



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 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: May 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2025	1 483 301	287 087	19,2%	504 344	5,2	1,8
02.05.2025	1 395 631	276 457	18,5%	473 299	5,1	1,7
03.05.2025	1 443 423	305 964	20,4%	513 442	4,7	1,7
04.05.2025	1 613 538	331 681	22,1%	583 572	4,9	1,8
05.05.2025	2 068 167	336 185	22,4%	663 934	6,2	2,0
06.05.2025	2 054 786	321 504	21,5%	647 851	6,4	2,0
07.05.2025	2 022 260	319 644	21,3%	625 920	6,3	2,0
08.05.2025	2 324 295	384 706	25,7%	780 149	6,0	2,0
09.05.2025	2 187 681	376 851	25,2%	723 924	5,8	1,9
10.05.2025	1 490 472	278 871	18,6%	491 240	5,3	1,8
11.05.2025	1 664 530	302 176	20,2%	555 122	5,5	1,8
12.05.2025	1 933 336	301 616	20,1%	600 489	6,4	2,0
13.05.2025	1 940 500	311 992	20,8%	609 438	6,2	2,0
14.05.2025	1 997 853	322 704	21,5%	662 045	6,2	2,1
15.05.2025	1 929 515	320 492	21,4%	611 575	6,0	1,9
16.05.2025	1 962 037	314 015	21,0%	602 031	6,3	1,9
17.05.2025	1 697 249	300 501	20,1%	553 292	5,7	1,8
18.05.2025	1 854 675	338 033	22,6%	617 597	5,5	1,8
19.05.2025	1 921 986	330 637	22,1%	646 341	5,8	2,0
20.05.2025	1 943 820	316 909	21,2%	612 517	6,1	1,9
21.05.2025	1 881 277	301 390	20,1%	585 453	6,2	1,9
22.05.2025	1 884 791	312 807	20,9%	603 480	6,0	1,9
23.05.2025	2 068 741	353 475	23,6%	674 532	5,9	1,9
24.05.2025	1 550 134	300 756	20,1%	527 257	5,2	1,8
25.05.2025	1 623 404	299 829	20,0%	535 165	5,4	1,8
26.05.2025	2 097 335	354 758	23,7%	686 838	5,9	1,9
27.05.2025	2 225 264	389 080	26,0%	747 962	5,7	1,9
28.05.2025	1 892 954	312 461	20,9%	575 602	6,1	1,8
29.05.2025	1 928 283	313 667	20,9%	596 581	6,2	1,9
30.05.2025	1 947 332	339 418	22,7%	644 991	5,7	1,9
31.05.2025	1 748 440	340 694	22,7%	615 739	5,1	1,8

Weekly reach (Slovenian visitors)

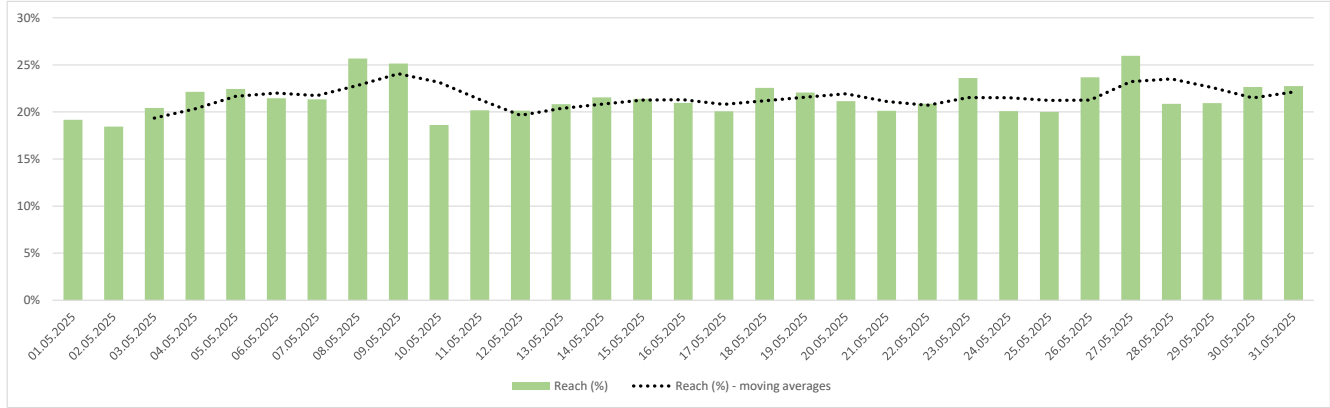
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2025 - 04.05.2025	5 935 893	532 459	35,5%	2 074 222	11,2	3,9
05.05.2025 - 11.05.2025	13 812 191	624 450	41,7%	4 488 757	22,1	7,2
12.05.2025 - 18.05.2025	13 315 165	600 331	40,1%	4 257 149	22,2	7,1
19.05.2025 - 25.05.2025	12 874 153	612 097	40,9%	4 184 678	21,0	6,8
26.05.2025 - 31.05.2025	11 839 608	622 026	41,5%	3 868 267	19,0	6,2

