



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: July 2024

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2024	2 083 155	334 119	22,3%	686 827	6,2	2,1
02.07.2024	1 975 730	346 177	23,1%	649 093	5,7	1,9
03.07.2024	1 836 419	298 962	20,0%	568 056	6,1	1,9
04.07.2024	1 905 599	295 883	19,7%	580 558	6,4	2,0
05.07.2024	1 777 413	299 162	20,0%	575 193	5,9	1,9
06.07.2024	1 451 738	254 460	17,0%	479 610	5,7	1,9
07.07.2024	1 610 783	311 458	20,8%	582 674	5,2	1,9
08.07.2024	1 784 861	287 701	19,2%	547 252	6,2	1,9
09.07.2024	1 811 076	302 461	20,2%	578 927	6,0	1,9
10.07.2024	1 765 710	283 951	19,0%	550 495	6,2	1,9
11.07.2024	1 929 799	311 364	20,8%	606 698	6,2	2,0
12.07.2024	1 927 317	333 259	22,2%	642 849	5,8	1,9
13.07.2024	1 579 833	283 762	18,9%	529 029	5,6	1,9
14.07.2024	1 824 344	326 540	21,8%	616 207	5,6	1,9
15.07.2024	1 916 052	336 186	22,4%	643 355	5,7	1,9
16.07.2024	1 829 277	294 493	19,7%	570 629	6,2	1,9
17.07.2024	1 920 198	336 973	22,5%	636 528	5,7	1,9
18.07.2024	1 784 051	309 409	20,7%	584 721	5,8	1,9
19.07.2024	1 844 370	345 082	23,0%	643 290	5,3	1,9
20.07.2024	1 728 187	306 571	20,5%	574 232	5,6	1,9
21.07.2024	1 590 617	280 598	18,7%	524 592	5,7	1,9
22.07.2024	1 862 688	293 179	19,6%	587 334	6,4	2,0
23.07.2024	1 619 013	266 439	17,8%	505 484	6,1	1,9
24.07.2024	1 762 337	299 317	20,0%	561 029	5,9	1,9
25.07.2024	1 590 591	248 737	16,6%	469 581	6,4	1,9
26.07.2024	1 620 930	273 217	18,2%	514 348	5,9	1,9
27.07.2024	1 490 897	275 531	18,4%	503 210	5,4	1,8
28.07.2024	1 683 938	323 080	21,6%	596 721	5,2	1,9
29.07.2024	1 903 513	302 079	20,2%	598 065	6,3	2,0
30.07.2024	1 870 138	279 482	18,7%	551 718	6,7	2,0
31.07.2024	2 021 983	343 206	22,9%	678 146	5,9	2,0

## Weekly reach (Slovenian visitors)

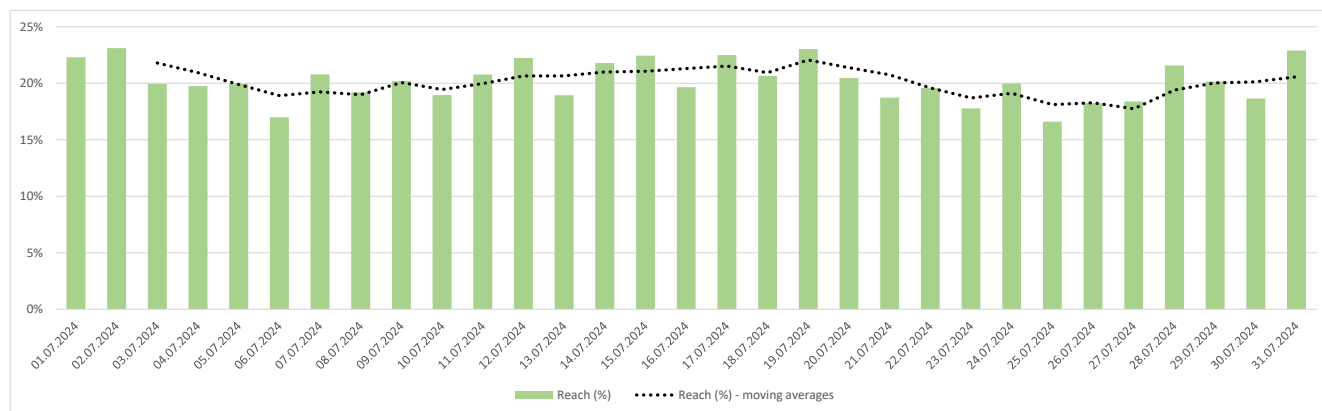
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2024 - 07.07.2024	12 640 837	604 134	40,3%	4 121 965	20,9	6,8
08.07.2024 - 14.07.2024	12 622 940	597 291	39,9%	4 072 032	21,1	6,8
15.07.2024 - 21.07.2024	12 612 752	615 859	41,1%	4 177 546	20,5	6,8
22.07.2024 - 28.07.2024	11 630 394	569 658	38,0%	3 738 408	20,4	6,6
29.07.2024 - 31.07.2024	5 795 634	489 264	32,7%	1 828 477	11,9	3,7

