



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: March 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2024	1 945 159	304 613	20,3%	589 686	6,4	1,9
02.03.2024	1 684 787	280 467	18,7%	507 996	6,0	1,8
03.03.2024	1 608 542	254 073	17,0%	473 628	6,3	1,9
04.03.2024	1 856 279	254 136	17,0%	515 031	7,3	2,0
05.03.2024	1 936 044	264 110	17,6%	531 893	7,3	2,0
06.03.2024	2 086 835	312 414	20,9%	618 165	6,7	2,0
07.03.2024	2 061 463	321 302	21,4%	629 655	6,4	2,0
08.03.2024	1 941 853	293 348	19,6%	580 645	6,6	2,0
09.03.2024	1 686 624	290 394	19,4%	536 068	5,8	1,9
10.03.2024	1 661 130	283 334	18,9%	532 422	5,9	1,9
11.03.2024	2 007 818	293 045	19,6%	575 281	6,9	2,0
12.03.2024	1 854 360	297 255	19,8%	585 433	6,2	2,0
13.03.2024	1 822 936	282 899	18,9%	558 141	6,4	2,0
14.03.2024	1 774 502	262 116	17,5%	511 166	6,8	2,0
15.03.2024	1 916 604	279 614	18,7%	551 397	6,9	2,0
16.03.2024	1 598 421	270 632	18,1%	483 678	5,9	1,8
17.03.2024	1 490 003	224 918	15,0%	433 225	6,6	1,9
18.03.2024	1 824 926	244 679	16,3%	492 646	7,5	2,0
19.03.2024	1 869 038	267 179	17,8%	526 914	7,0	2,0
20.03.2024	1 899 412	287 586	19,2%	552 813	6,6	1,9
21.03.2024	1 844 249	274 311	18,3%	538 364	6,7	2,0
22.03.2024	1 886 684	289 662	19,3%	556 497	6,5	1,9
23.03.2024	1 664 696	279 782	18,7%	515 895	6,0	1,8
24.03.2024	1 702 595	291 547	19,5%	541 125	5,8	1,9
25.03.2024	1 935 125	284 960	19,0%	547 731	6,8	1,9
26.03.2024	2 051 055	299 778	20,0%	583 477	6,8	2,0
27.03.2024	1 956 431	286 768	19,1%	552 916	6,8	1,9
28.03.2024	1 861 278	257 643	17,2%	508 122	7,2	2,0
29.03.2024	1 805 897	266 190	17,8%	508 806	6,8	1,9
30.03.2024	1 407 491	240 812	16,1%	428 077	5,8	1,8
31.03.2024	1 499 389	258 758	17,3%	467 430	5,8	1,8

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2024 - 03.03.2024	5 238 488	465 919	31,1%	1 571 422	11,2	3,4
04.03.2024 - 10.03.2024	13 230 228	562 663	37,6%	3 943 769	23,5	7,0
11.03.2024 - 17.03.2024	12 464 644	542 027	36,2%	3 698 347	23,0	6,8
18.03.2024 - 24.03.2024	12 691 600	547 225	36,5%	3 723 565	23,2	6,8
25.03.2024 - 31.03.2024	12 516 666	547 796	36,6%	3 595 670	22,9	6,6

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2024 - 31.03.2024	56 141 626	742 107	49,5%	16 533 657	75,7	22,3

