



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 seznani 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: April 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2025	1 910 050	306 380	20,4%	585 166	6,2	1,9
02.04.2025	1 954 389	321 385	21,5%	626 496	6,1	2,0
03.04.2025	1 827 487	303 696	20,3%	570 966	6,0	1,9
04.04.2025	1 809 907	332 438	22,2%	601 927	5,4	1,8
05.04.2025	1 361 188	277 815	18,5%	462 938	4,9	1,7
06.04.2025	1 667 700	304 847	20,3%	548 025	5,5	1,8
07.04.2025	1 927 011	318 975	21,3%	599 700	6,0	1,9
08.04.2025	1 899 761	326 886	21,8%	612 104	5,8	1,9
09.04.2025	1 979 890	327 408	21,9%	638 147	6,1	2,0
10.04.2025	2 042 926	362 854	24,2%	673 015	5,6	1,9
11.04.2025	1 873 224	337 785	22,5%	617 790	5,6	1,8
12.04.2025	1 582 330	314 337	21,0%	544 256	5,0	1,7
13.04.2025	1 781 219	338 436	22,6%	599 928	5,3	1,8
14.04.2025	1 970 329	330 457	22,1%	647 469	6,0	2,0
15.04.2025	2 002 176	327 895	21,9%	643 443	6,1	2,0
16.04.2025	1 844 538	300 519	20,1%	565 610	6,1	1,9
17.04.2025	1 909 045	309 520	20,7%	583 967	6,2	1,9
18.04.2025	1 797 670	307 516	20,5%	585 231	5,9	1,9
19.04.2025	1 586 418	303 370	20,2%	540 592	5,2	1,8
20.04.2025	1 675 622	334 126	22,3%	585 307	5,0	1,8
21.04.2025	1 664 839	335 254	22,4%	588 090	5,0	1,8
22.04.2025	2 006 935	336 061	22,4%	638 303	6,0	1,9
23.04.2025	2 071 529	336 093	22,4%	659 537	6,2	2,0
24.04.2025	2 130 563	355 326	23,7%	686 219	6,0	1,9
25.04.2025	2 110 189	365 134	24,4%	695 098	5,8	1,9
26.04.2025	1 540 078	301 796	20,1%	523 650	5,1	1,7
27.04.2025	1 385 749	261 073	17,4%	455 387	5,3	1,7
28.04.2025	1 652 592	295 002	19,7%	554 370	5,6	1,9
29.04.2025	1 754 776	329 717	22,0%	604 179	5,3	1,8
30.04.2025	1 545 420	283 469	18,9%	513 426	5,5	1,8

Weekly reach (Slovenian visitors)

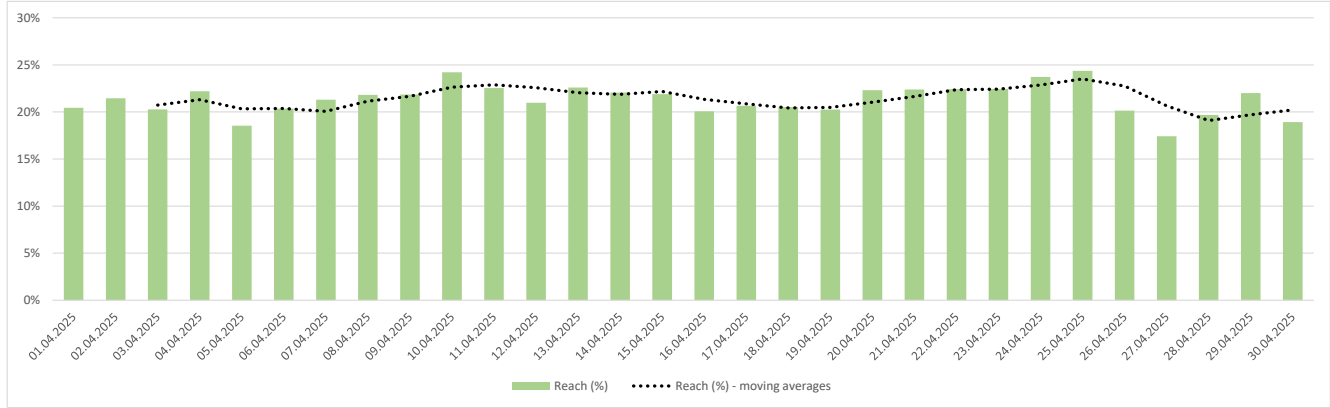
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2025 - 06.04.2025	10 530 721	588 220	39,3%	3 395 578	17,9	5,8
07.04.2025 - 13.04.2025	13 086 361	629 911	42,0%	4 284 931	20,8	6,8
14.04.2025 - 20.04.2025	12 785 798	610 341	40,7%	4 152 152	21,0	6,8
21.04.2025 - 27.04.2025	12 909 882	631 619	42,2%	4 245 640	20,4	6,7
28.04.2025 - 30.04.2025	4 952 788	481 841	32,2%	1 672 117	10,3	3,5

