



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: August 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2025	2 133 234	392 542	26,2%	732 310	5,4	1,9
02.08.2025	1 935 509	370 327	24,7%	655 764	5,2	1,8
03.08.2025	1 813 797	361 048	24,1%	620 468	5,0	1,7
04.08.2025	1 975 261	349 783	23,3%	626 230	5,6	1,8
05.08.2025	1 860 074	326 476	21,8%	559 996	5,7	1,7
06.08.2025	1 893 082	324 873	21,7%	569 495	5,8	1,8
07.08.2025	1 784 243	314 541	21,0%	556 976	5,7	1,8
08.08.2025	1 836 867	324 753	21,7%	574 803	5,7	1,8
09.08.2025	1 495 798	290 614	19,4%	467 952	5,1	1,6
10.08.2025	1 678 259	337 768	22,5%	563 561	5,0	1,7
11.08.2025	1 825 239	329 341	22,0%	580 016	5,5	1,8
12.08.2025	2 001 204	332 981	22,2%	602 661	6,0	1,8
13.08.2025	1 970 393	353 166	23,6%	628 796	5,6	1,8
14.08.2025	1 700 156	314 048	21,0%	545 954	5,4	1,7
15.08.2025	1 627 857	327 843	21,9%	552 856	5,0	1,7
16.08.2025	1 446 721	274 784	18,3%	450 314	5,3	1,6
17.08.2025	1 526 305	288 410	19,3%	477 458	5,3	1,7
18.08.2025	1 924 381	314 546	21,0%	574 273	6,1	1,8
19.08.2025	2 031 123	341 233	22,8%	608 871	6,0	1,8
20.08.2025	2 071 730	347 193	23,2%	621 889	6,0	1,8
21.08.2025	2 302 713	387 489	25,9%	700 800	5,9	1,8
22.08.2025	2 010 902	339 549	22,7%	604 156	5,9	1,8
23.08.2025	1 751 513	318 390	21,3%	541 809	5,5	1,7
24.08.2025	1 898 642	357 124	23,8%	624 556	5,3	1,7
25.08.2025	1 972 262	351 229	23,4%	602 706	5,6	1,7
26.08.2025	1 907 582	317 801	21,2%	550 800	6,0	1,7
27.08.2025	1 867 311	320 842	21,4%	556 835	5,8	1,7
28.08.2025	2 115 804	370 480	24,7%	671 182	5,7	1,8
29.08.2025	2 098 055	350 630	23,4%	634 756	6,0	1,8
30.08.2025	1 667 334	295 923	19,8%	500 458	5,6	1,7
31.08.2025	1 497 945	267 041	17,8%	439 816	5,6	1,6

Weekly reach (Slovenian visitors)

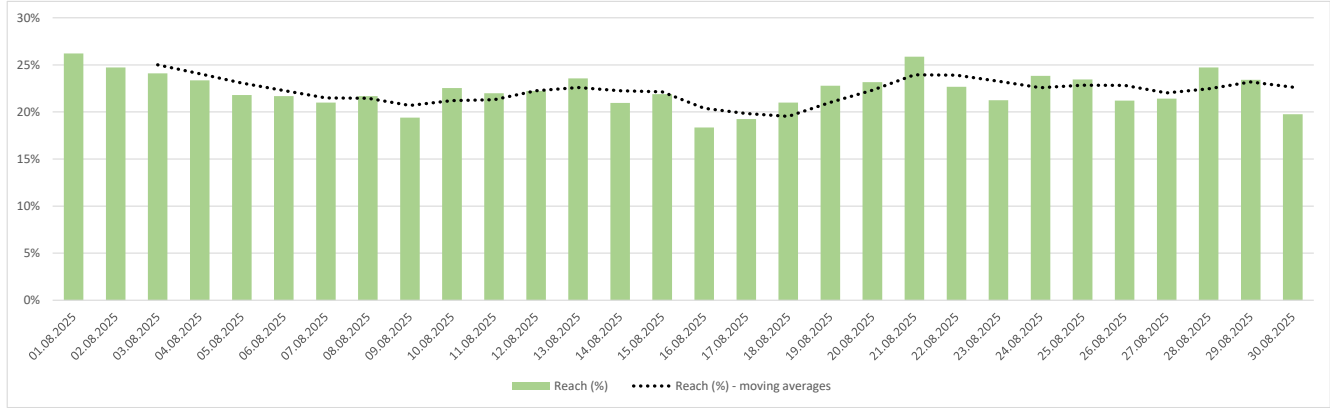
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2025 - 03.08.2025	5 882 540	577 258	38,5%	2 008 593	10,2	3,5
04.08.2025 - 10.08.2025	12 523 584	603 890	40,3%	3 918 927	20,7	6,5
11.08.2025 - 17.08.2025	12 097 875	599 864	40,0%	3 838 536	20,2	6,4
18.08.2025 - 24.08.2025	13 991 004	626 697	41,8%	4 276 962	22,3	6,8
25.08.2025 - 31.08.2025	13 126 293	618 153	41,3%	3 957 177	21,2	6,4