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2024 - 31.07.2024	55 302 557	793 098	52,9%	17 938 094	69,7	22,6

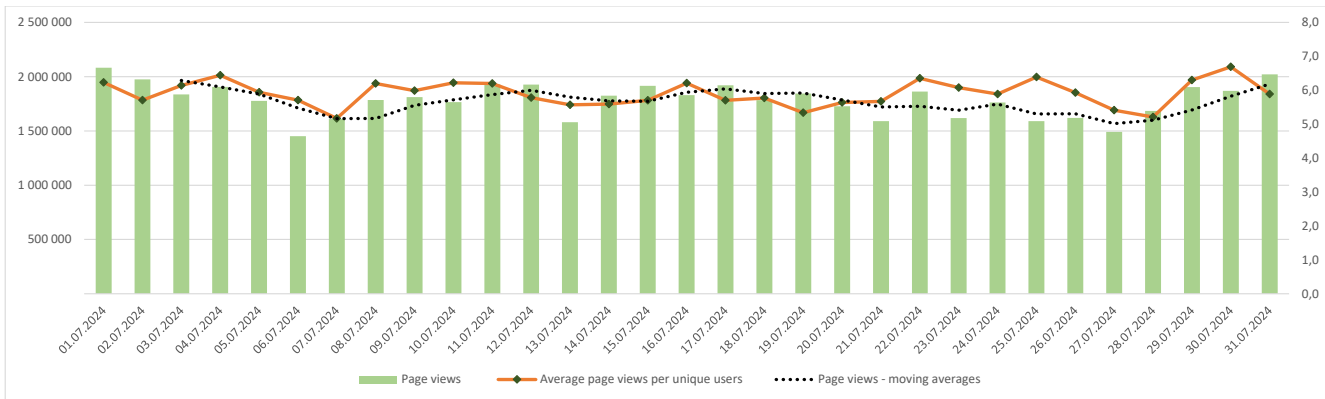
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,5%	91	6,8%
	Three-year high school	14,4%	108	12,5%
	Four-year high school	39,3%	98	37,4%
	Higher school, university, college or more	34,2%	103	43,1%
	I don't want to answer	0,6%	90	0,3%
Personal income	I have no income	7,7%	85	5,8%
	Less than 400 EUR	4,9%	75	3,1%
	400 to 800 EUR	17,2%	109	15,3%
	800 to 1200 EUR	29,8%	102	25,5%
	1200 to 1500 EUR	13,9%	106	14,2%
	1500 to 1800 EUR	8,5%	110	11,0%
	over 1800 EUR	10,7%	103	17,7%
	I don't want to answer	7,3%	88	7,5%
	Region	Pomurska	5,9%	102
Podravska		16,4%	100	12,9%
Koroška		3,1%	91	3,1%
Savinjska		12,8%	101	11,1%
Zasavska		2,6%	100	2,0%
Posavska		3,3%	95	4,2%
JV Slovenija		6,9%	104	6,7%
Osrednjeslovenska		26,6%	100	31,6%
Gorenjska		10,4%	101	11,0%
Primorsko-notranjska		2,1%	91	2,9%
Goriška		5,4%	103	3,5%
Obalno-kraška		4,8%	100	4,8%
Gender		Male	50,4%	99
	Female	49,6%	101	39,4%
Age	10 to 17 years	3,3%	79	1,9%
	18 to 24 years	6,9%	71	4,1%
	25 to 29 years	5,9%	80	3,6%
	30 to 39 years	17,9%	90	14,5%
	40 to 49 years	22,9%	106	20,6%
	50 to 59 years	22,4%	114	28,7%
	60 to 75 years	20,5%	118	26,3%
Employment status	Employed in public sector	16,7%	102	19,9%
	Employed in a private company	40,4%	102	38,2%
	Self-employed	9,4%	107	10,5%
	Unemployed	5,0%	85	2,5%
	Retired	18,4%	118	22,3%
	Pupil	4,4%	75	2,9%
	Student	4,9%	71	3,2%
	I don't want to answer	0,9%	92	0,5%



