



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: September 2024

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2024	1 776 580	302 710	20,2%	567 110	5,9	1,9
02.09.2024	1 890 346	312 595	20,9%	600 936	6,1	1,9
03.09.2024	1 932 179	278 630	18,6%	545 448	6,9	2,0
04.09.2024	1 988 469	318 798	21,3%	615 863	6,2	1,9
05.09.2024	1 972 639	302 790	20,2%	587 453	6,5	1,9
06.09.2024	2 008 573	318 441	21,3%	622 062	6,3	2,0
07.09.2024	1 612 059	307 124	20,5%	552 943	5,3	1,8
08.09.2024	1 696 798	313 152	20,9%	575 603	5,4	1,8
09.09.2024	1 963 031	318 239	21,2%	620 817	6,2	2,0
10.09.2024	1 929 779	324 753	21,7%	615 033	5,9	1,9
11.09.2024	1 827 552	315 696	21,1%	594 188	5,8	1,9
12.09.2024	2 273 888	350 877	23,4%	715 144	6,5	2,0
13.09.2024	1 976 879	318 916	21,3%	609 439	6,2	1,9
14.09.2024	1 599 200	292 054	19,5%	522 850	5,5	1,8
15.09.2024	1 529 229	255 969	17,1%	467 383	6,0	1,8
16.09.2024	1 911 267	323 036	21,6%	605 593	5,9	1,9
17.09.2024	1 893 179	312 698	20,9%	592 419	6,1	1,9
18.09.2024	1 977 781	341 092	22,8%	668 363	5,8	2,0
19.09.2024	1 907 299	329 731	22,0%	648 737	5,8	2,0
20.09.2024	1 771 523	315 535	21,1%	571 742	5,6	1,8
21.09.2024	1 391 023	283 645	18,9%	474 658	4,9	1,7
22.09.2024	1 479 295	292 250	19,5%	492 265	5,1	1,7
23.09.2024	1 856 893	314 151	21,0%	582 827	5,9	1,9
24.09.2024	2 169 956	405 385	27,1%	764 025	5,4	1,9
25.09.2024	1 909 337	351 614	23,5%	623 798	5,4	1,8
26.09.2024	1 813 264	312 691	20,9%	578 689	5,8	1,9
27.09.2024	1 858 852	312 645	20,9%	571 785	6,0	1,8
28.09.2024	1 521 517	300 195	20,0%	513 158	5,1	1,7
29.09.2024	1 540 931	296 723	19,8%	514 843	5,2	1,7
30.09.2024	1 804 620	288 544	19,3%	531 795	6,3	1,8

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2024 - 01.09.2024	1 776 580	302 710	20,2%	567 110	5,9	1,9
02.09.2024 - 08.09.2024	13 101 063	602 257	40,2%	4 100 242	21,8	6,8
09.09.2024 - 15.09.2024	13 099 558	610 139	40,7%	4 145 090	21,5	6,8
16.09.2024 - 22.09.2024	12 331 367	630 817	42,1%	4 052 194	19,6	6,4
23.09.2024 - 29.09.2024	12 670 750	661 041	44,1%	4 150 057	19,2	6,3
30.09.2024 - 30.09.2024	1 804 620	288 544	19,3%	531 795	6,3	1,8

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2024 - 30.09.2024	54 783 938	816 675	54,5%	17 542 729	67,1	21,5