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.08.2025 - 31.08.2025	57 621 296	827 024	55,2%	18 003 774	69,7	21,8

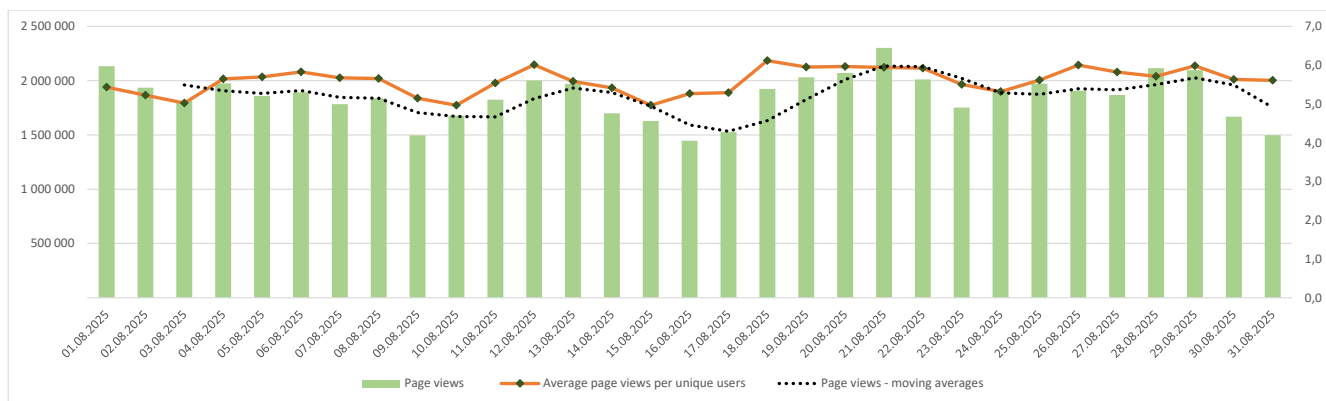
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	14,1%	104	7,1%
	Three-year high school	13,7%	109	13,4%
	Four-year high school	37,1%	95	41,9%
	Higher school, university, college or more	34,6%	101	37,4%
	I don't want to answer	0,5%	83	0,1%
Personal income	I have no income	8,1%	93	5,1%
	Less than 400 EUR	4,9%	78	2,1%
	400 to 800 EUR	13,9%	101	12,9%
	800 to 1200 EUR	27,7%	101	27,0%
	1200 to 1500 EUR	14,9%	105	18,3%
	1500 to 1800 EUR	9,1%	105	12,6%
	over 1800 EUR	13,9%	107	15,9%
	I don't want to answer	7,5%	92	6,2%
Region	Pomurska	5,1%	95	4,7%
	Podravska	15,2%	95	11,3%
	Koroška	3,2%	91	3,1%
	Savinjska	12,5%	103	12,1%
	Zasavska	2,8%	104	1,6%
	Posavska	3,5%	98	5,1%
	JV Slovenija	6,6%	97	4,8%
	Osrednjeslovenska	27,3%	100	35,1%
	Gorenjska	10,2%	102	10,9%
	Primorsko-notranjska	2,6%	105	2,2%
	Goriška	5,8%	112	6,0%
	Obalno-kraška	5,2%	106	3,2%
Gender	Male	52,3%	99	68,6%
	Female	47,7%	101	31,4%
Age	10 to 17 years	4,2%	94	1,0%
	18 to 24 years	7,1%	75	2,7%
	25 to 29 years	4,6%	72	4,0%
	30 to 39 years	17,3%	92	11,7%
	40 to 49 years	23,3%	102	23,4%
	50 to 59 years	23,5%	114	26,3%
	60 to 75 years	20,0%	114	30,8%
Employment status	Employed in public sector	16,9%	97	16,5%
	Employed in a private company	40,6%	104	39,8%
	Self-employed	9,6%	99	13,9%
	Unemployed	5,0%	90	4,3%
	Retired	16,6%	115	20,8%
	Pupil	5,9%	98	2,1%
	Student	4,8%	68	2,2%
	I don't want to answer	0,7%	96	0,4%



