



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: November 2024

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.11.2024	1 375 474	295 024	19,7%	476 295	4,7	1,6
02.11.2024	1 365 341	297 382	19,8%	474 935	4,6	1,6
03.11.2024	1 503 374	326 298	21,8%	531 475	4,6	1,6
04.11.2024	1 856 776	353 847	23,6%	621 944	5,3	1,8
05.11.2024	1 903 188	365 726	24,4%	633 933	5,2	1,7
06.11.2024	2 036 879	345 042	23,0%	634 745	5,9	1,8
07.11.2024	1 879 667	323 050	21,6%	582 859	5,8	1,8
08.11.2024	1 992 847	372 868	24,9%	665 938	5,3	1,8
09.11.2024	1 581 548	320 946	21,4%	525 032	4,9	1,6
10.11.2024	1 570 422	296 483	19,8%	487 978	5,3	1,7
11.11.2024	1 713 057	265 313	17,7%	488 322	6,5	1,8
12.11.2024	1 864 768	307 411	20,5%	560 429	6,1	1,8
13.11.2024	1 824 522	314 601	21,0%	566 208	5,8	1,8
14.11.2024	1 875 395	326 917	21,8%	603 906	5,7	1,9
15.11.2024	1 704 626	301 191	20,1%	527 773	5,7	1,8
16.11.2024	1 269 646	240 869	16,1%	394 504	5,3	1,6
17.11.2024	1 388 799	256 412	17,1%	429 765	5,4	1,7
18.11.2024	1 902 040	348 332	23,2%	618 096	5,5	1,8
19.11.2024	1 903 971	337 878	22,6%	614 444	5,6	1,8
20.11.2024	1 928 828	324 677	21,7%	596 712	5,9	1,8
21.11.2024	1 809 995	295 883	19,7%	543 581	6,1	1,8
22.11.2024	1 923 693	332 720	22,2%	607 968	5,8	1,8
23.11.2024	1 486 686	294 365	19,6%	493 362	5,1	1,7
24.11.2024	1 558 648	293 653	19,6%	486 525	5,3	1,7
25.11.2024	1 886 632	308 788	20,6%	591 383	6,1	1,9
26.11.2024	1 900 397	349 445	23,3%	637 657	5,4	1,8
27.11.2024	1 898 705	337 071	22,5%	600 335	5,6	1,8
28.11.2024	1 943 281	345 635	23,1%	642 859	5,6	1,9
29.11.2024	1 745 114	317 486	21,2%	556 821	5,5	1,8
30.11.2024	1 490 518	281 171	18,8%	472 597	5,3	1,7

## Weekly reach (Slovenian visitors)

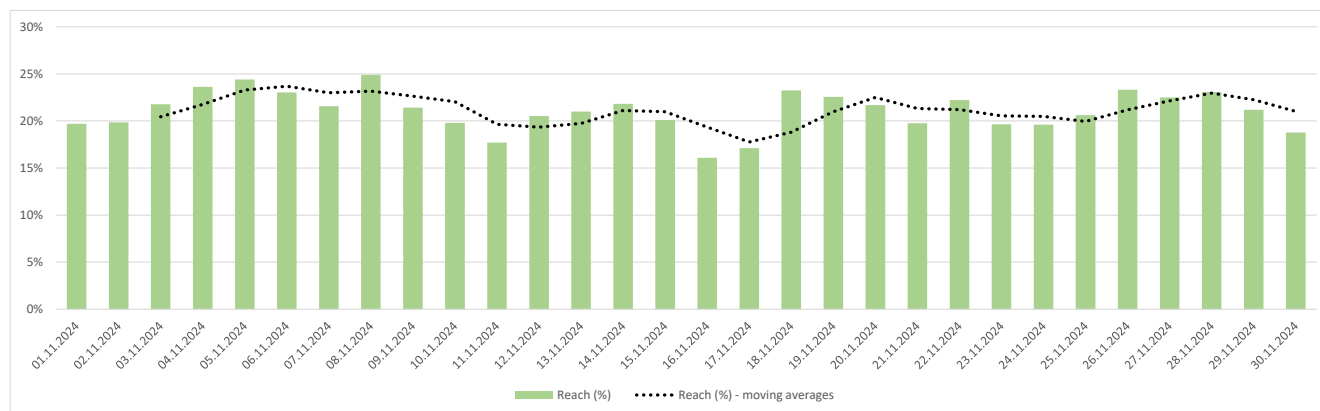
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.11.2024 - 03.11.2024	4 244 189	518 109	34,6%	1 482 694	8,2	2,9
04.11.2024 - 10.11.2024	12 821 327	671 360	44,8%	4 154 189	19,1	6,2
11.11.2024 - 17.11.2024	11 640 813	592 713	39,6%	3 571 174	19,6	6,0
18.11.2024 - 24.11.2024	12 513 861	632 678	42,2%	3 961 289	19,8	6,3
25.11.2024 - 30.11.2024	10 864 647	624 414	41,7%	3 502 102	17,4	5,6

