



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: October 2024

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2024	1 845 182	293 606	19,6%	598 015	6,3	2,0
02.10.2024	1 909 657	277 858	18,5%	539 999	6,9	1,9
03.10.2024	1 906 799	286 035	19,1%	547 038	6,7	1,9
04.10.2024	1 769 526	283 063	18,9%	528 732	6,3	1,9
05.10.2024	1 603 008	284 629	19,0%	500 063	5,6	1,8
06.10.2024	1 538 755	286 992	19,2%	492 649	5,4	1,7
07.10.2024	1 862 289	323 676	21,6%	587 857	5,8	1,8
08.10.2024	1 883 793	325 426	21,7%	588 377	5,8	1,8
09.10.2024	1 989 854	336 433	22,5%	613 039	5,9	1,8
10.10.2024	2 019 988	331 031	22,1%	627 188	6,1	1,9
11.10.2024	1 758 762	293 227	19,6%	525 876	6,0	1,8
12.10.2024	1 413 188	262 102	17,5%	440 677	5,4	1,7
13.10.2024	1 417 838	260 831	17,4%	445 185	5,4	1,7
14.10.2024	1 949 272	335 104	22,4%	625 928	5,8	1,9
15.10.2024	1 775 937	297 947	19,9%	553 068	6,0	1,9
16.10.2024	1 790 212	298 849	19,9%	545 684	6,0	1,8
17.10.2024	1 896 470	334 495	22,3%	620 574	5,7	1,9
18.10.2024	1 885 792	344 438	23,0%	621 211	5,5	1,8
19.10.2024	1 496 940	290 896	19,4%	484 576	5,2	1,7
20.10.2024	1 382 025	259 650	17,3%	430 677	5,3	1,7
21.10.2024	1 879 118	313 670	20,9%	571 735	6,0	1,8
22.10.2024	1 934 134	341 962	22,8%	627 991	5,7	1,8
23.10.2024	1 961 143	365 946	24,4%	665 232	5,4	1,8
24.10.2024	1 923 869	339 556	22,7%	614 654	5,7	1,8
25.10.2024	1 762 758	307 767	20,5%	544 713	5,7	1,8
26.10.2024	1 400 331	277 227	18,5%	469 194	5,1	1,7
27.10.2024	1 352 946	250 499	16,7%	427 829	5,4	1,7
28.10.2024	1 732 852	288 968	19,3%	527 972	6,0	1,8
29.10.2024	1 676 453	290 027	19,4%	517 626	5,8	1,8
30.10.2024	1 518 892	291 273	19,4%	502 005	5,2	1,7
31.10.2024	1 299 200	269 352	18,0%	445 158	4,8	1,7

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2024 - 06.10.2024	10 572 927	570 110	38,1%	3 206 087	18,6	5,6
07.10.2024 - 13.10.2024	12 345 712	626 700	41,8%	3 828 250	19,7	6,1
14.10.2024 - 20.10.2024	12 176 648	630 260	42,1%	3 881 920	19,3	6,2
21.10.2024 - 27.10.2024	12 214 299	635 781	42,4%	3 921 844	19,2	6,2
28.10.2024 - 31.10.2024	6 227 397	523 642	35,0%	1 992 799	11,9	3,8

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2024 - 31.10.2024	53 536 983	828 452	55,3%	16 831 456	64,6	20,3

