



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: December 2022

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2022	2 153 684	308 845	20,6%	591 752	7,0	1,9
02.12.2022	2 003 035	303 109	20,2%	580 268	6,6	1,9
03.12.2022	1 657 701	248 307	16,6%	448 732	6,7	1,8
04.12.2022	1 708 037	244 971	16,4%	454 054	7,0	1,9
05.12.2022	2 252 366	282 924	18,9%	567 337	8,0	2,0
06.12.2022	2 250 176	298 965	20,0%	588 580	7,5	2,0
07.12.2022	2 288 355	323 233	21,6%	631 199	7,1	2,0
08.12.2022	2 270 549	299 907	20,0%	588 324	7,6	2,0
09.12.2022	2 227 398	307 088	20,5%	611 570	7,3	2,0
10.12.2022	1 934 644	298 796	19,9%	551 643	6,5	1,8
11.12.2022	1 859 911	278 795	18,6%	509 391	6,7	1,8
12.12.2022	2 137 422	278 336	18,6%	544 218	7,7	2,0
13.12.2022	2 228 907	315 490	21,1%	601 503	7,1	1,9
14.12.2022	2 153 619	274 488	18,3%	536 518	7,8	2,0
15.12.2022	2 120 800	296 812	19,8%	565 944	7,1	1,9
16.12.2022	2 076 083	281 502	18,8%	538 398	7,4	1,9
17.12.2022	1 759 356	257 357	17,2%	475 203	6,8	1,8
18.12.2022	1 804 245	269 887	18,0%	492 679	6,7	1,8
19.12.2022	2 203 495	290 800	19,4%	573 975	7,6	2,0
20.12.2022	2 202 599	291 985	19,5%	563 143	7,5	1,9
21.12.2022	2 179 462	291 935	19,5%	555 190	7,5	1,9
22.12.2022	2 033 481	268 177	17,9%	508 115	7,6	1,9
23.12.2022	2 006 377	283 354	18,9%	523 732	7,1	1,8
24.12.2022	1 714 696	256 346	17,1%	452 035	6,7	1,8
25.12.2022	1 795 223	255 894	17,1%	460 463	7,0	1,8
26.12.2022	1 917 147	293 303	19,6%	527 517	6,5	1,8
27.12.2022	2 098 736	289 890	19,3%	548 230	7,2	1,9
28.12.2022	2 063 150	289 636	19,3%	551 601	7,1	1,9
29.12.2022	2 069 854	288 306	19,2%	548 757	7,2	1,9
30.12.2022	2 067 300	279 265	18,6%	528 580	7,4	1,9
31.12.2022	1 739 830	259 716	17,3%	469 763	6,7	1,8

## Weekly reach (Slovenian visitors)

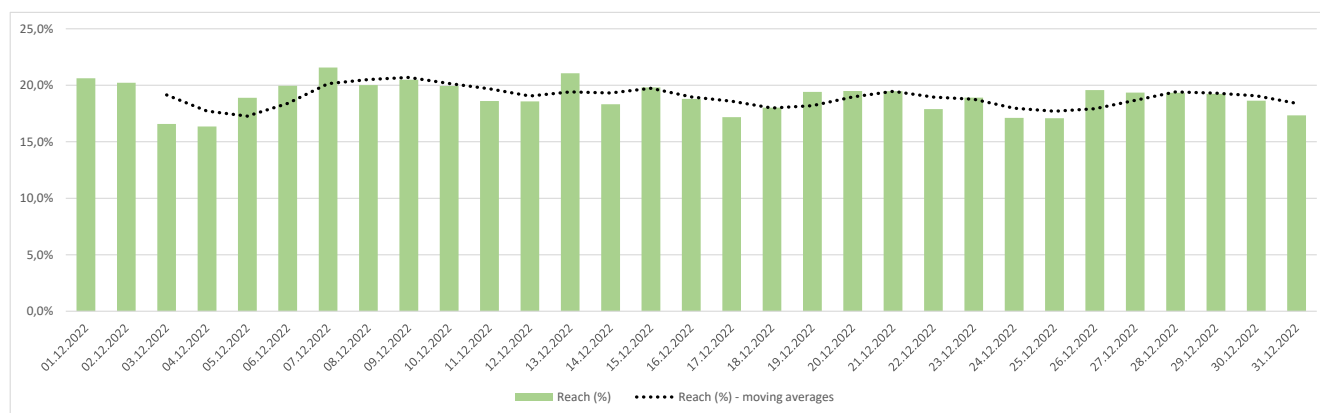
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2022 - 4.12.2022	7 522 457	506 532	33,8%	2 075 056	14,9	4,1
5.12.2022 - 11.12.2022	15 083 399	577 869	38,6%	4 047 450	26,1	7,0
12.12.2022 - 18.12.2022	14 280 432	566 002	37,8%	3 753 649	25,2	6,6
19.12.2022 - 25.12.2022	14 135 333	553 686	37,0%	3 636 450	25,5	6,6
26.12.2022 - 31.12.2022	11 956 017	549 622	36,7%	3 174 301	21,8	5,8