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.11.2024 - 30.11.2024	52 084 837	857 231	57,2%	16 672 163	60,8	19,5

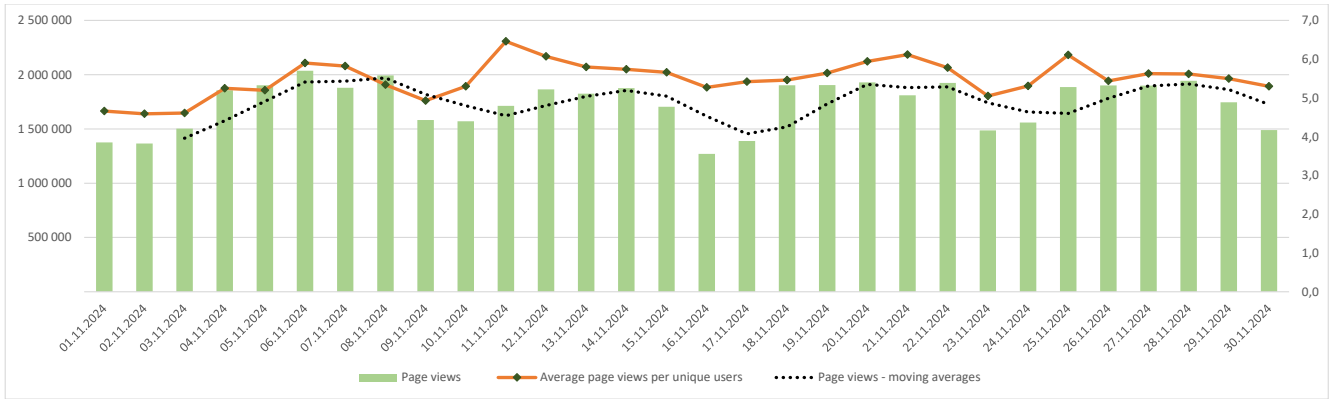
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,2%	88	7,0%	
	Three-year high school	13,7%	103	14,5%	
	Four-year high school	40,1%	100	34,7%	
	Higher school, university, college or more	34,4%	104	43,5%	
	I don't want to answer	0,7%	85	0,2%	
Personal income	I have no income	7,0%	77	4,5%	
	Less than 400 EUR	4,8%	76	2,7%	
	400 to 800 EUR	17,3%	111	16,5%	
	800 to 1200 EUR	29,0%	99	26,6%	
	1200 to 1500 EUR	13,7%	105	14,7%	
	1500 to 1800 EUR	9,1%	115	10,8%	
	over 1800 EUR	11,4%	107	15,3%	
	I don't want to answer	7,8%	95	8,9%	
	Pomurska	6,2%	108	6,9%	
Region	Podravska	15,1%	91	12,3%	
	Koroška	3,5%	102	3,5%	
	Savinjska	12,9%	102	15,6%	
	Zasavska	3,0%	112	1,7%	
	Posavska	3,2%	87	3,8%	
	JV Slovenija	6,0%	94	5,6%	
	Osrednjeslovenska	26,8%	102	30,5%	
	Gorenjska	10,7%	102	10,1%	
	Primorsko-notranjska	2,3%	103	2,7%	
	Goriška	5,5%	106	3,2%	
	Obalno-kraška	4,8%	106	4,0%	
	Gender	Male	51,6%	102	62,0%
		Female	48,4%	98	38,1%
Age	10 to 17 years	3,1%	78	1,8%	
	18 to 24 years	7,0%	69	3,3%	
	25 to 29 years	5,1%	74	3,8%	
	30 to 39 years	17,3%	88	13,4%	
	40 to 49 years	23,0%	105	21,6%	
	50 to 59 years	23,2%	117	27,2%	
	60 to 75 years	21,0%	121	28,7%	
Employment status	Employed in public sector	16,4%	97	17,8%	
	Employed in a private company	40,4%	105	36,7%	
	Self-employed	9,0%	98	10,1%	
	Unemployed	5,2%	89	3,7%	
	Retired	18,8%	120	25,6%	
	Pupil	4,3%	70	3,5%	
	Student	4,9%	73	1,9%	
	I don't want to answer	1,0%	104	0,6%	