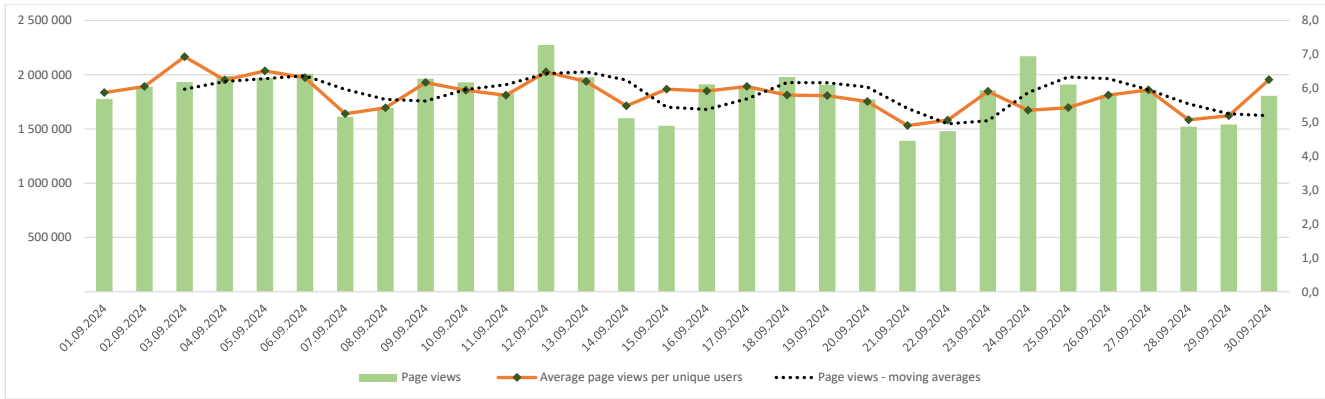
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,0%	95	7,0%
	Three-year high school	13,7%	105	10,6%
	Four-year high school	39,2%	98	37,4%
	Higher school, university, college or more	34,5%	103	44,7%
	I don't want to answer	0,7%	88	0,3%
Personal income	I have no income	7,6%	81	4,9%
	Less than 400 EUR	5,8%	87	3,0%
	400 to 800 EUR	17,7%	113	14,0%
	800 to 1200 EUR	29,8%	103	27,8%
	1200 to 1500 EUR	13,2%	102	14,6%
	1500 to 1800 EUR	8,2%	105	10,0%
	over 1800 EUR	10,8%	102	17,5%
	I don't want to answer	6,9%	86	8,2%
	Pomurska	5,9%	107	7,0%
Region	Podravska	15,6%	94	12,2%
	Koroška	3,3%	96	4,7%
	Savinjska	12,7%	99	13,9%
	Zasavska	2,9%	109	2,1%
	Posavska	3,7%	110	3,6%
	JV Slovenija	6,7%	101	5,5%
	Osrednjeslovenska	27,0%	103	30,5%
	Gorenjska	10,5%	98	9,9%
	Primorsko-notranjska	2,1%	91	2,8%
	Goriška	5,1%	96	3,4%
	Obalno-kraška	4,5%	98	4,5%
	Gender	Male	50,2%	99
Female		49,8%	101	37,5%
Age	10 to 17 years	3,5%	80	1,7%
	18 to 24 years	7,7%	75	3,5%
	25 to 29 years	5,6%	80	4,2%
	30 to 39 years	17,7%	89	14,6%
	40 to 49 years	23,0%	106	23,5%
	50 to 59 years	22,6%	117	26,6%
	60 to 75 years	19,7%	114	25,7%
Employment status	Employed in public sector	16,9%	100	17,3%
	Employed in a private company	39,7%	103	39,6%
	Self-employed	9,4%	105	12,6%
	Unemployed	5,1%	86	2,6%
	Retired	17,8%	116	21,8%
	Pupil	5,1%	83	3,3%
	Student	5,1%	70	2,2%
	I don't want to answer	0,9%	98	0,7%

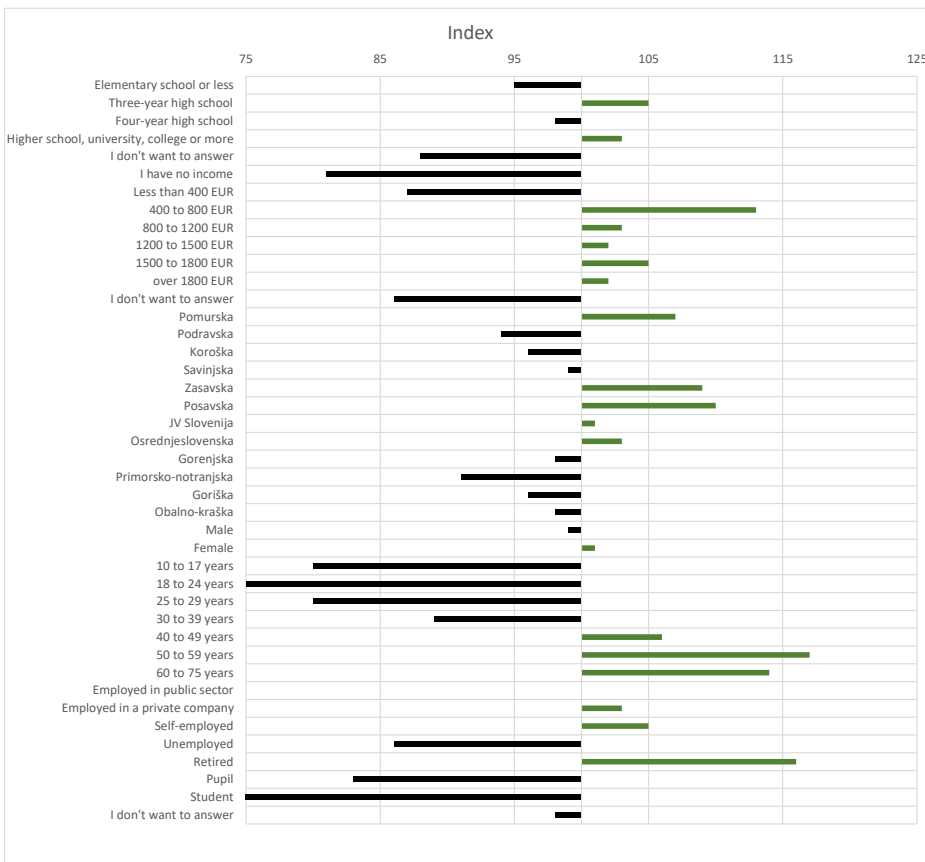


### Note:

**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 1.9. to 30.9.2024. 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 1.9. to 30.9.2024. 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.