



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:

Period: October 2022

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2022	2 138 184	316 527	21,1%	608 159	6,8	1,9
02.10.2022	1 921 676	272 595	18,2%	514 067	7,0	1,9
03.10.2022	2 398 178	284 328	19,0%	604 547	8,4	2,1
04.10.2022	2 505 281	311 788	20,8%	645 139	8,0	2,1
05.10.2022	2 405 130	299 904	20,0%	625 989	8,0	2,1
06.10.2022	2 374 952	296 788	19,8%	609 286	8,0	2,1
07.10.2022	2 262 186	294 567	19,7%	587 568	7,7	2,0
08.10.2022	1 732 923	239 965	16,0%	446 820	7,2	1,9
09.10.2022	1 901 791	268 262	17,9%	508 377	7,1	1,9
10.10.2022	2 546 351	325 541	21,7%	683 976	7,8	2,1
11.10.2022	2 426 293	293 774	19,6%	607 816	8,3	2,1
12.10.2022	2 296 963	277 634	18,5%	585 742	8,3	2,1
13.10.2022	2 261 147	278 392	18,6%	584 436	8,1	2,1
14.10.2022	2 280 447	290 943	19,4%	590 333	7,8	2,0
15.10.2022	1 820 987	255 879	17,1%	479 906	7,1	1,9
16.10.2022	1 856 556	260 817	17,4%	493 113	7,1	1,9
17.10.2022	2 425 411	298 138	19,9%	632 800	8,1	2,1
18.10.2022	2 457 666	306 224	20,4%	630 174	8,0	2,1
19.10.2022	2 292 512	276 212	18,4%	572 135	8,3	2,1
20.10.2022	2 369 558	284 591	19,0%	589 969	8,3	2,1
21.10.2022	2 319 937	290 915	19,4%	596 089	8,0	2,0
22.10.2022	1 949 778	259 408	17,3%	504 893	7,5	1,9
23.10.2022	2 260 298	309 044	20,6%	610 795	7,3	2,0
24.10.2022	2 646 064	339 015	22,6%	691 674	7,8	2,0
25.10.2022	2 489 978	321 732	21,5%	646 743	7,7	2,0
26.10.2022	2 351 996	311 635	20,8%	615 403	7,5	2,0
27.10.2022	2 393 151	328 910	22,0%	632 070	7,3	1,9
28.10.2022	2 319 914	321 958	21,5%	607 686	7,2	1,9
29.10.2022	1 696 243	255 218	17,0%	449 053	6,6	1,8
30.10.2022	1 878 771	280 034	18,7%	515 175	6,7	1,8
31.10.2022	1 663 985	260 250	17,4%	462 850	6,4	1,8

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2022 - 02.10.2022	4 059 860	411 409	27,5%	1 122 327	9,9	2,7
03.10.2022 - 09.10.2022	15 580 441	547 672	36,6%	4 027 306	28,4	7,4
10.10.2022 - 16.10.2022	15 488 744	543 729	36,3%	4 025 083	28,5	7,4
17.10.2022 - 23.10.2022	16 075 160	550 953	36,8%	4 135 619	29,2	7,5
24.10.2022 - 30.10.2022	15 776 117	582 635	38,9%	4 157 748	27,1	7,1
31.10.2022 - 31.10.2022	1 663 985	260 250	17,4%	462 850	6,4	1,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2022 - 31.10.2022	68 644 307	759 802	50,7%	17 930 259	90,3	23,6

