



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: June 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2025	1 842 922	337 209	22,5%	614 667	5,5	1,8
02.06.2025	1 997 845	335 601	22,4%	638 843	6,0	1,9
03.06.2025	1 964 507	328 048	21,9%	623 380	6,0	1,9
04.06.2025	1 962 501	343 606	22,9%	631 943	5,7	1,8
05.06.2025	2 077 961	357 233	23,8%	673 488	5,8	1,9
06.06.2025	1 974 932	354 964	23,7%	639 648	5,6	1,8
07.06.2025	1 597 251	323 994	21,6%	557 651	4,9	1,7
08.06.2025	1 848 837	375 844	25,1%	674 312	4,9	1,8
09.06.2025	2 080 688	356 432	23,8%	669 975	5,8	1,9
10.06.2025	2 044 040	345 697	23,1%	659 873	5,9	1,9
11.06.2025	2 039 997	351 652	23,5%	663 516	5,8	1,9
12.06.2025	2 121 407	375 485	25,1%	710 327	5,6	1,9
13.06.2025	2 130 403	374 164	25,0%	708 447	5,7	1,9
14.06.2025	1 756 388	325 038	21,7%	592 609	5,4	1,8
15.06.2025	1 902 757	352 635	23,5%	654 466	5,4	1,9
16.06.2025	2 098 957	355 085	23,7%	676 352	5,9	1,9
17.06.2025	1 989 534	328 582	21,9%	631 359	6,1	1,9
18.06.2025	2 057 177	345 633	23,1%	665 537	6,0	1,9
19.06.2025	2 088 953	356 024	23,8%	685 059	5,9	1,9
20.06.2025	1 870 490	316 243	21,1%	593 489	5,9	1,9
21.06.2025	1 523 625	281 355	18,8%	508 037	5,4	1,8
22.06.2025	1 642 111	292 596	19,5%	533 130	5,6	1,8
23.06.2025	1 926 260	310 377	20,7%	604 358	6,2	1,9
24.06.2025	2 013 026	349 432	23,3%	678 591	5,8	1,9
25.06.2025	1 665 207	322 212	21,5%	576 189	5,2	1,8
26.06.2025	1 994 497	344 159	23,0%	657 592	5,8	1,9
27.06.2025	1 826 912	302 738	20,2%	571 785	6,0	1,9
28.06.2025	1 479 845	276 453	18,5%	491 685	5,4	1,8
29.06.2025	1 539 618	281 998	18,8%	500 309	5,5	1,8
30.06.2025	2 086 191	361 876	24,2%	705 019	5,8	1,9

Weekly reach (Slovenian visitors)

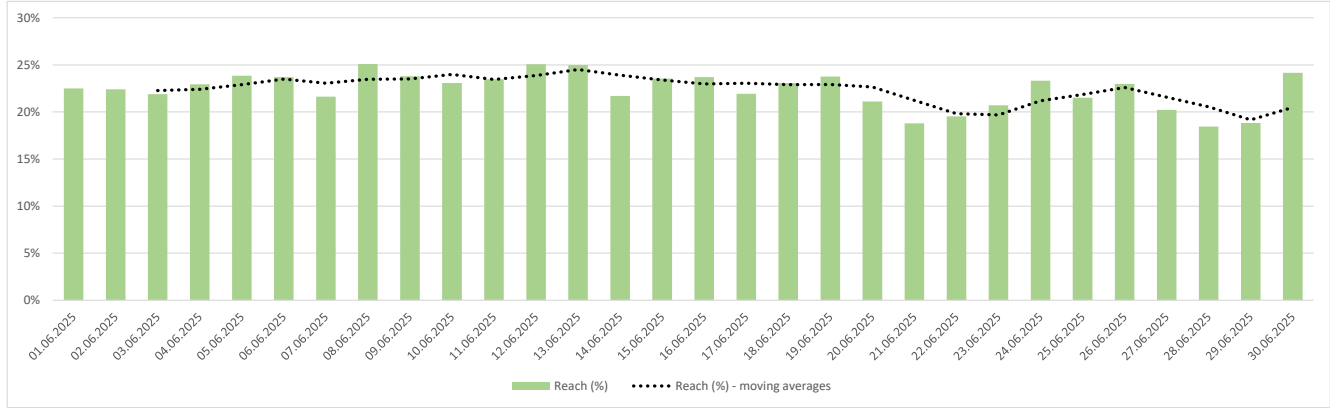
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2025 - 01.06.2025	1 842 922	337 209	22,5%	614 667	5,5	1,8
02.06.2025 - 08.06.2025	13 423 834	651 330	43,5%	4 438 896	20,6	6,8
09.06.2025 - 15.06.2025	14 075 680	653 382	43,6%	4 658 889	21,5	7,1
16.06.2025 - 22.06.2025	13 270 847	619 277	41,3%	4 293 081	21,4	6,9
23.06.2025 - 29.06.2025	12 445 365	614 482	41,0%	4 080 923	20,3	6,6
30.06.2025 - 30.06.2025	2 086 191	361 876	24,2%	705 019	5,8	1,9