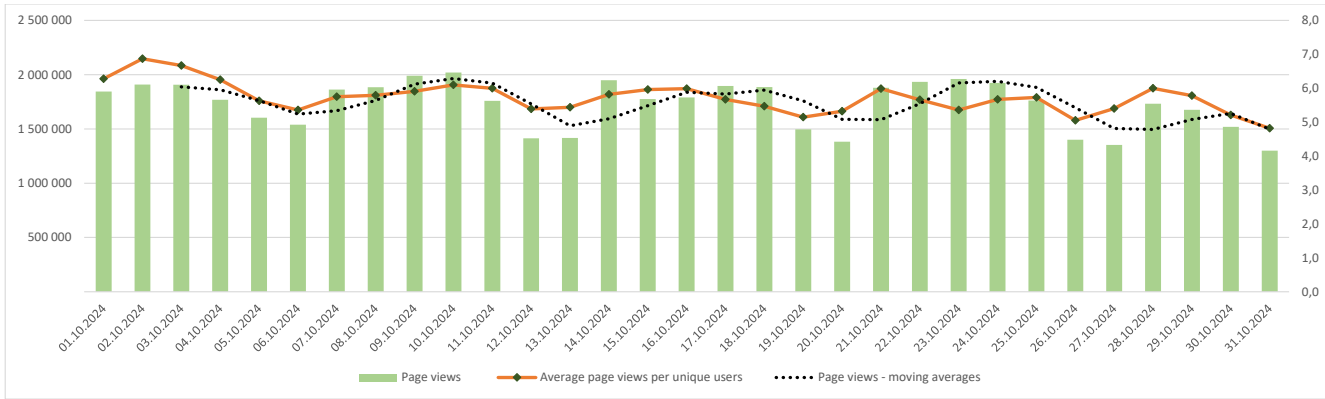
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,4%	91	7,4%
	Three-year high school	14,2%	107	12,6%
	Four-year high school	39,2%	97	35,3%
	Higher school, university, college or more	34,5%	104	44,4%
	I don't want to answer	0,7%	88	0,3%
Personal income	I have no income	7,2%	76	4,7%
	Less than 400 EUR	5,2%	84	3,3%
	400 to 800 EUR	17,1%	110	15,4%
	800 to 1200 EUR	29,5%	101	25,4%
	1200 to 1500 EUR	13,3%	100	14,3%
	1500 to 1800 EUR	8,3%	106	9,8%
	over 1800 EUR	11,2%	108	18,4%
	I don't want to answer	8,2%	99	8,9%
Region	Pomurska	6,2%	105	7,7%
	Podravska	15,2%	93	12,0%
	Koroška	3,3%	94	3,2%
	Savinjska	12,6%	99	14,8%
	Zasavska	2,8%	111	2,0%
	Posavska	3,2%	91	3,7%
	JV Slovenija	6,3%	95	4,9%
	Osrednjeslovenska	27,5%	104	33,5%
	Gorenjska	10,2%	98	9,0%
	Primorsko-notranjska	2,5%	108	1,5%
	Goriška	5,5%	104	3,5%
	Obalno-kraška	4,8%	104	4,2%
	Gender	Male	50,7%	99
Female		49,3%	101	36,7%
Age	10 to 17 years	3,3%	78	1,7%
	18 to 24 years	7,0%	66	3,8%
	25 to 29 years	5,5%	81	3,7%
	30 to 39 years	17,7%	89	14,8%
	40 to 49 years	23,0%	108	22,0%
	50 to 59 years	22,7%	117	26,1%
	60 to 75 years	20,4%	118	27,8%
Employment status	Employed in public sector	16,5%	98	17,2%
	Employed in a private company	40,2%	104	38,8%
	Self-employed	9,3%	104	11,1%
	Unemployed	4,9%	87	2,7%
	Retired	18,3%	119	24,1%
	Pupil	4,7%	72	3,9%
	Student	5,1%	73	1,5%
	I don't want to answer	1,0%	97	0,8%

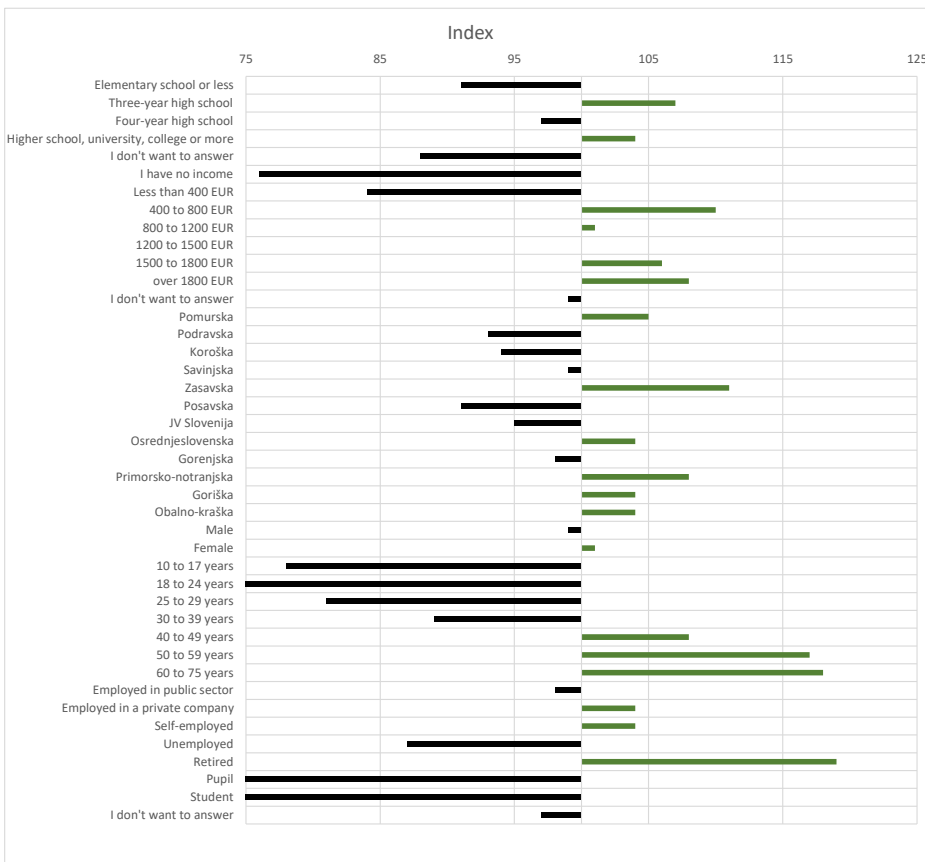


### Note:

**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 1.10. to 31.10.2024. 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 1.10. to 31.10.2024. 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.