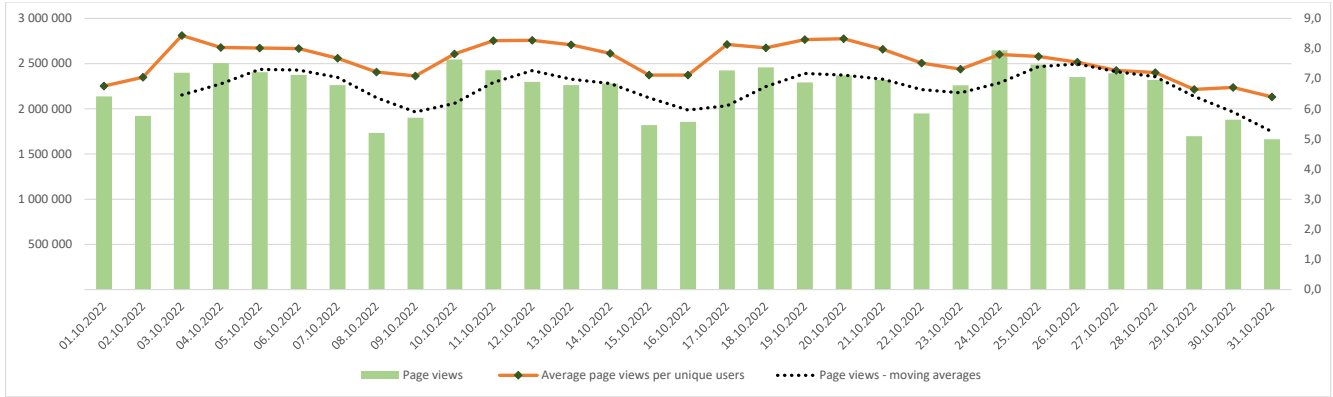
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,5%	88	6,5%
	Three-year high school	13,0%	107	10,7%
	Four-year high school	39,6%	101	43,7%
	Higher school, university, college or more	34,1%	101	38,6%
	I don't want to answer	0,8%	98	0,6%
Personal income	I have no income	7,9%	79	4,1%
	Less than 400 EUR	6,0%	82	3,1%
	400 to 800 EUR	18,2%	107	14,4%
	800 to 1200 EUR	29,3%	101	25,7%
	1200 to 1500 EUR	12,5%	104	16,2%
	1500 to 1800 EUR	7,8%	106	8,3%
	over 1800 EUR	10,3%	110	16,9%
	I don't want to answer	8,1%	99	11,5%
	Region	Pomurska	5,3%	92
Podravska		16,1%	99	14,8%
Koroška		3,1%	90	2,4%
Savinjska		12,5%	100	10,3%
Zasavska		2,5%	105	1,6%
Spodnje-posavska		3,4%	100	3,4%
JV Slovenija		6,3%	94	6,0%
Osrednjeslovenska		27,5%	102	32,1%
Gorenjska		11,1%	106	12,0%
Notranjsko-kraška		2,2%	105	1,7%
Goriška		5,4%	101	5,9%
Obalno-kraška		4,6%	102	5,8%
Gender		Male	53,0%	103
	Female	47,0%	97	32,6%
Age	10 to 17 years	3,0%	76	1,1%
	18 to 24 years	8,6%	78	2,8%
	25 to 29 years	6,1%	83	2,8%
	30 to 39 years	18,2%	91	14,2%
	40 to 49 years	21,7%	103	25,7%
	50 to 59 years	20,7%	111	25,1%
	60 to 75 years	21,3%	122	27,7%
Employment status	Employed in public sector	16,4%	101	12,0%
	Employed in a private company	40,1%	103	44,8%
	Self-employed	9,0%	100	11,8%
	Unemployed	5,5%	82	3,3%
	Retired	17,5%	122	22,7%
	Pupil	5,0%	71	1,6%
	Student	5,7%	81	2,2%
	I don't want to answer	0,9%	94	1,7%

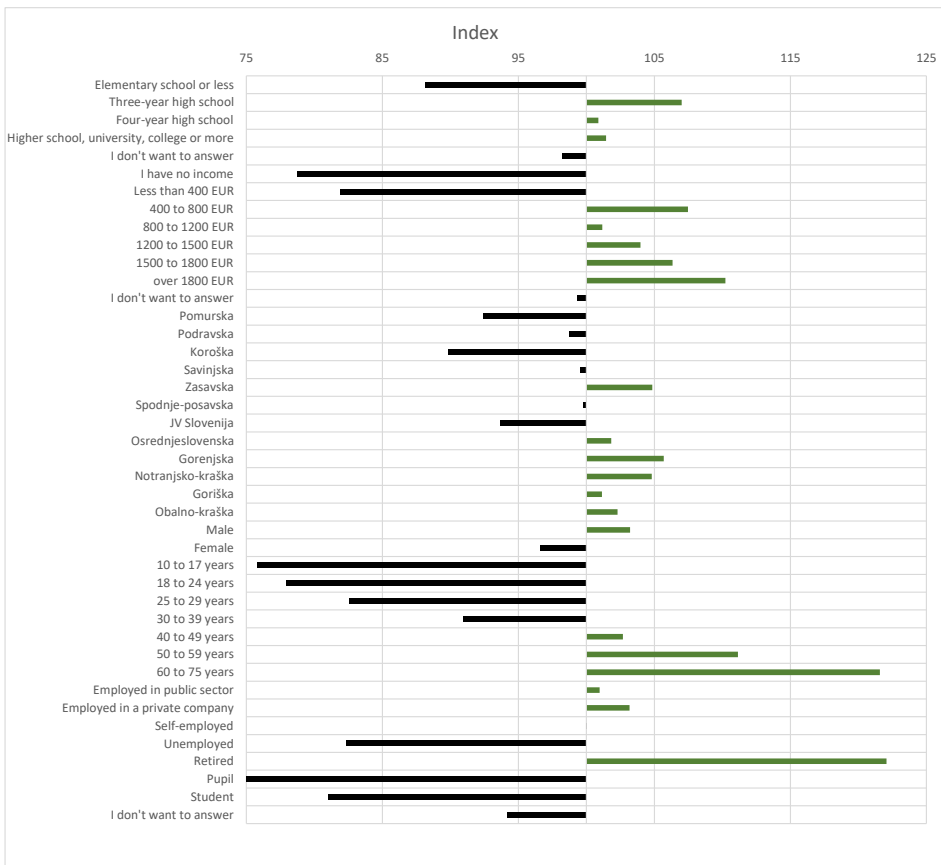


Note:

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 1.10. to 31.10.2022. 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 1.10. to 31.10.2022. 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.