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.06.2025 - 30.06.2025	57 144 839	834 463	55,7%	18 792 054	68,5	22,5

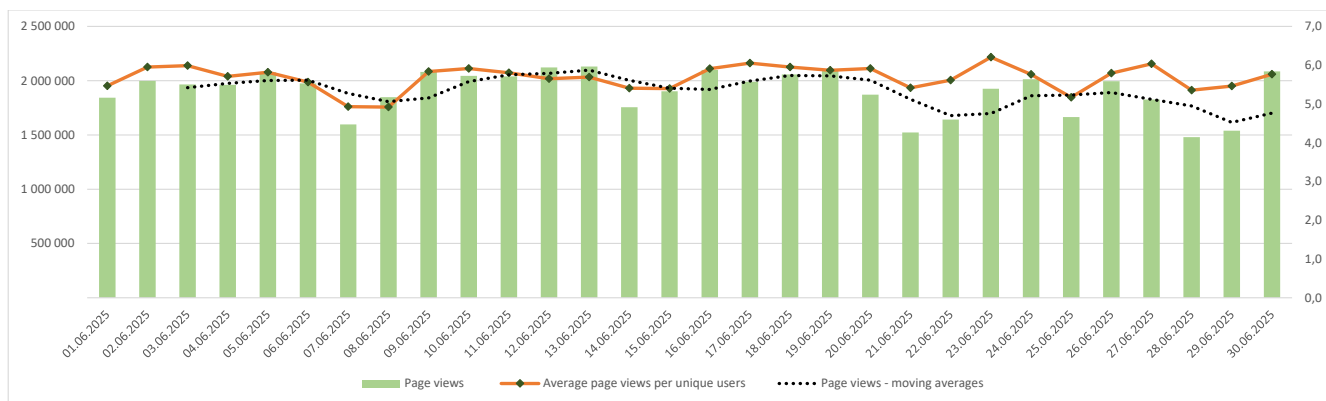
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,0%	93	10,6%
	Three-year high school	13,8%	109	15,0%
	Four-year high school	40,9%	101	34,1%
	Higher school, university, college or more	32,7%	98	40,1%
	I don't want to answer	0,7%	82	0,3%
Personal income	I have no income	9,7%	102	7,9%
	Less than 400 EUR	4,8%	81	2,3%
	400 to 800 EUR	16,9%	108	18,8%
	800 to 1200 EUR	29,9%	101	26,2%
	1200 to 1500 EUR	13,7%	103	15,1%
	1500 to 1800 EUR	7,6%	97	8,9%
	over 1800 EUR	9,8%	98	13,6%
	I don't want to answer	7,6%	92	7,3%
Region	Pomurska	5,4%	107	7,5%
	Podravska	16,3%	98	11,6%
	Koroška	3,5%	105	4,2%
	Savinjska	12,9%	99	15,9%
	Zasavska	2,8%	99	2,0%
	Posavska	3,5%	103	4,8%
	JV Slovenija	6,1%	90	4,0%
	Osrednjeslovenska	26,3%	99	29,3%
	Gorenjska	11,3%	109	11,6%
	Primorsko-notranjska	2,1%	91	2,4%
	Goriška	5,0%	99	3,3%
	Obalno-kraška	5,0%	103	3,4%
Gender	Male	50,5%	100	67,2%
	Female	49,5%	100	32,8%
Age	10 to 17 years	3,9%	88	1,8%
	18 to 24 years	8,7%	85	3,7%
	25 to 29 years	4,7%	70	4,2%
	30 to 39 years	17,3%	88	12,5%
	40 to 49 years	22,7%	105	21,9%
	50 to 59 years	22,4%	115	26,5%
	60 to 75 years	19,9%	113	29,4%
Employment status	Employed in public sector	15,1%	91	16,7%
	Employed in a private company	39,0%	102	34,9%
	Self-employed	9,7%	102	9,3%
	Unemployed	5,7%	99	4,7%
	Retired	18,5%	118	27,1%
	Pupil	6,0%	94	4,6%
	Student	5,1%	78	2,1%
	I don't want to answer	0,9%	88	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.