### 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.

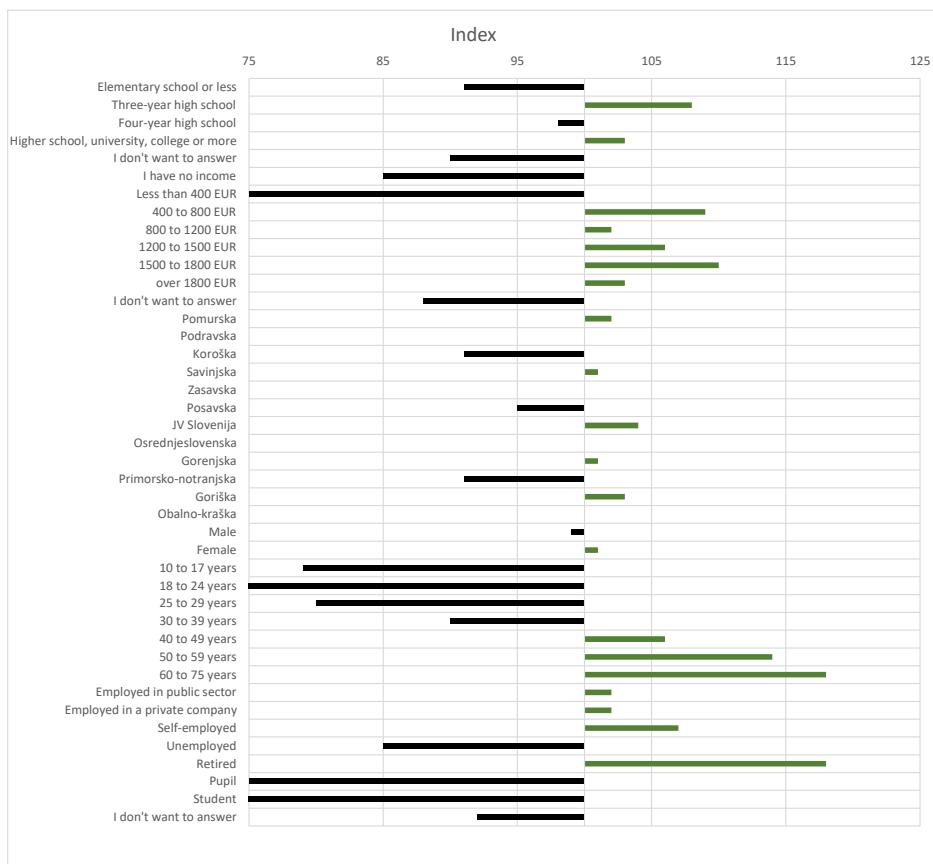


**Note:**

**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 1.7. to 31.7.2024. 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 1.7. to 31.7.2024. 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.