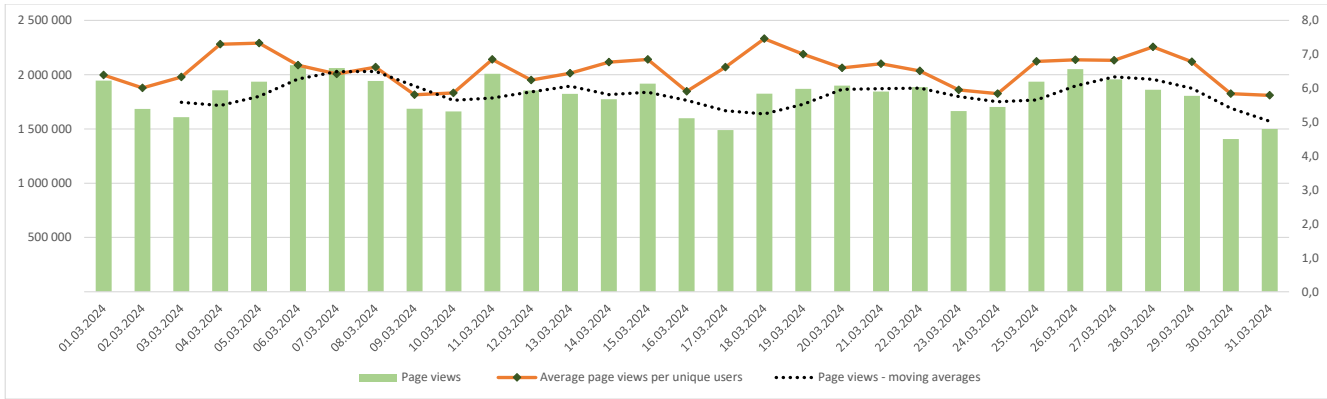
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,0%	89	7,0%
	Three-year high school	13,2%	106	11,2%
	Four-year high school	39,3%	99	39,1%
	Higher school, university, college or more	34,8%	103	42,4%
	I don't want to answer	0,8%	94	0,2%
Personal income	I have no income	7,7%	79	5,0%
	Less than 400 EUR	5,2%	78	3,1%
	400 to 800 EUR	19,0%	108	16,9%
	800 to 1200 EUR	28,9%	99	24,8%
	1200 to 1500 EUR	12,3%	106	12,9%
	1500 to 1800 EUR	8,5%	112	9,8%
	over 1800 EUR	10,5%	112	16,6%
	I don't want to answer	8,0%	96	11,1%
	Pomurska	5,6%	94	6,7%
Region	Podravska	15,4%	92	10,2%
	Koroška	3,8%	105	2,2%
	Savinjska	12,8%	103	12,3%
	Zasavska	2,7%	99	2,0%
	Posavska	3,7%	107	4,5%
	JV Slovenija	6,0%	96	6,7%
	Osrednjeslovenska	27,5%	104	32,9%
	Gorenjska	11,0%	107	9,8%
	Primorsko-notranjska	2,0%	90	3,2%
	Goriška	5,1%	97	5,9%
	Obalno-kraška	4,4%	96	3,7%
Gender	Male	52,6%	102	63,1%
	Female	47,4%	98	37,0%
Age	10 to 17 years	2,6%	72	0,7%
	18 to 24 years	6,9%	68	3,3%
	25 to 29 years	6,1%	88	3,4%
	30 to 39 years	17,3%	88	13,2%
	40 to 49 years	22,0%	102	22,0%
	50 to 59 years	22,9%	118	27,1%
	60 to 75 years	21,7%	119	29,9%
Employment status	Employed in public sector	16,8%	100	15,4%
	Employed in a private company	40,2%	104	40,0%
	Self-employed	8,9%	98	9,7%
	Unemployed	6,3%	101	5,0%
	Retired	18,1%	118	24,4%
	Pupil	3,9%	63	2,5%
	Student	5,1%	74	2,1%
	I don't want to answer	0,8%	86	0,8%

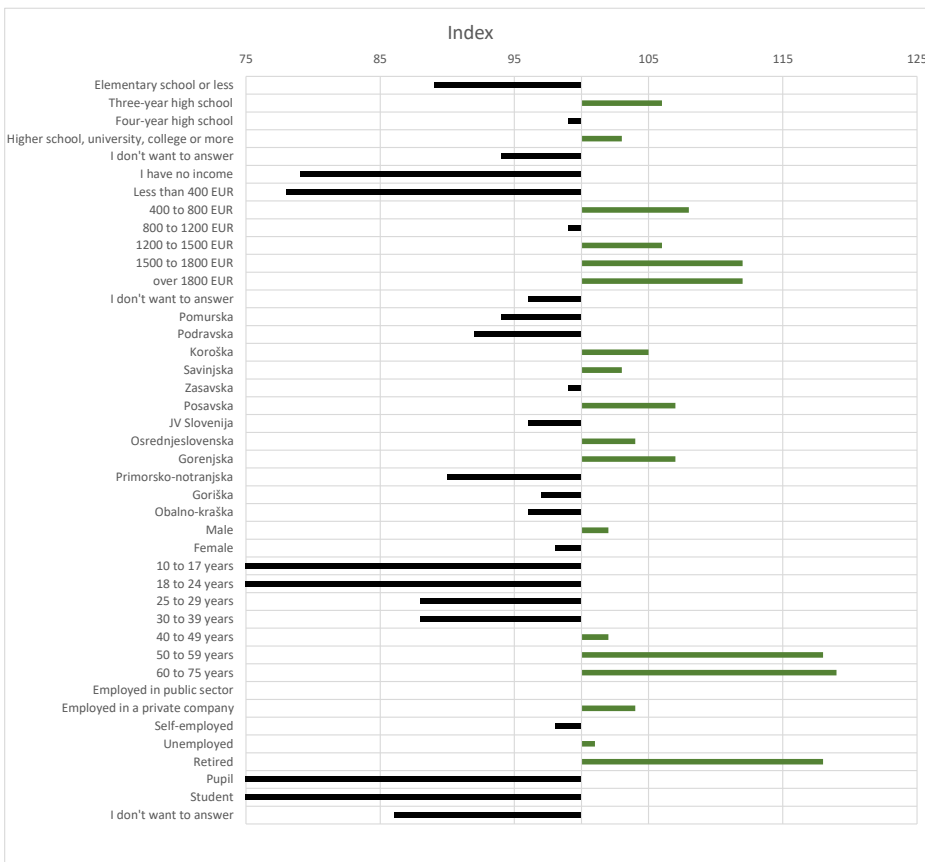


Note:

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 1.3. to 31.3.2024. 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 1.3. to 31.3.2024. 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.