



Website: Siol.net

Provider:

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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: April 2023

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023	1 663 454	279 324	18,6%	496 306	6,0	1,8
02.04.2023	1 818 909	303 752	20,3%	540 819	6,0	1,8
03.04.2023	2 150 707	300 239	20,0%	569 817	7,2	1,9
04.04.2023	2 214 454	298 848	19,9%	570 940	7,4	1,9
05.04.2023	2 070 531	279 053	18,6%	523 562	7,4	1,9
06.04.2023	1 969 408	272 593	18,2%	511 404	7,2	1,9
07.04.2023	2 005 449	292 720	19,5%	535 855	6,9	1,8
08.04.2023	1 709 728	293 838	19,6%	499 236	5,8	1,7
09.04.2023	1 664 615	300 833	20,1%	508 021	5,5	1,7
10.04.2023	1 591 088	275 083	18,4%	465 202	5,8	1,7
11.04.2023	2 208 617	314 998	21,0%	589 457	7,0	1,9
12.04.2023	2 341 110	341 318	22,8%	637 621	6,9	1,9
13.04.2023	2 361 061	358 733	23,9%	667 301	6,6	1,9
14.04.2023	2 054 886	296 966	19,8%	539 940	6,9	1,8
15.04.2023	1 725 816	270 887	18,1%	468 835	6,4	1,7
16.04.2023	1 925 562	312 484	20,9%	558 606	6,2	1,8
17.04.2023	2 099 181	278 522	18,6%	525 599	7,5	1,9
18.04.2023	2 063 687	289 102	19,3%	542 546	7,1	1,9
19.04.2023	2 046 559	280 514	18,7%	529 466	7,3	1,9
20.04.2023	2 040 119	294 794	19,7%	544 410	6,9	1,8
21.04.2023	1 840 906	288 193	19,2%	499 065	6,4	1,7
22.04.2023	1 369 245	230 148	15,4%	366 410	5,9	1,6
23.04.2023	1 512 040	233 474	15,6%	398 050	6,5	1,7
24.04.2023	2 124 925	287 743	19,2%	541 819	7,4	1,9
25.04.2023	2 039 846	277 633	18,5%	518 870	7,3	1,9
26.04.2023	1 887 163	285 409	19,0%	522 118	6,6	1,8
27.04.2023	1 438 978	256 766	17,1%	433 974	5,6	1,7
28.04.2023	1 464 145	251 557	16,8%	429 520	5,8	1,7
29.04.2023	1 325 294	241 142	16,1%	398 648	5,5	1,7
30.04.2023	1 408 950	252 491	16,9%	413 987	5,6	1,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023 - 02.04.2023	3 482 363	409 245	27,3%	1 037 131	8,5	2,5
03.04.2023 - 09.04.2023	13 784 892	579 699	38,7%	3 717 311	23,8	6,4
10.04.2023 - 16.04.2023	14 208 140	613 137	40,9%	3 925 893	23,2	6,4
17.04.2023 - 23.04.2023	12 971 737	563 245	37,6%	3 405 619	23,0	6,0
24.04.2023 - 30.04.2023	11 689 301	555 420	37,1%	3 257 474	21,0	5,9

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2023 - 30.04.2023	56 136 433	785 732	52,4%	15 341 571	71,4	19,5