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.

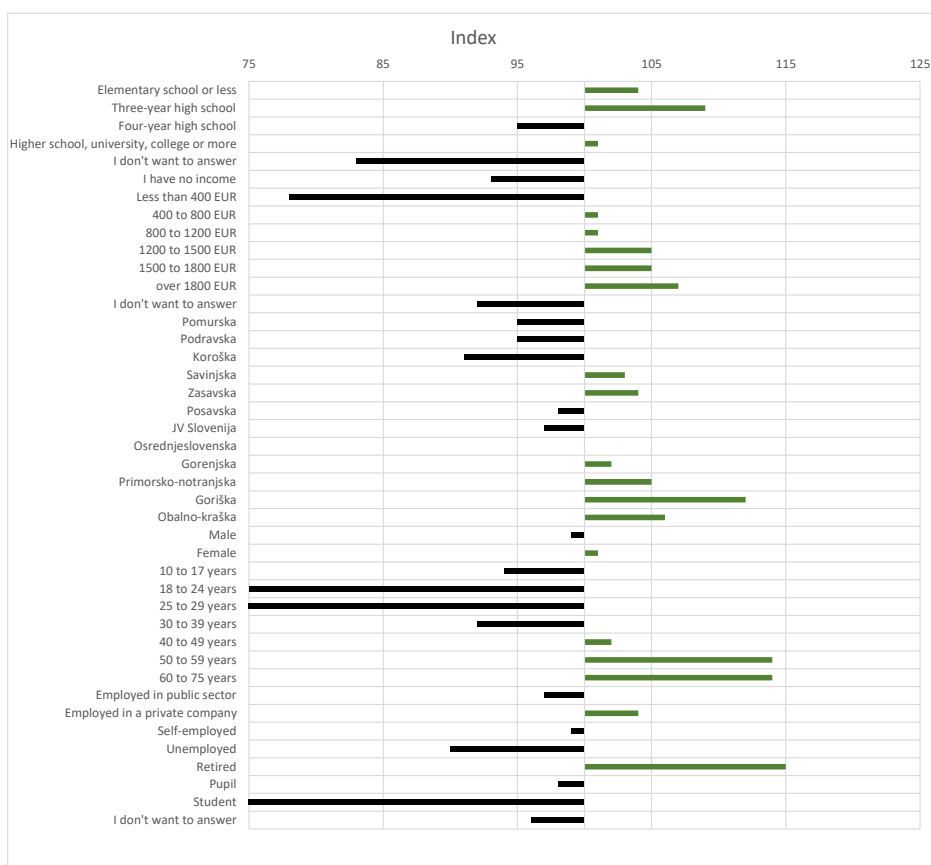


Note:

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 1.8. to 31.8.2025. 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 1.8. to 31.8.2025. 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.