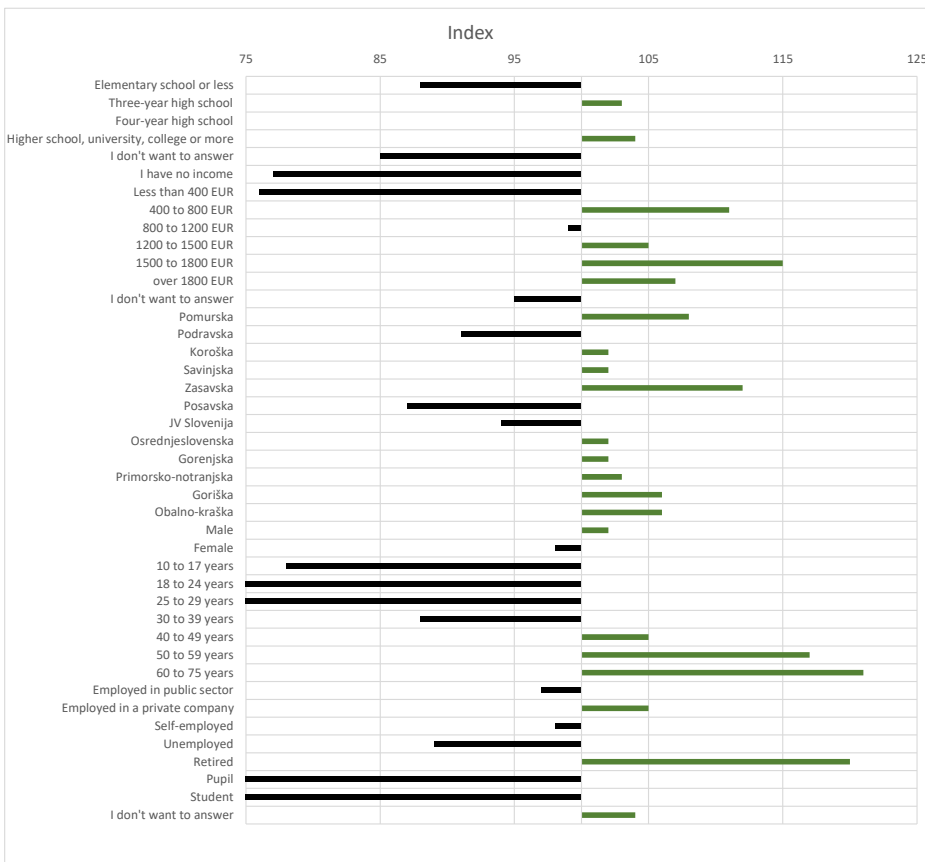


**Note:**

**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 1.11. to 30.11.2024. 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 1.11. to 30.11.2024. 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.