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.04.2025 - 30.04.2025	54 265 550	812 603	54,2%	17 751 198	66,8	21,8

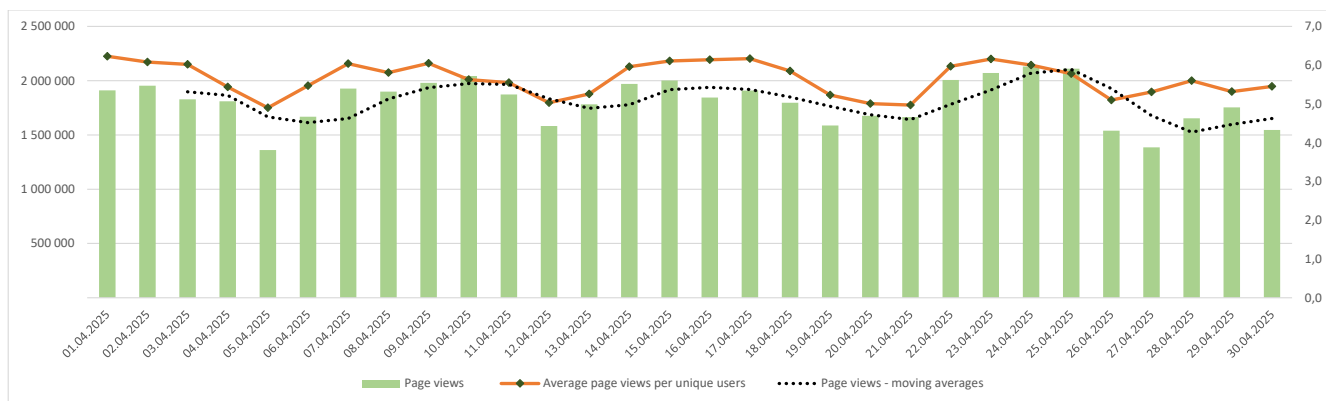
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	10,9%	86	9,8%
	Three-year high school	13,9%	107	11,5%
	Four-year high school	40,5%	100	39,4%
	Higher school, university, college or more	34,0%	103	39,1%
	I don't want to answer	0,7%	87	0,1%
Personal income	I have no income	7,9%	83	5,9%
	Less than 400 EUR	5,1%	88	2,7%
	400 to 800 EUR	17,0%	107	18,4%
	800 to 1200 EUR	30,5%	103	26,3%
	1200 to 1500 EUR	13,2%	102	16,3%
	1500 to 1800 EUR	8,3%	105	9,9%
	over 1800 EUR	10,5%	103	12,9%
	I don't want to answer	7,4%	91	7,6%
Region	Pomurska	5,7%	106	6,2%
	Podravska	16,3%	99	12,0%
	Koroška	3,3%	94	4,2%
	Savinjska	12,7%	99	15,3%
	Zasavska	2,4%	85	1,3%
	Posavska	3,4%	90	5,4%
	JV Slovenija	7,0%	105	4,5%
	Osrednjeslovenska	26,3%	99	29,9%
	Gorenjska	10,6%	104	12,1%
	Primorsko-notranjska	2,2%	101	2,1%
	Goriška	5,0%	103	3,2%
	Obalno-kraška	5,0%	109	4,0%
Gender	Male	49,7%	98	65,6%
	Female	50,3%	102	34,4%
Age	10 to 17 years	2,2%	54	1,4%
	18 to 24 years	8,1%	80	3,1%
	25 to 29 years	5,6%	83	4,4%
	30 to 39 years	17,5%	88	13,5%
	40 to 49 years	22,5%	103	22,1%
	50 to 59 years	23,2%	119	24,4%
	60 to 75 years	20,5%	116	30,9%
Employment status	Employed in public sector	16,8%	101	16,1%
	Employed in a private company	39,7%	103	36,6%
	Self-employed	8,6%	91	9,7%
	Unemployed	5,5%	95	3,1%
	Retired	19,0%	120	28,3%
	Pupil	4,5%	74	3,4%
	Student	5,1%	75	2,2%
	I don't want to answer	0,8%	79	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.