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2022 - 31.12.2022	62 977 638	773 699	51,6%	16 686 857	81,4	21,6

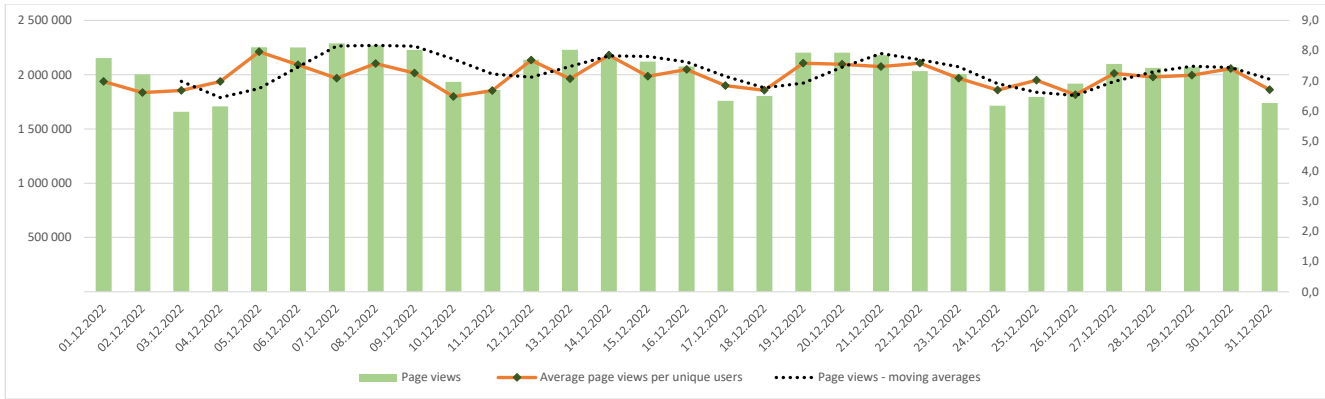
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,0%	93	20,3%
	Three-year high school	13,1%	108	18,1%
	Four-year high school	41,1%	104	36,4%
	Higher school, university, college or more	32,1%	95	24,4%
	I don't want to answer	0,8%	103	0,8%
Personal income	I have no income	9,1%	94	7,8%
	Less than 400 EUR	6,4%	86	7,2%
	400 to 800 EUR	17,7%	105	22,7%
	800 to 1200 EUR	30,4%	104	28,9%
	1200 to 1500 EUR	11,6%	98	9,5%
	1500 to 1800 EUR	7,5%	104	6,1%
	over 1800 EUR	9,2%	97	11,2%
	I don't want to answer	8,2%	98	6,7%
	Region	Pomurska	6,1%	105
Podravska		16,9%	103	14,0%
Koroška		3,9%	116	5,3%
Savinjska		13,1%	107	13,5%
Zasavska		2,4%	93	3,7%
Spodnje-posavska		3,5%	102	4,4%
JV Slovenija		6,0%	88	5,2%
Osrednjeslovenska		25,9%	96	21,3%
Gorenjska		10,1%	99	15,9%
Notranjsko-kraška		2,3%	110	2,5%
Goriška		5,4%	99	4,9%
Obalno-kraška		4,4%	94	3,2%
Gender		Male	55,4%	107
	Female	44,6%	92	40,9%
Age	10 to 17 years	3,2%	82	3,6%
	18 to 24 years	9,1%	83	5,6%
	25 to 29 years	7,2%	99	6,8%
	30 to 39 years	23,1%	116	16,6%
	40 to 49 years	22,4%	105	23,6%
	50 to 59 years	18,4%	99	22,9%
	60 to 75 years	16,3%	92	20,8%
Employment status	Employed in public sector	15,8%	97	18,6%
	Employed in a private company	40,2%	104	32,5%
	Self-employed	10,6%	117	11,0%
	Unemployed	7,1%	109	7,1%
	Retired	14,2%	97	19,2%
	Pupil	4,8%	71	5,5%
	Student	6,4%	88	5,3%
	I don't want to answer	0,9%	94	0,7%