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.05.2025 - 31.05.2025	57 777 010	818 767	54,6%	18 873 770	70,6	23,1

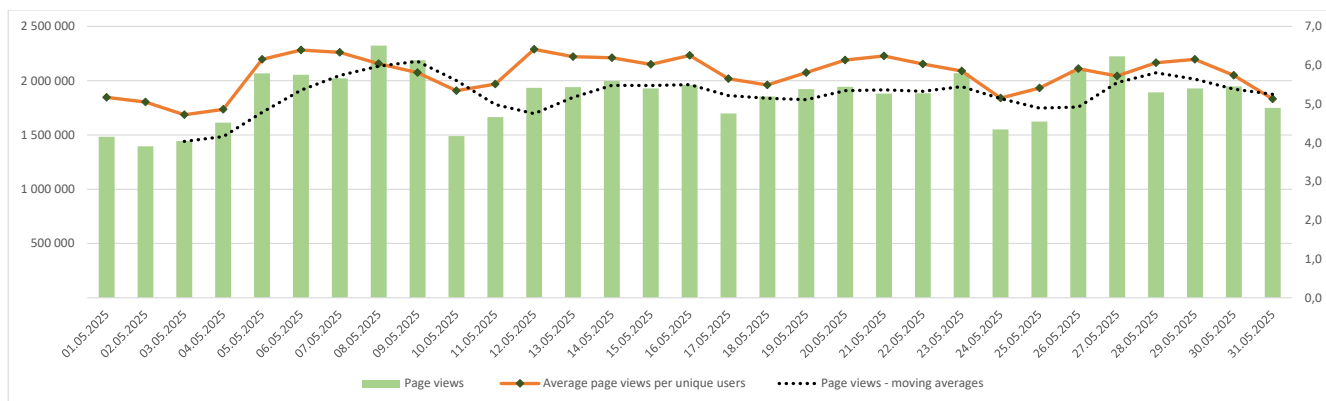
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,1%	90	10,0%
	Three-year high school	13,2%	104	12,9%
	Four-year high school	40,2%	101	36,0%
	Higher school, university, college or more	34,0%	102	41,0%
	I don't want to answer	0,6%	68	0,1%
Personal income	I have no income	7,8%	85	5,5%
	Less than 400 EUR	5,0%	81	2,7%
	400 to 800 EUR	17,4%	114	17,8%
	800 to 1200 EUR	29,2%	98	26,6%
	1200 to 1500 EUR	13,9%	108	16,5%
	1500 to 1800 EUR	7,8%	99	10,0%
	over 1800 EUR	11,1%	107	13,0%
	I don't want to answer	7,7%	92	7,9%
Region	Pomurska	5,7%	108	6,2%
	Podravska	16,1%	98	12,5%
	Koroška	3,6%	99	3,8%
	Savinjska	12,9%	102	15,2%
	Zasavska	2,6%	93	1,1%
	Posavska	3,4%	98	5,1%
	JV Slovenija	6,4%	93	4,5%
	Osrednjeslovenska	26,8%	101	30,0%
	Gorenjska	10,6%	101	12,0%
	Primorsko-notranjska	1,9%	88	2,7%
	Goriška	5,2%	104	3,2%
	Obalno-kraška	4,9%	103	3,7%
Gender	Male	50,8%	100	65,6%
	Female	49,3%	100	34,4%
Age	10 to 17 years	2,9%	68	1,6%
	18 to 24 years	8,2%	82	2,9%
	25 to 29 years	5,0%	74	4,2%
	30 to 39 years	17,4%	89	13,4%
	40 to 49 years	23,6%	108	21,7%
	50 to 59 years	22,2%	113	26,9%
	60 to 75 years	20,3%	116	29,2%
Employment status	Employed in public sector	16,0%	98	16,4%
	Employed in a private company	38,8%	101	37,5%
	Self-employed	9,2%	99	9,7%
	Unemployed	5,9%	98	3,4%
	Retired	19,0%	119	26,4%
	Pupil	5,0%	79	3,7%
	Student	5,1%	74	1,9%
	I don't want to answer	1,0%	106	0,9%



