



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

Address: Cigaletova 15

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: February 2023

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2023	2 111 138	279 654	18,7%	518 532	7,5	1,9
02.02.2023	2 353 663	345 118	23,0%	642 107	6,8	1,9
03.02.2023	2 416 519	361 827	24,2%	672 015	6,7	1,9
04.02.2023	1 903 056	315 357	21,0%	546 892	6,0	1,7
05.02.2023	1 938 674	358 974	24,0%	607 863	5,4	1,7
06.02.2023	2 240 440	331 454	22,1%	606 473	6,8	1,8
07.02.2023	2 160 669	298 673	19,9%	562 744	7,2	1,9
08.02.2023	1 887 275	294 871	19,7%	520 793	6,4	1,8
09.02.2023	2 115 713	290 436	19,4%	543 422	7,3	1,9
10.02.2023	2 149 261	289 219	19,3%	543 973	7,4	1,9
11.02.2023	1 909 468	303 281	20,2%	538 905	6,3	1,8
12.02.2023	1 987 336	318 745	21,3%	570 099	6,2	1,8
13.02.2023	2 479 345	352 677	23,5%	676 462	7,0	1,9
14.02.2023	2 408 678	345 001	23,0%	656 141	7,0	1,9
15.02.2023	2 363 307	335 441	22,4%	631 542	7,0	1,9
16.02.2023	2 370 010	318 365	21,2%	606 182	7,4	1,9
17.02.2023	2 229 373	304 323	20,3%	577 308	7,3	1,9
18.02.2023	1 728 071	263 469	17,6%	464 303	6,6	1,8
19.02.2023	1 822 054	284 747	19,0%	499 621	6,4	1,8
20.02.2023	2 330 845	316 267	21,1%	614 124	7,4	1,9
21.02.2023	2 275 215	312 198	20,8%	596 336	7,3	1,9
22.02.2023	2 164 083	309 512	20,7%	582 137	7,0	1,9
23.02.2023	2 258 050	296 383	19,8%	573 427	7,6	1,9
24.02.2023	2 284 189	324 792	21,7%	617 939	7,0	1,9
25.02.2023	2 147 262	348 053	23,2%	636 802	6,2	1,8
26.02.2023	2 107 133	340 320	22,7%	621 214	6,2	1,8
27.02.2023	2 470 971	357 113	23,8%	687 774	6,9	1,9
28.02.2023	2 374 660	361 943	24,2%	689 319	6,6	1,9

## Weekly reach (Slovenian visitors)

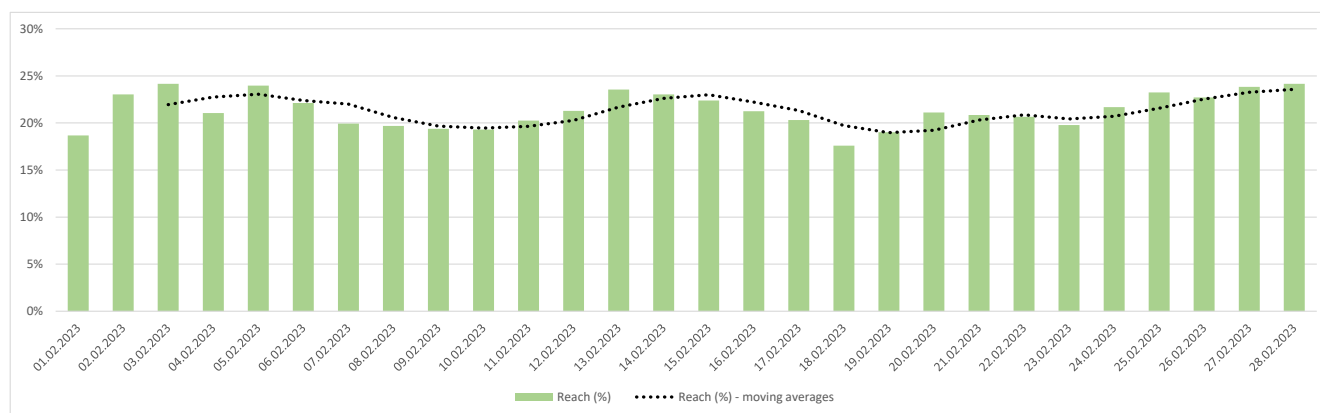
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2023 - 05.02.2023	10 723 050	627 546	41,9%	2 987 056	17,1	4,8
06.02.2023 - 12.02.2023	14 450 162	606 277	40,5%	3 885 779	23,8	6,4
13.02.2023 - 19.02.2023	15 400 838	610 164	40,7%	4 111 609	25,2	6,7
20.02.2023 - 26.02.2023	15 566 777	610 390	40,7%	4 240 261	25,5	6,9
27.02.2023 - 28.02.2023	4 845 631	490 325	32,7%	1 377 034	9,9	2,8

