



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: May 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2024	1 643 001	310 333	20,7%	555 415	5,3	1,8
02.05.2024	1 690 890	328 549	21,9%	578 827	5,2	1,8
03.05.2024	1 751 321	303 607	20,3%	546 031	5,8	1,8
04.05.2024	1 581 017	271 403	18,1%	476 656	5,8	1,8
05.05.2024	1 745 633	315 637	21,1%	547 257	5,5	1,7
06.05.2024	1 980 601	316 439	21,1%	589 905	6,3	1,9
07.05.2024	2 081 864	328 809	21,9%	630 675	6,3	1,9
08.05.2024	2 038 410	327 328	21,8%	617 452	6,2	1,9
09.05.2024	1 954 235	332 037	22,2%	609 436	5,9	1,8
10.05.2024	1 838 166	306 060	20,4%	563 181	6,0	1,8
11.05.2024	1 457 174	279 005	18,6%	471 164	5,2	1,7
12.05.2024	1 619 140	290 331	19,4%	504 299	5,6	1,7
13.05.2024	1 972 723	304 537	20,3%	572 144	6,5	1,9
14.05.2024	1 976 865	308 040	20,6%	597 994	6,4	1,9
15.05.2024	1 901 941	299 691	20,0%	590 123	6,4	2,0
16.05.2024	1 904 723	281 039	18,8%	561 786	6,8	2,0
17.05.2024	1 680 342	262 811	17,5%	501 839	6,4	1,9
18.05.2024	1 371 461	234 148	15,6%	427 039	5,9	1,8
19.05.2024	1 459 440	235 298	15,7%	435 031	6,2	1,9
20.05.2024	1 916 274	298 773	19,9%	580 114	6,4	1,9
21.05.2024	2 035 304	295 311	19,7%	586 864	6,9	2,0
22.05.2024	1 976 688	316 571	21,1%	625 602	6,2	2,0
23.05.2024	1 977 838	311 559	20,8%	606 008	6,4	2,0
24.05.2024	1 690 116	263 034	17,6%	496 820	6,4	1,9
25.05.2024	1 500 572	263 744	17,6%	475 395	5,7	1,8
26.05.2024	1 626 498	299 229	20,0%	526 043	5,4	1,8
27.05.2024	1 911 198	296 219	19,8%	574 354	6,5	1,9
28.05.2024	2 099 141	317 423	21,2%	657 163	6,6	2,1
29.05.2024	1 964 960	309 084	20,6%	619 856	6,4	2,0
30.05.2024	1 980 612	306 436	20,5%	601 792	6,5	2,0
31.05.2024	1 978 393	306 943	20,5%	595 129	6,5	1,9

Weekly reach (Slovenian visitors)

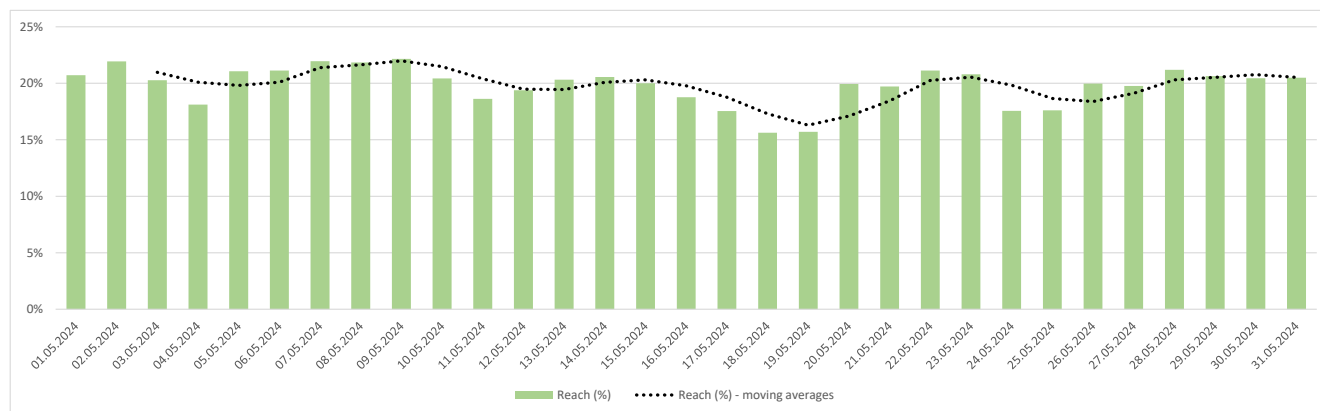
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2024 - 05.05.2024	8 411 862	572 635	38,2%	2 704 417	14,7	4,7
06.05.2024 - 12.05.2024	12 969 590	607 396	40,5%	3 985 880	21,4	6,6
13.05.2024 - 19.05.2024	12 267 495	552 240	36,9%	3 685 203	22,2	6,7
20.05.2024 - 26.05.2024	12 723 290	569 845	38,0%	3 896 978	22,3	6,8
27.05.2024 - 31.05.2024	9 934 304	553 141	36,9%	3 048 479	18,0	5,5

