



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

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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: August 2023

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023	2 053 900	286 525	19,1%	544 409	7,2	1,9
02.08.2023	1 990 839	284 218	19,0%	537 703	7,0	1,9
03.08.2023	2 012 235	286 947	19,2%	548 239	7,0	1,9
04.08.2023	2 992 609	353 122	23,6%	753 374	8,5	2,1
05.08.2023	2 380 670	360 539	24,1%	701 981	6,6	2,0
06.08.2023	1 923 457	295 951	19,8%	545 975	6,5	1,8
07.08.2023	2 012 003	276 372	18,4%	531 890	7,3	1,9
08.08.2023	1 876 491	280 004	18,7%	530 342	6,7	1,9
09.08.2023	2 046 837	295 892	19,7%	558 457	6,9	1,9
10.08.2023	1 969 363	273 558	18,3%	517 849	7,2	1,9
11.08.2023	1 939 442	302 146	20,2%	550 342	6,4	1,8
12.08.2023	1 364 879	234 355	15,6%	398 257	5,8	1,7
13.08.2023	1 281 812	210 571	14,1%	368 785	6,1	1,8
14.08.2023	1 377 500	215 916	14,4%	381 312	6,4	1,8
15.08.2023	1 388 248	228 643	15,3%	401 712	6,1	1,8
16.08.2023	1 863 125	242 249	16,2%	469 934	7,7	1,9
17.08.2023	2 054 439	290 098	19,4%	541 703	7,1	1,9
18.08.2023	1 832 310	250 324	16,7%	472 932	7,3	1,9
19.08.2023	1 488 722	224 443	15,0%	403 698	6,6	1,8
20.08.2023	1 463 290	224 982	15,0%	397 567	6,5	1,8
21.08.2023	1 937 751	258 453	17,3%	498 776	7,5	1,9
22.08.2023	1 990 613	290 947	19,4%	537 997	6,8	1,9
23.08.2023	2 009 072	272 131	18,2%	517 783	7,4	1,9
24.08.2023	2 043 862	276 642	18,5%	535 211	7,4	1,9
25.08.2023	1 983 099	301 708	20,1%	569 100	6,6	1,9
26.08.2023	1 642 623	266 967	17,8%	481 279	6,2	1,8
27.08.2023	1 940 868	326 146	21,8%	604 678	6,0	1,9
28.08.2023	2 497 113	342 194	22,8%	708 069	7,3	2,1
29.08.2023	2 401 160	334 668	22,3%	653 349	7,2	2,0
30.08.2023	2 320 890	303 141	20,2%	603 234	7,7	2,0
31.08.2023	2 017 219	263 843	17,6%	520 119	7,7	2,0

Weekly reach (Slovenian visitors)

