



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: December 2024

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2024	1 761 907	339 957	22,7%	596 899	5,2	1,8
02.12.2024	1 949 716	356 963	23,8%	643 978	5,5	1,8
03.12.2024	2 023 913	355 484	23,7%	653 450	5,7	1,8
04.12.2024	2 147 069	390 890	26,1%	736 109	5,5	1,9
05.12.2024	1 919 353	344 436	23,0%	625 580	5,6	1,8
06.12.2024	2 011 228	391 737	26,1%	685 284	5,1	1,8
07.12.2024	1 613 119	344 645	23,0%	567 538	4,7	1,7
08.12.2024	1 761 304	337 572	22,5%	605 010	5,2	1,8
09.12.2024	2 086 654	376 516	25,1%	686 317	5,5	1,8
10.12.2024	1 879 720	340 923	22,8%	609 024	5,5	1,8
11.12.2024	1 768 454	312 438	20,9%	542 266	5,7	1,7
12.12.2024	1 685 766	304 377	20,3%	530 502	5,5	1,7
13.12.2024	1 741 848	314 723	21,0%	557 071	5,5	1,8
14.12.2024	1 449 129	286 708	19,1%	475 449	5,1	1,7
15.12.2024	1 617 058	350 172	23,4%	571 932	4,6	1,6
16.12.2024	1 981 503	368 741	24,6%	649 937	5,4	1,8
17.12.2024	1 907 761	344 620	23,0%	611 280	5,5	1,8
18.12.2024	1 777 395	301 520	20,1%	537 938	5,9	1,8
19.12.2024	1 870 653	336 879	22,5%	599 557	5,6	1,8
20.12.2024	1 858 274	331 967	22,2%	575 900	5,6	1,7
21.12.2024	1 455 435	311 283	20,8%	504 869	4,7	1,6
22.12.2024	1 515 695	317 543	21,2%	519 663	4,8	1,6
23.12.2024	1 848 128	348 183	23,2%	627 039	5,3	1,8
24.12.2024	1 768 613	333 240	22,2%	575 418	5,3	1,7
25.12.2024	1 662 042	338 451	22,6%	564 820	4,9	1,7
26.12.2024	1 471 434	304 220	20,3%	493 488	4,8	1,6
27.12.2024	1 558 756	285 460	19,1%	472 853	5,5	1,7
28.12.2024	1 604 978	336 018	22,4%	555 764	4,8	1,7
29.12.2024	1 904 969	422 114	28,2%	710 090	4,5	1,7
30.12.2024	1 857 322	366 927	24,5%	632 821	5,1	1,7
31.12.2024	1 704 136	326 754	21,8%	568 195	5,2	1,7

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2024 - 01.12.2024	1 761 907	339 957	22,7%	596 899	5,2	1,8
02.12.2024 - 08.12.2024	13 425 702	682 444	45,6%	4 515 939	19,7	6,6
09.12.2024 - 15.12.2024	12 228 629	660 596	44,1%	3 973 132	18,5	6,0
16.12.2024 - 22.12.2024	12 366 716	667 251	44,5%	3 998 973	18,5	6,0
23.12.2024 - 29.12.2024	11 818 920	677 508	45,2%	4 001 878	17,4	5,9
30.12.2024 - 31.12.2024	3 561 458	484 714	32,4%	1 201 073	7,4	2,5

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2024 - 31.12.2024	55 163 332	889 100	59,3%	18 289 524	62,0	20,6

