



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: June 2024

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2024	1 477 154	261 798	17,5%	463 601	5,6	1,8
02.06.2024	1 637 177	273 651	18,3%	512 423	6,0	1,9
03.06.2024	2 083 683	309 322	20,6%	610 797	6,7	2,0
04.06.2024	2 026 198	302 678	20,2%	601 094	6,7	2,0
05.06.2024	1 830 541	287 221	19,2%	560 495	6,4	2,0
06.06.2024	1 821 710	278 372	18,6%	543 032	6,5	2,0
07.06.2024	2 003 293	324 172	21,6%	637 541	6,2	2,0
08.06.2024	1 496 499	269 645	18,0%	487 536	5,6	1,8
09.06.2024	1 688 703	275 025	18,4%	526 294	6,1	1,9
10.06.2024	2 096 428	315 084	21,0%	626 967	6,7	2,0
11.06.2024	1 906 598	275 078	18,4%	541 627	6,9	2,0
12.06.2024	1 991 691	293 102	19,6%	591 200	6,8	2,0
13.06.2024	1 833 525	292 576	19,5%	552 965	6,3	1,9
14.06.2024	1 732 544	276 457	18,5%	533 098	6,3	1,9
15.06.2024	1 318 427	250 256	16,7%	438 056	5,3	1,8
16.06.2024	1 385 029	238 067	15,9%	430 727	5,8	1,8
17.06.2024	1 736 727	256 943	17,1%	537 604	6,8	2,1
18.06.2024	1 813 437	277 269	18,5%	550 826	6,5	2,0
19.06.2024	1 785 571	264 959	17,7%	533 516	6,7	2,0
20.06.2024	1 822 002	300 518	20,1%	577 385	6,1	1,9
21.06.2024	1 845 370	309 084	20,6%	591 772	6,0	1,9
22.06.2024	1 469 189	261 168	17,4%	483 673	5,6	1,9
23.06.2024	1 699 535	320 563	21,4%	594 722	5,3	1,9
24.06.2024	1 781 669	324 251	21,6%	599 280	5,5	1,9
25.06.2024	1 764 646	304 056	20,3%	573 937	5,8	1,9
26.06.2024	1 864 881	289 003	19,3%	554 774	6,5	1,9
27.06.2024	1 728 800	286 591	19,1%	539 820	6,0	1,9
28.06.2024	1 743 987	291 495	19,5%	547 330	6,0	1,9
29.06.2024	1 558 907	286 401	19,1%	519 228	5,4	1,8
30.06.2024	1 575 814	282 647	18,9%	522 648	5,6	1,9

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2024 - 02.06.2024	3 114 331	378 831	25,3%	976 028	8,2	2,6
03.06.2024 - 09.06.2024	12 950 627	578 118	38,6%	3 966 711	22,4	6,9
10.06.2024 - 16.06.2024	12 264 242	560 523	37,4%	3 714 871	21,9	6,6
17.06.2024 - 23.06.2024	12 171 831	564 066	37,6%	3 871 165	21,6	6,9
24.06.2024 - 30.06.2024	12 018 704	609 812	40,7%	3 857 564	19,7	6,3

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2024 - 30.06.2024	52 519 735	774 334	51,7%	16 385 132	67,8	21,2