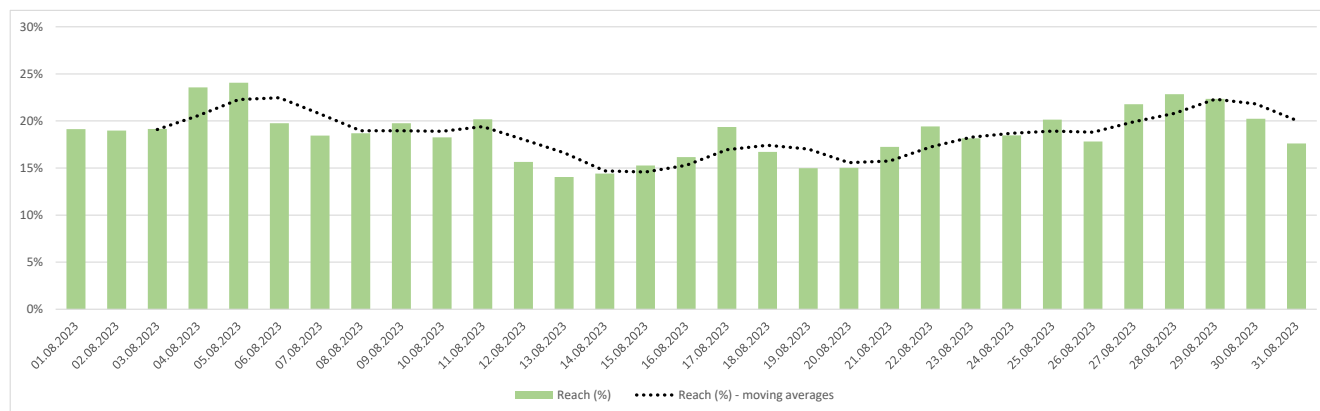
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023 - 06.08.2023	13 353 710	623 960	41,6%	3 631 698	21,4	5,8
07.08.2023 - 13.08.2023	12 490 827	557 660	37,2%	3 455 485	22,4	6,2
14.08.2023 - 20.08.2023	11 467 634	529 133	35,3%	3 068 065	21,7	5,8
21.08.2023 - 27.08.2023	13 547 888	579 604	38,7%	3 743 928	23,4	6,5
28.08.2023 - 31.08.2023	9 236 382	548 971	36,6%	2 484 106	16,8	4,5
31.07.2023 - 31.07.2023	834 858	257 044	17,2%	400 903	3,3	1,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2023 - 31.08.2023	60 096 441	813 377	54,3%	16 383 964	73,9	20,1

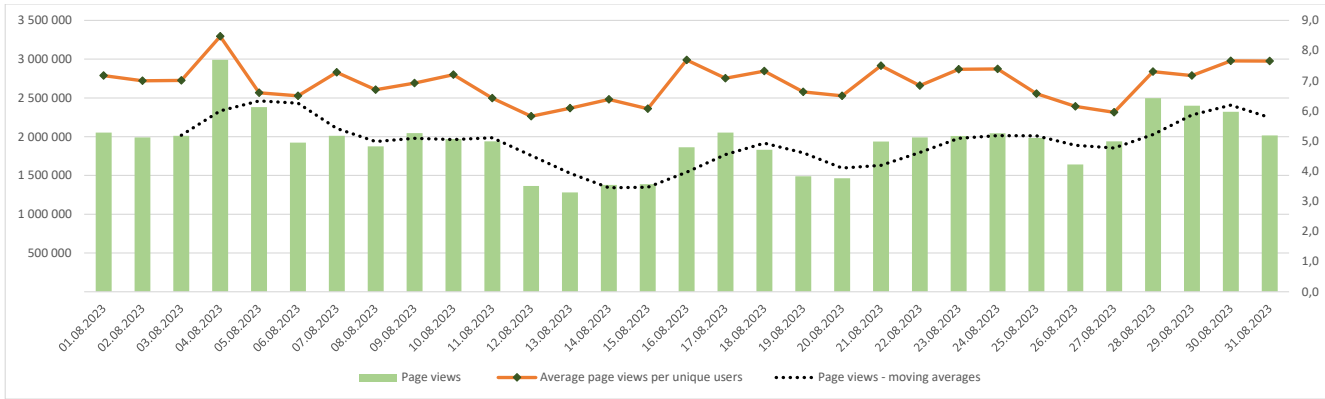
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,7%	88	6,5%
	Three-year high school	13,2%	106	8,9%
	Four-year high school	40,3%	101	45,7%
	Higher school, university, college or more	34,2%	102	38,7%
	I don't want to answer	0,6%	83	0,2%
Personal income	I have no income	7,8%	83	4,2%
	Less than 400 EUR	6,0%	84	4,2%
	400 to 800 EUR	18,6%	106	16,2%
	800 to 1200 EUR	29,4%	101	24,5%
	1200 to 1500 EUR	11,7%	100	16,7%
	1500 to 1800 EUR	7,9%	107	8,0%
	over 1800 EUR	10,1%	108	16,9%
	I don't want to answer	8,5%	100	9,4%
	Region	Pomurska	5,9%	99
Podravska		15,5%	92	11,1%
Koroška		2,9%	87	1,6%
Savinjska		12,0%	97	14,3%
Zasavska		3,0%	107	1,8%
Posavska		3,4%	103	5,4%
JV Slovenija		6,2%	99	6,6%
Osrednjeslovenska		27,6%	104	32,9%
Gorenjska		11,2%	104	10,2%
Primorsko-notranjska		2,1%	93	1,9%
Goriška		5,4%	106	5,9%
Obalno-kraška		4,9%	106	3,2%
Gender		Male	51,9%	101
	Female	48,1%	99	32,9%
Age	10 to 17 years	2,3%	67	0,6%
	18 to 24 years	7,3%	71	3,1%
	25 to 29 years	6,1%	87	3,6%
	30 to 39 years	18,6%	93	14,6%
	40 to 49 years	22,5%	105	24,1%
	50 to 59 years	21,9%	115	25,2%
	60 to 75 years	20,7%	115	28,2%
Employment status	Employed in public sector	16,3%	99	14,6%
	Employed in a private company	40,2%	105	40,1%
	Self-employed	9,2%	102	13,2%
	Unemployed	6,4%	94	4,8%
	Retired	17,4%	115	21,2%
	Pupil	3,8%	60	1,1%
	Student	6,0%	86	3,5%
	I don't want to answer	0,8%	82	1,4%