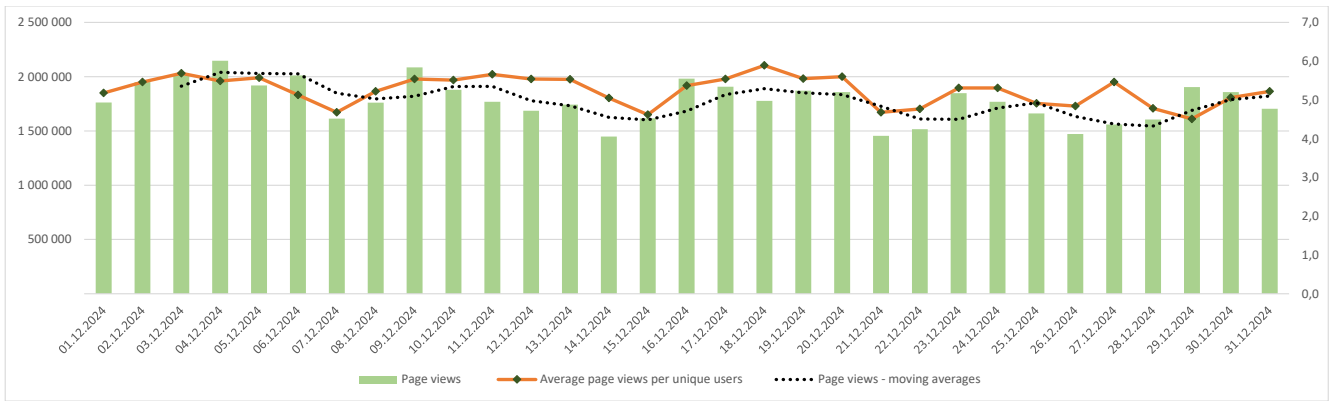
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,8%	91	7,3%
	Three-year high school	14,3%	108	12,2%
	Four-year high school	40,2%	101	37,6%
	Higher school, university, college or more	33,1%	100	42,8%
	I don't want to answer	0,6%	77	0,2%
Personal income	I have no income	7,5%	82	4,6%
	Less than 400 EUR	5,0%	78	3,1%
	400 to 800 EUR	17,6%	112	14,7%
	800 to 1200 EUR	29,9%	103	26,8%
	1200 to 1500 EUR	12,8%	99	14,9%
	1500 to 1800 EUR	8,1%	104	9,6%
	over 1800 EUR	11,3%	106	17,8%
	I don't want to answer	7,9%	95	8,5%
	Region	Pomurska	5,4%	97
Podravska		15,5%	95	12,3%
Koroška		3,5%	95	3,6%
Savinjska		12,5%	97	16,6%
Zasavska		2,9%	104	1,6%
Posavska		3,5%	98	4,2%
JV Slovenija		6,5%	99	6,6%
Osrednjeslovenska		26,9%	102	28,8%
Gorenjska		10,9%	106	10,5%
Primorsko-notranjska		2,1%	91	2,3%
Goriška		5,5%	108	3,1%
Obalno-kraška		4,9%	106	3,7%
Gender		Male	51,4%	101
	Female	48,6%	99	39,5%
Age	10 to 17 years	3,7%	90	1,6%
	18 to 24 years	7,6%	73	3,9%
	25 to 29 years	5,4%	78	3,9%
	30 to 39 years	17,8%	92	15,0%
	40 to 49 years	22,1%	102	21,6%
	50 to 59 years	22,6%	115	25,4%
	60 to 75 years	20,7%	117	27,9%
Employment status	Employed in public sector	16,6%	100	18,2%
	Employed in a private company	39,2%	102	37,5%
	Self-employed	9,7%	104	10,4%
	Unemployed	4,8%	83	2,6%
	Retired	18,7%	118	25,1%
	Pupil	5,2%	82	3,7%
	Student	4,9%	70	2,0%
	I don't want to answer	1,0%	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.

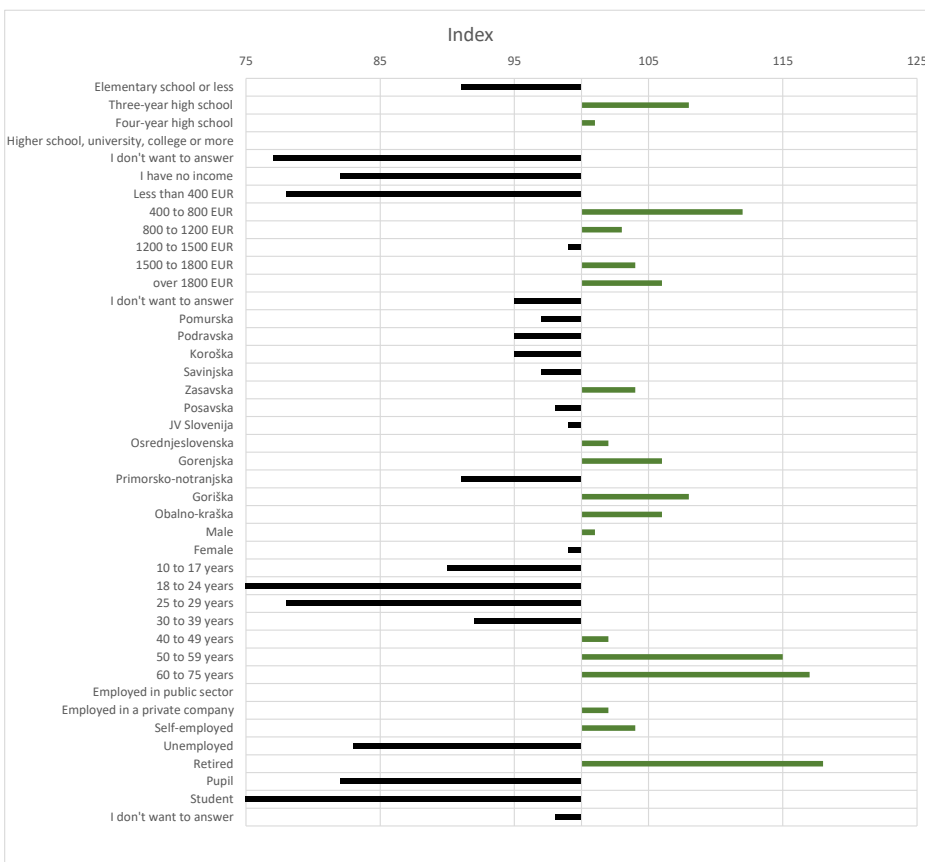


Note:

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 1.12. to 31.12.2024. 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 1.12. to 31.12.2024. 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.