



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: August 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2024	2 162 152	372 332	24,9%	776 356	5,8	2,1
02.08.2024	2 057 156	339 096	22,6%	673 726	6,1	2,0
03.08.2024	1 612 888	301 639	20,1%	549 882	5,4	1,8
04.08.2024	1 604 261	282 434	18,9%	524 189	5,7	1,9
05.08.2024	2 017 436	322 211	21,5%	659 600	6,3	2,1
06.08.2024	1 983 774	330 050	22,0%	638 015	6,0	1,9
07.08.2024	2 171 633	340 381	22,7%	683 821	6,4	2,0
08.08.2024	2 113 902	318 469	21,3%	653 989	6,6	2,1
09.08.2024	2 280 977	362 661	24,2%	762 845	6,3	2,1
10.08.2024	1 801 760	337 033	22,5%	648 982	5,4	1,9
11.08.2024	1 633 569	301 777	20,1%	553 928	5,4	1,8
12.08.2024	1 922 935	312 196	20,8%	641 608	6,2	2,1
13.08.2024	1 890 106	303 446	20,3%	594 889	6,2	2,0
14.08.2024	1 761 461	297 861	19,9%	577 212	5,9	1,9
15.08.2024	1 488 633	248 102	16,6%	479 309	6,0	1,9
16.08.2024	1 568 459	265 697	17,7%	511 135	5,9	1,9
17.08.2024	1 656 210	330 935	22,1%	616 605	5,0	1,9
18.08.2024	1 624 384	291 642	19,5%	540 373	5,6	1,9
19.08.2024	1 971 122	303 920	20,3%	598 724	6,5	2,0
20.08.2024	1 842 950	280 840	18,7%	546 752	6,6	2,0
21.08.2024	1 806 417	275 589	18,4%	537 309	6,6	2,0
22.08.2024	1 811 429	292 140	19,5%	557 898	6,2	1,9
23.08.2024	1 647 450	261 899	17,5%	497 898	6,3	1,9
24.08.2024	1 381 817	236 786	15,8%	432 644	5,8	1,8
25.08.2024	1 576 530	257 152	17,2%	479 138	6,1	1,9
26.08.2024	1 800 051	272 556	18,2%	524 205	6,6	1,9
27.08.2024	1 861 342	285 923	19,1%	563 934	6,5	2,0
28.08.2024	1 900 242	283 894	18,9%	553 934	6,7	2,0
29.08.2024	1 986 763	299 878	20,0%	617 105	6,6	2,1
30.08.2024	1 809 075	280 812	18,7%	566 544	6,4	2,0
31.08.2024	1 468 154	242 991	16,2%	450 975	6,0	1,9

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2024 - 04.08.2024	7 436 457	567 945	37,9%	2 524 581	13,1	4,5
05.08.2024 - 11.08.2024	14 003 051	611 316	40,8%	4 601 757	22,9	7,5
12.08.2024 - 18.08.2024	11 912 188	581 057	38,8%	3 962 055	20,5	6,8
19.08.2024 - 25.08.2024	12 037 715	548 588	36,6%	3 650 156	21,9	6,7
26.08.2024 - 31.08.2024	10 825 627	542 078	36,2%	3 276 319	20,0	6,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2024 - 31.08.2024	56 215 038	774 040	51,7%	18 020 729	72,6	23,3