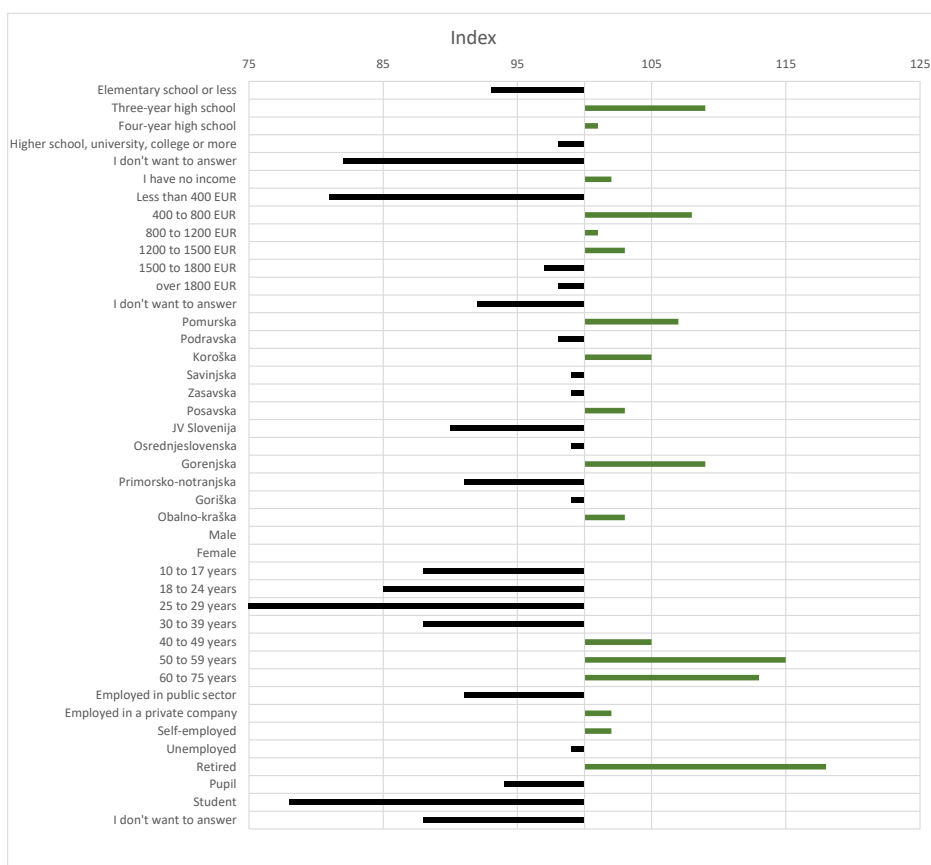


Note:

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 1.6. to 30.6.2025. 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 1.6. to 30.6.2025. 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.