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2023 - 28.02.2023	60 986 458	829 074	55,3%	16 601 722	73,6	20,0

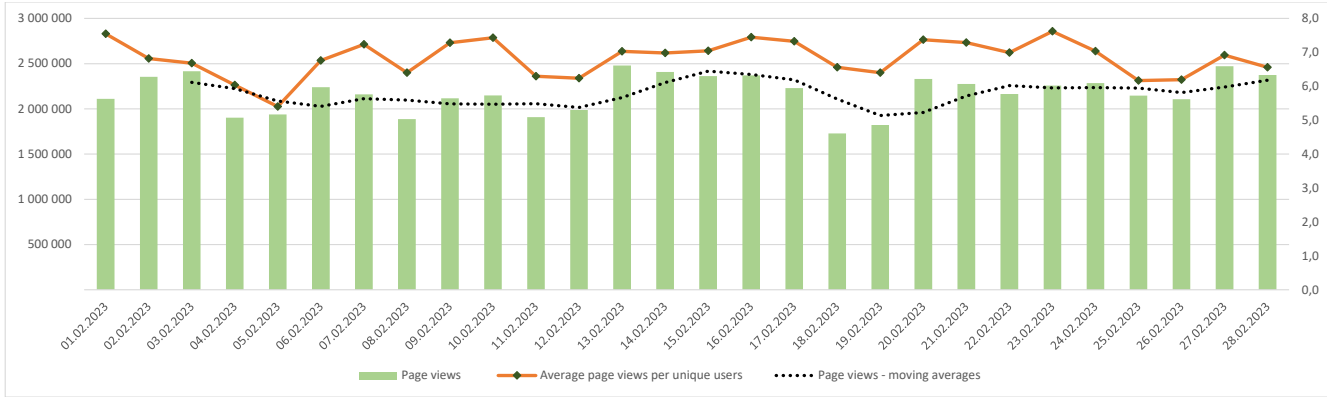
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,7%	87	8,3%
	Three-year high school	12,8%	106	12,5%
	Four-year high school	40,3%	101	44,6%
	Higher school, university, college or more	34,5%	103	34,4%
	I don't want to answer	0,6%	83	0,3%
Personal income	I have no income	7,3%	76	3,9%
	Less than 400 EUR	6,7%	89	5,5%
	400 to 800 EUR	18,5%	108	16,1%
	800 to 1200 EUR	29,9%	102	26,2%
	1200 to 1500 EUR	12,3%	104	17,3%
	1500 to 1800 EUR	7,8%	106	8,1%
	over 1800 EUR	9,8%	104	13,6%
	I don't want to answer	7,9%	97	9,3%
	Region	Pomurska	5,5%	95
Podravska		16,3%	99	11,9%
Koroška		3,2%	90	1,6%
Savinjska		12,1%	96	12,1%
Zasavska		3,0%	112	2,1%
Spodnje-posavska		3,2%	98	4,5%
JV Slovenija		6,3%	93	6,9%
Osrednjeslovenska		26,9%	102	31,7%
Gorenjska		11,2%	109	12,3%
Notranjsko-kraška		2,1%	100	1,9%
Goriška		5,7%	106	5,9%
Obalno-kraška		4,6%	97	3,0%
Gender		Male	51,4%	100
	Female	48,6%	100	32,6%
Age	10 to 17 years	2,3%	63	0,5%
	18 to 24 years	8,3%	76	3,0%
	25 to 29 years	6,6%	88	2,5%
	30 to 39 years	18,5%	93	14,6%
	40 to 49 years	22,1%	103	21,7%
	50 to 59 years	21,0%	114	28,1%
	60 to 75 years	20,8%	118	29,3%
Employment status	Employed in public sector	16,8%	103	13,0%
	Employed in a private company	40,1%	103	41,4%
	Self-employed	9,2%	103	11,4%
	Unemployed	5,7%	86	3,0%
	Retired	17,3%	119	25,7%
	Pupil	4,4%	68	2,0%
	Student	5,7%	78	2,2%
	I don't want to answer	0,8%	85	1,4%