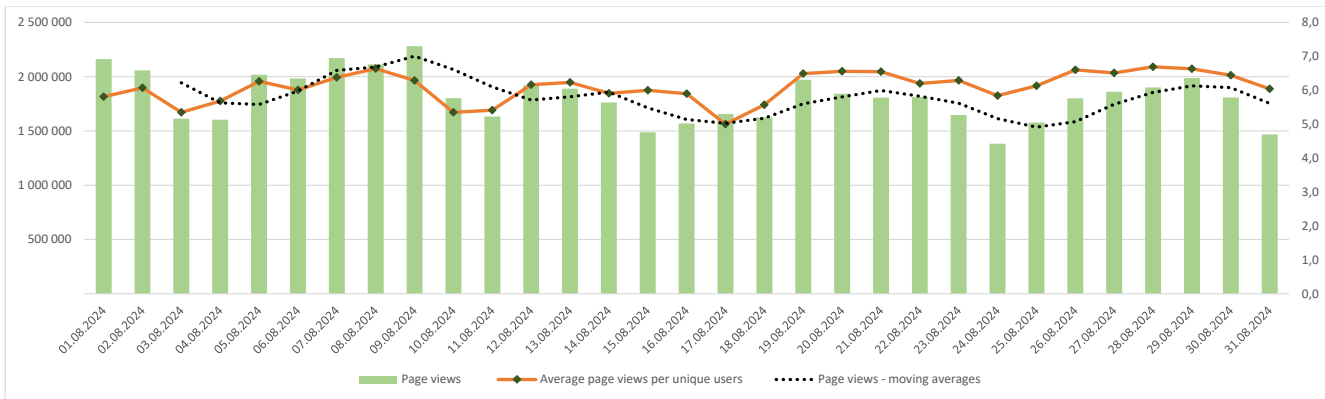
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,7%	88	7,6%
	Three-year high school	14,2%	109	12,0%
	Four-year high school	39,3%	99	36,4%
	Higher school, university, college or more	34,3%	103	43,7%
	I don't want to answer	0,6%	79	0,4%
Personal income	I have no income	7,9%	86	6,4%
	Less than 400 EUR	5,6%	86	3,2%
	400 to 800 EUR	17,0%	108	14,3%
	800 to 1200 EUR	29,5%	101	25,0%
	1200 to 1500 EUR	13,5%	104	14,3%
	1500 to 1800 EUR	8,7%	112	12,3%
	over 1800 EUR	10,7%	103	17,1%
	I don't want to answer	7,0%	87	7,5%
	Region	Pomurska	5,5%	99
Podravska		15,9%	93	12,8%
Koroška		3,4%	100	3,0%
Savinjska		12,7%	103	12,2%
Zasavska		2,7%	101	1,9%
Posavska		3,7%	109	3,8%
JV Slovenija		5,9%	89	6,4%
Osrednjeslovenska		27,1%	102	30,4%
Gorenjska		11,0%	104	10,8%
Primorsko-notranjska		2,3%	101	3,6%
Goriška		5,4%	105	3,4%
Obalno-kraška		4,6%	101	4,1%
Gender		Male	50,8%	100
	Female	49,2%	100	37,6%
Age	10 to 17 years	3,1%	74	2,2%
	18 to 24 years	7,5%	74	4,9%
	25 to 29 years	5,5%	77	3,1%
	30 to 39 years	17,6%	88	14,9%
	40 to 49 years	23,1%	107	21,0%
	50 to 59 years	22,4%	115	27,2%
	60 to 75 years	20,6%	119	26,5%
Employment status	Employed in public sector	16,3%	99	17,1%
	Employed in a private company	40,1%	103	40,6%
	Self-employed	9,3%	104	9,6%
	Unemployed	4,8%	82	2,9%
	Retired	18,8%	120	22,2%
	Pupil	4,8%	75	3,8%
	Student	5,1%	76	3,0%
	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.

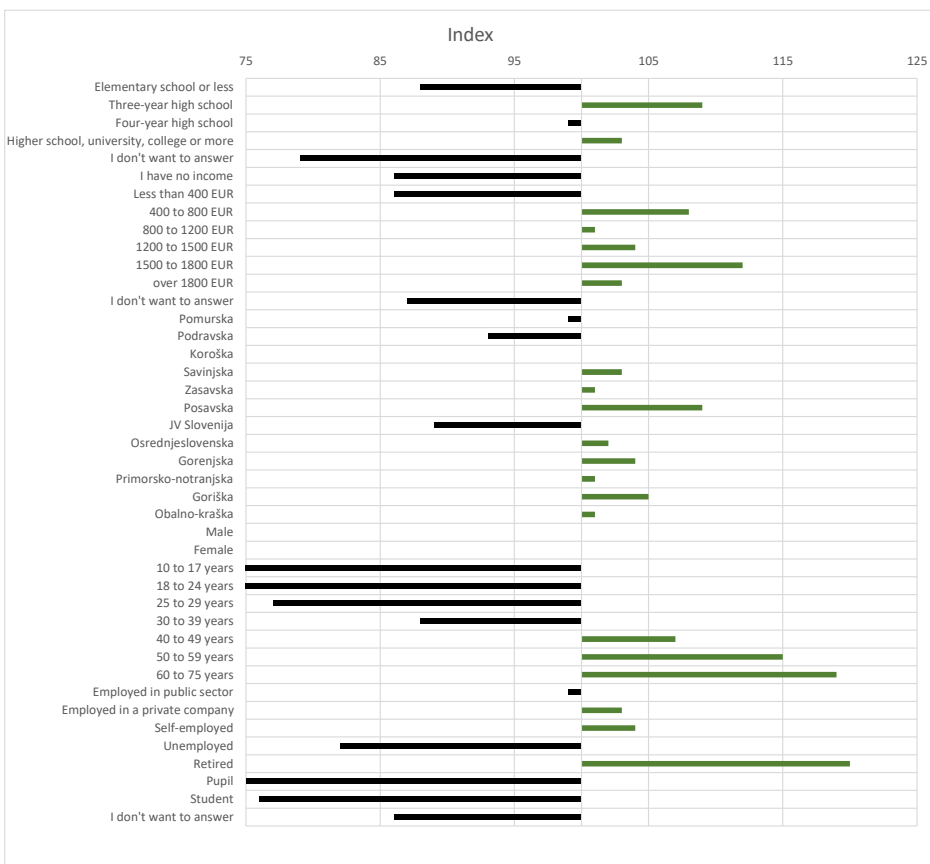


Note:

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 1.8. to 31.8.2024. 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 1.8. to 31.8.2024. 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.