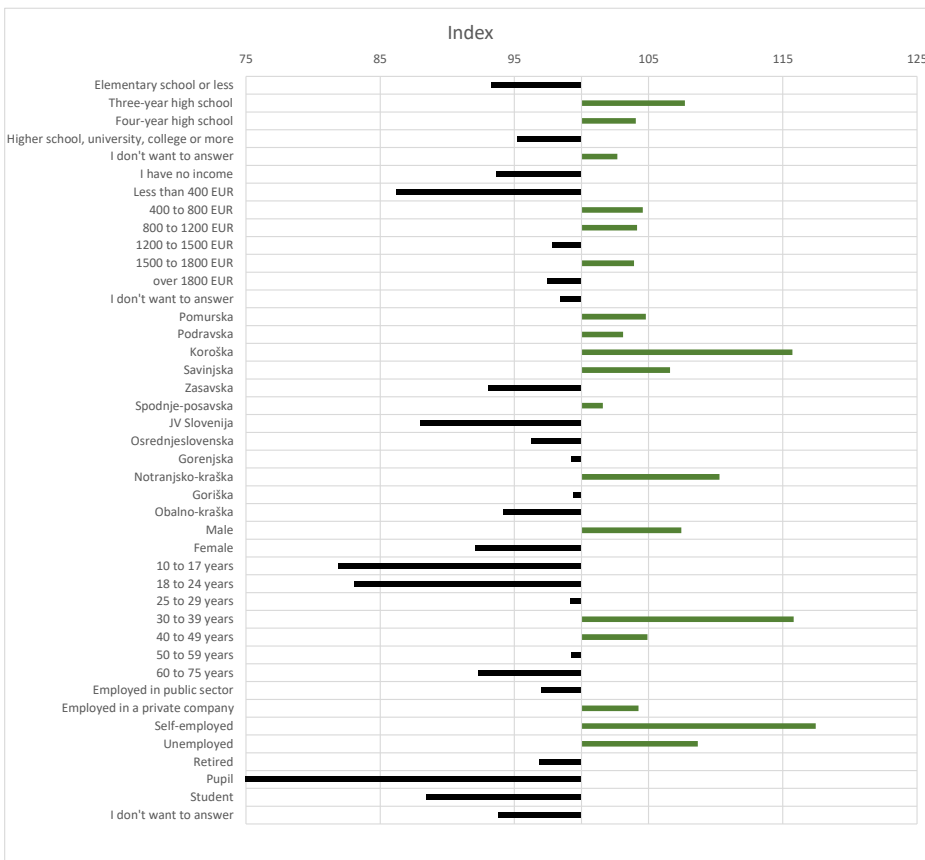


### Note:

**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 1.12. to 31.12.2022. 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 1.12. to 31.12.2022. 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 website that is participating in MOSS.