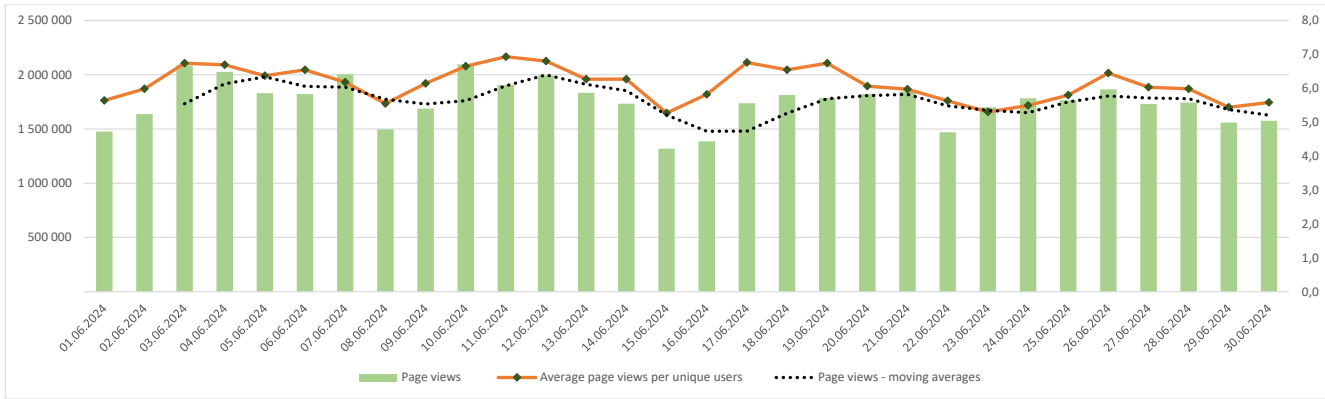
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,3%	86	6,9%
	Three-year high school	13,3%	106	9,4%
	Four-year high school	41,6%	103	40,6%
	Higher school, university, college or more	33,1%	100	42,9%
	I don't want to answer	0,7%	90	0,2%
Personal income	I have no income	7,5%	79	6,8%
	Less than 400 EUR	5,9%	85	2,3%
	400 to 800 EUR	18,2%	106	14,7%
	800 to 1200 EUR	29,1%	101	27,0%
	1200 to 1500 EUR	12,2%	101	12,5%
	1500 to 1800 EUR	8,3%	111	13,4%
	over 1800 EUR	10,2%	106	15,3%
	I don't want to answer	8,6%	103	8,1%
	Region	Pomurska	6,2%	108
Podravska		15,5%	91	13,0%
Koroška		3,1%	89	1,9%
Savinjska		13,2%	104	13,1%
Zasavska		2,6%	94	1,7%
Posavska		3,7%	115	3,6%
JV Slovenija		5,6%	92	7,5%
Osrednjeslovenska		26,6%	102	30,2%
Gorenjska		10,5%	97	11,6%
Primorsko-notranjska		2,2%	96	2,9%
Goriška		5,7%	108	3,9%
Obalno-kraška		5,0%	112	3,6%
Gender		Male	52,8%	103
	Female	47,2%	97	40,2%
Age	10 to 17 years	2,7%	82	0,6%
	18 to 24 years	8,4%	79	4,8%
	25 to 29 years	5,7%	78	4,1%
	30 to 39 years	17,8%	92	15,6%
	40 to 49 years	22,3%	103	20,9%
	50 to 59 years	21,9%	114	26,6%
	60 to 75 years	20,8%	115	26,9%
Employment status	Employed in public sector	16,7%	101	17,2%
	Employed in a private company	39,4%	102	39,5%
	Self-employed	9,4%	101	10,4%
	Unemployed	5,0%	84	3,3%
	Retired	17,9%	119	22,5%
	Pupil	4,5%	75	2,6%
	Student	6,0%	78	3,8%
	I don't want to answer	1,0%	110	0,7%

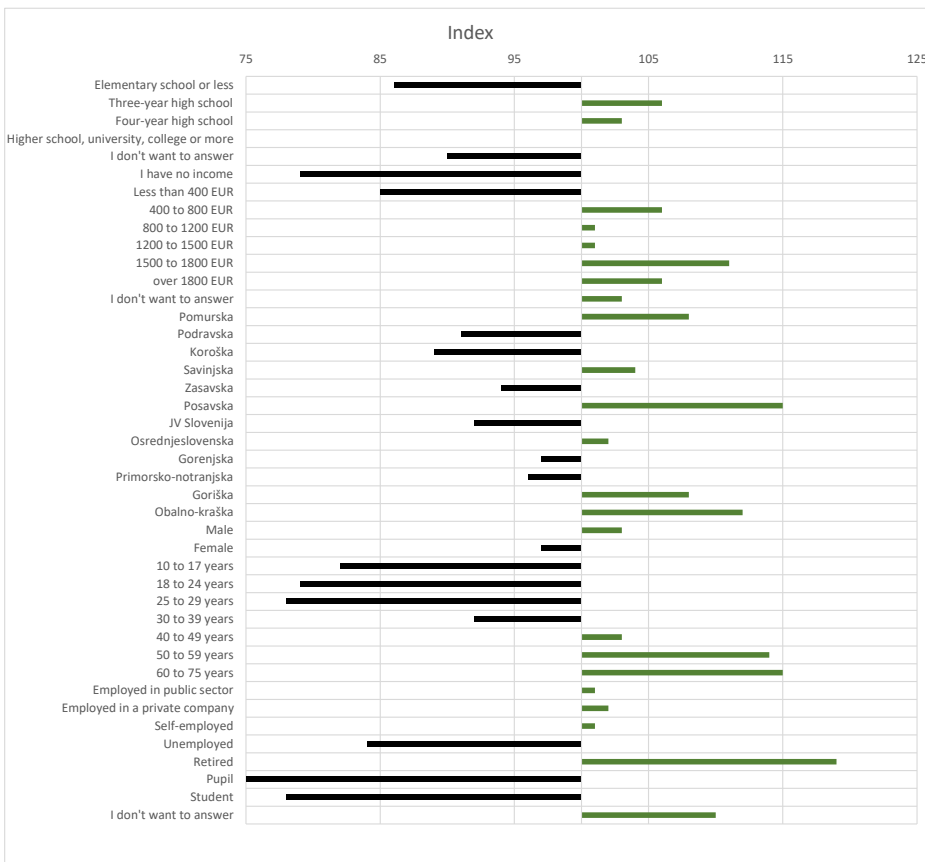


### Note:

**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 1.6. to 31.6.2024. 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 1.6. to 31.6.2024. 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.