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.

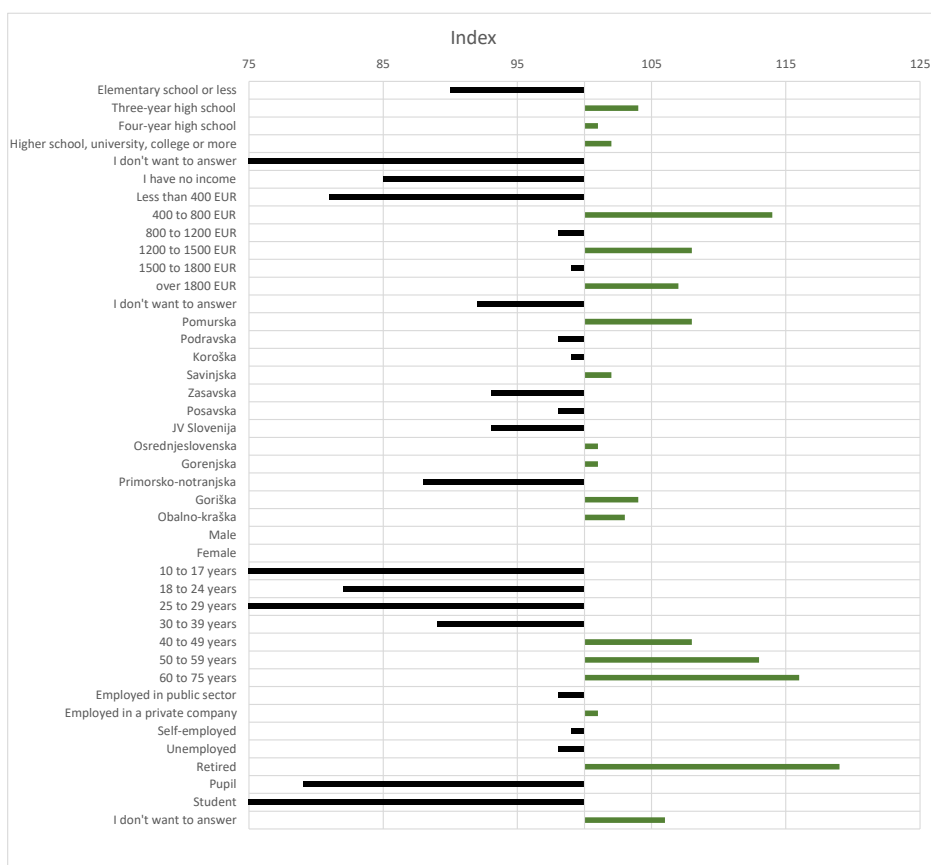


Note:

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 1.5. to 31.5.2025. 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 1.5. to 31.5.2025. 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.