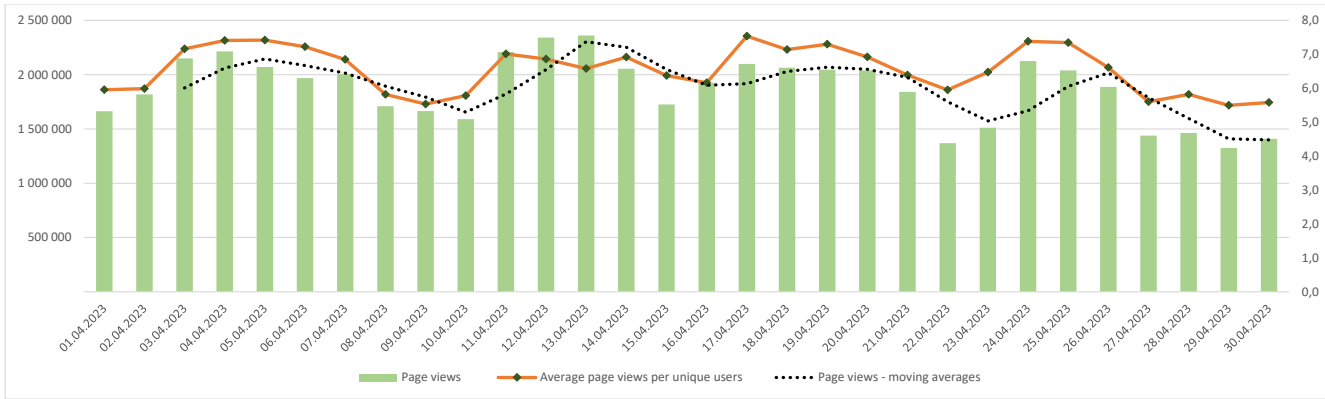
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,0%	89	8,2%
	Three-year high school	13,0%	108	10,6%
	Four-year high school	40,4%	101	44,2%
	Higher school, university, college or more	33,8%	100	36,8%
	I don't want to answer	0,7%	89	0,3%
Personal income	I have no income	7,5%	78	4,4%
	Less than 400 EUR	6,7%	92	3,7%
	400 to 800 EUR	18,3%	106	15,5%
	800 to 1200 EUR	29,9%	103	27,6%
	1200 to 1500 EUR	11,8%	101	16,4%
	1500 to 1800 EUR	7,7%	106	8,7%
	over 1800 EUR	10,1%	108	14,8%
	I don't want to answer	8,0%	96	8,9%
Region	Pomurska	5,5%	93	5,0%
	Podravska	15,5%	93	11,4%
	Koroška	3,3%	96	1,4%
	Savinjska	12,8%	100	11,9%
	Zasavska	3,0%	116	2,5%
	Spodnje-posavska	3,2%	99	4,3%
	JV Slovenija	6,1%	93	7,6%
	Osrednjeslovenska	26,8%	103	31,9%
	Gorenjska	11,3%	107	12,4%
	Notranjsko-kraška	2,1%	98	1,9%
	Goriška	5,7%	104	6,1%
	Obalno-kraška	4,8%	101	3,7%
Gender	Male	52,4%	103	69,1%
	Female	47,6%	97	30,9%
Age	10 to 17 years	2,8%	70	0,7%
	18 to 24 years	8,5%	79	3,8%
	25 to 29 years	5,8%	80	2,6%
	30 to 39 years	18,4%	92	12,5%
	40 to 49 years	21,8%	103	24,6%
	50 to 59 years	21,1%	113	27,6%
	60 to 75 years	21,3%	120	27,7%
Employment status	Employed in public sector	16,1%	98	12,3%
	Employed in a private company	40,0%	104	42,3%
	Self-employed	9,2%	103	12,5%
	Unemployed	5,7%	87	4,1%
	Retired	17,6%	120	23,3%
	Pupil	4,4%	67	2,6%
	Student	6,2%	84	2,1%
	I don't want to answer	0,8%	83	0,7%

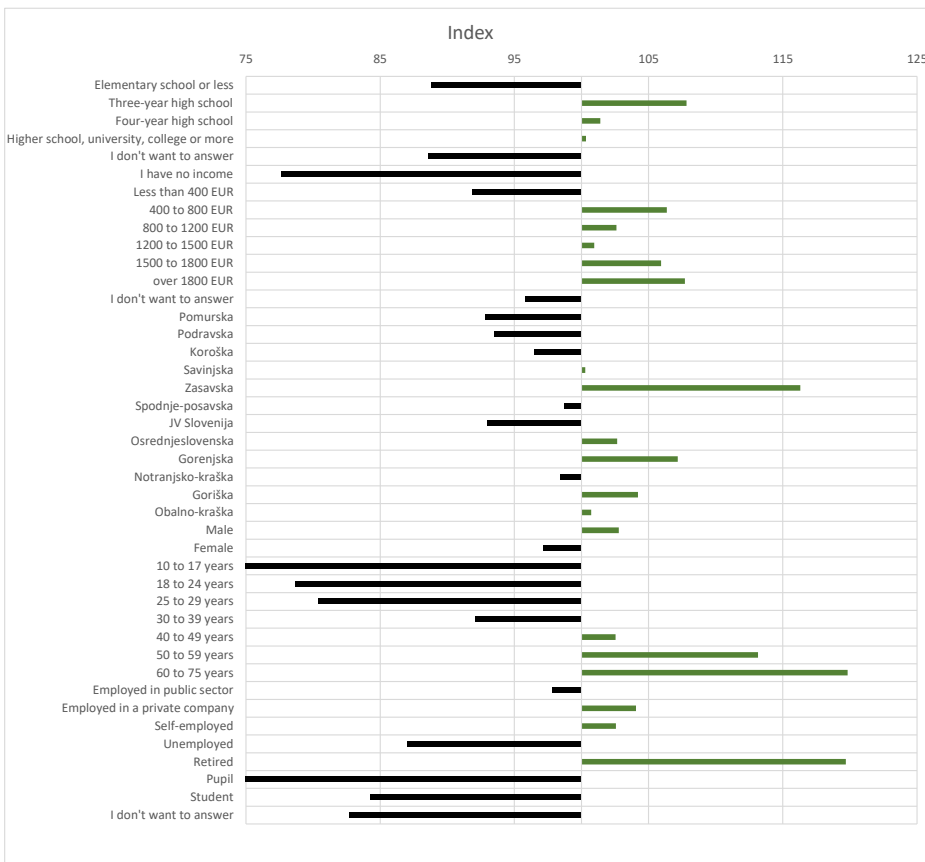


Note:

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 1.4. to 30.4.2023. 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 1.4. to 30.4.2023. 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.