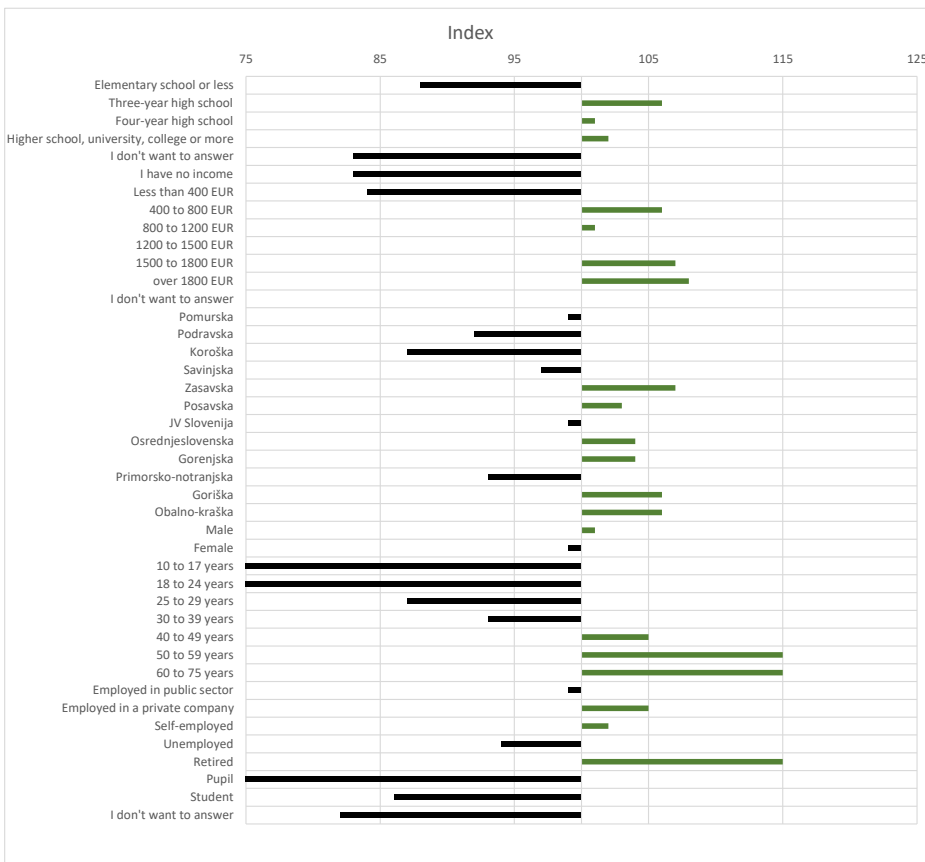


Note:

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 1.8. to 31.8.2023. 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 1.8. to 31.8.2023. 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.