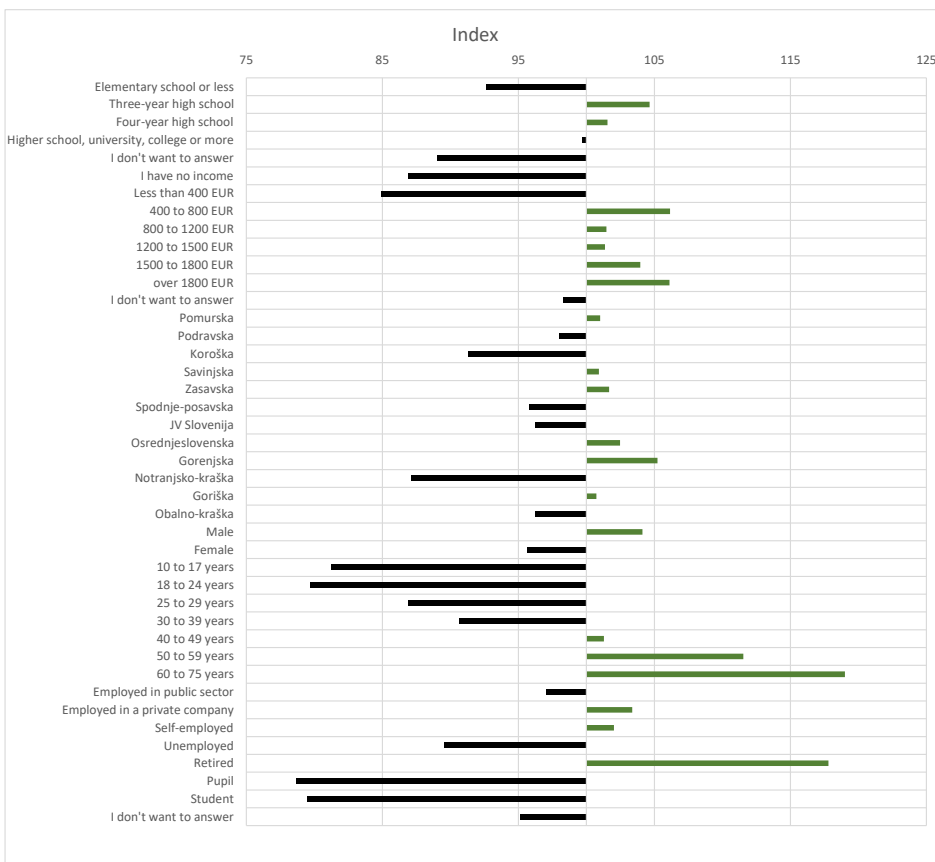


Note:

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 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 1.9. to 30.9.2022. 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 1.9. to 30.9.2022. 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.