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2024 - 31.05.2024	56 306 541	772 642	51,6%	17 325 715	72,9	22,4

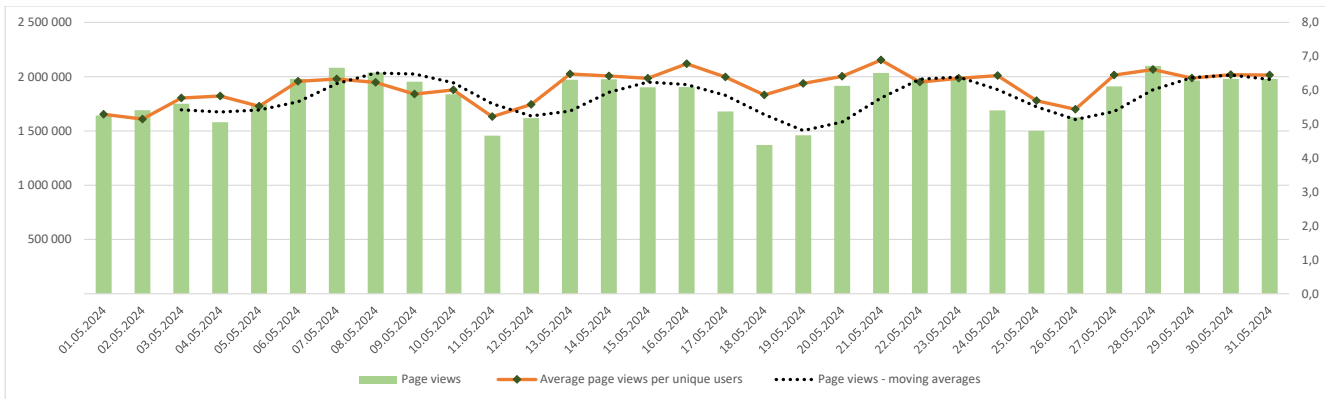
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,0%	82	6,7%	
	Three-year high school	13,0%	107	9,8%	
	Four-year high school	40,9%	102	40,7%	
	Higher school, university, college or more	34,6%	103	42,7%	
	I don't want to answer	0,6%	70	0,2%	
Personal income	I have no income	7,5%	78	5,1%	
	Less than 400 EUR	5,7%	83	2,1%	
	400 to 800 EUR	18,0%	103	15,2%	
	800 to 1200 EUR	30,8%	106	26,5%	
	1200 to 1500 EUR	12,4%	106	13,4%	
	1500 to 1800 EUR	7,8%	104	10,9%	
	over 1800 EUR	10,0%	105	18,7%	
	I don't want to answer	7,9%	95	8,1%	
	Pomurska	5,6%	96	7,7%	
	Podravska	16,0%	95	10,8%	
Region	Koroška	3,3%	92	2,2%	
	Savinjska	13,0%	103	11,7%	
	Zasavska	3,0%	107	2,1%	
	Posavska	3,4%	102	4,3%	
	JV Slovenija	5,9%	94	6,6%	
	Osrednjeslovenska	27,0%	102	32,9%	
	Gorenjska	10,7%	103	11,1%	
	Primorsko-notranjska	2,1%	100	3,1%	
	Goriška	5,5%	102	4,6%	
	Obalno-kraška	4,7%	104	3,0%	
	Gender	Male	52,7%	104	62,9%
		Female	47,3%	96	37,1%
	Age	10 to 17 years	2,8%	84	0,4%
18 to 24 years		7,3%	70	3,8%	
25 to 29 years		5,6%	82	3,7%	
30 to 39 years		18,2%	93	15,6%	
40 to 49 years		22,1%	102	22,7%	
50 to 59 years		21,9%	112	24,7%	
60 to 75 years		21,7%	119	28,7%	
Employment status	Employed in public sector	17,2%	101	14,8%	
	Employed in a private company	38,9%	101	42,7%	
	Self-employed	9,3%	106	9,9%	
	Unemployed	5,8%	94	3,2%	
	Retired	18,3%	119	23,9%	
	Pupil	4,2%	72	2,6%	
	Student	5,5%	74	2,3%	
	I don't want to answer	0,8%	82	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.