### 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.

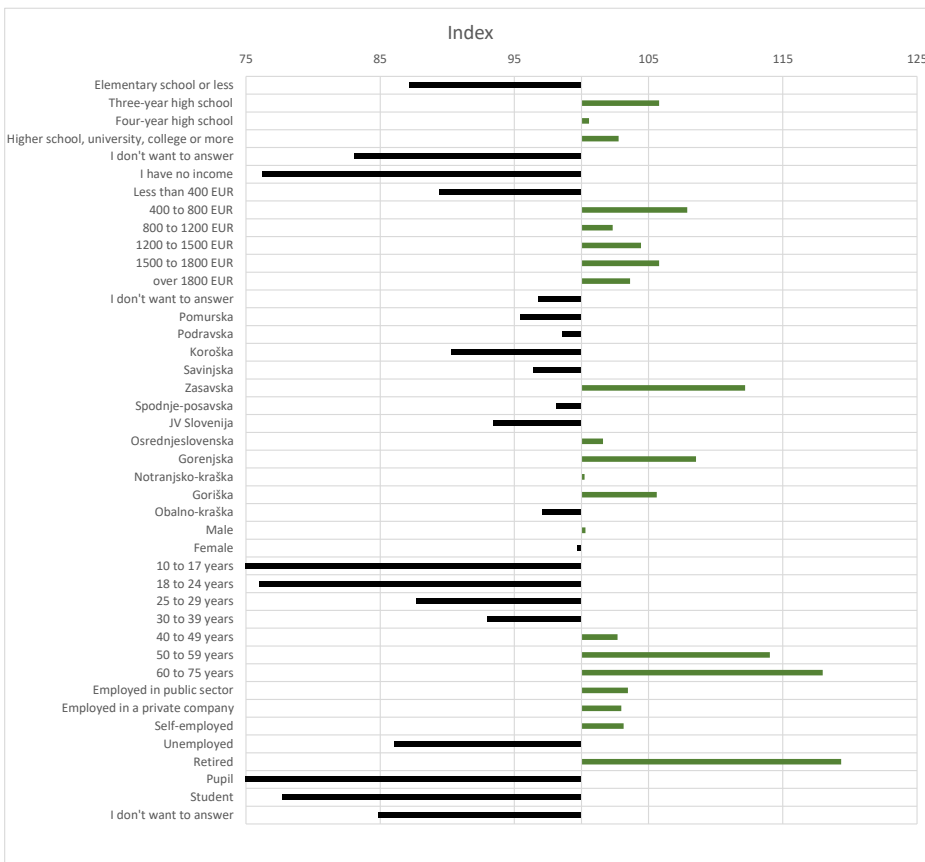


**Note:**

**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 1.2. to 28.2.2023. 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 1.2. to 28.2.2023. 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.