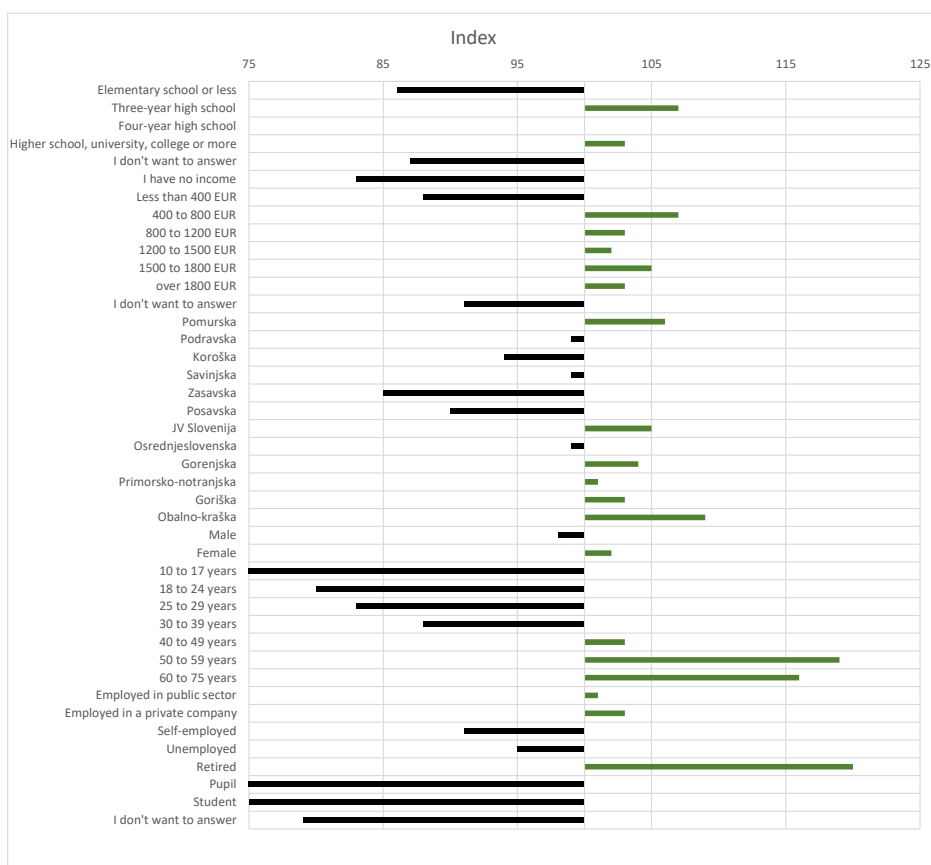


Note:

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 1.4. to 30.4.2025. 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 1.4. to 30.4.2025. 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.