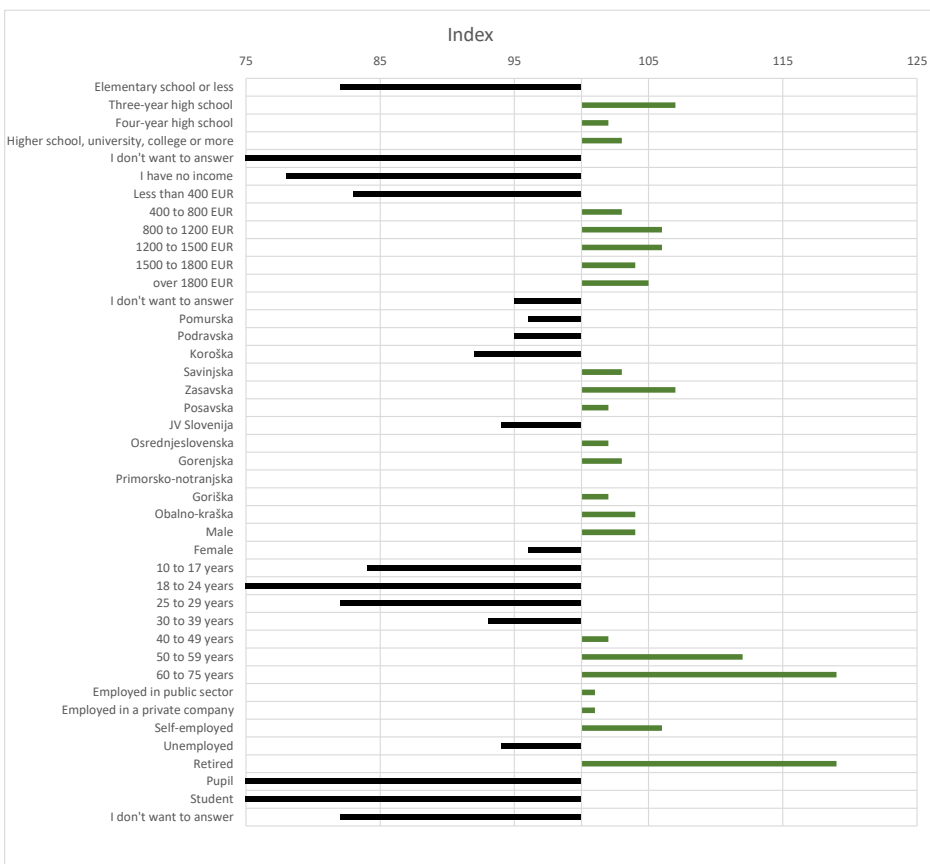


Note:

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 1.5. to 31.5.2024. 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 1.5. to 31.5.2024. 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.