



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 oglasni 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: September 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2025	2 019 538	329 438	22,0%	588 721	6,1	1,8
02.09.2025	2 311 525	366 266	24,4%	680 833	6,3	1,9
03.09.2025	2 149 132	356 572	23,8%	634 156	6,0	1,8
04.09.2025	2 206 627	387 271	25,8%	690 818	5,7	1,8
05.09.2025	1 984 153	338 630	22,6%	604 022	5,9	1,8
06.09.2025	1 684 142	309 584	20,7%	515 094	5,4	1,7
07.09.2025	1 822 235	328 015	21,9%	547 809	5,6	1,7
08.09.2025	2 195 583	349 162	23,3%	640 977	6,3	1,8
09.09.2025	2 157 675	356 108	23,8%	650 547	6,1	1,8
10.09.2025	2 442 169	396 163	26,4%	773 176	6,2	2,0
11.09.2025	2 172 925	398 878	26,6%	720 991	5,4	1,8
12.09.2025	1 884 164	347 135	23,2%	604 014	5,4	1,7
13.09.2025	1 629 347	323 575	21,6%	536 243	5,0	1,7
14.09.2025	2 032 976	380 599	25,4%	672 368	5,3	1,8
15.09.2025	2 175 826	395 936	26,4%	722 551	5,5	1,8
16.09.2025	2 266 054	416 388	27,8%	760 136	5,4	1,8
17.09.2025	1 874 921	341 398	22,8%	589 448	5,5	1,7
18.09.2025	1 893 911	337 884	22,6%	606 919	5,6	1,8
19.09.2025	1 835 467	342 026	22,8%	591 174	5,4	1,7
20.09.2025	1 445 182	317 256	21,2%	496 704	4,6	1,6
21.09.2025	1 502 598	299 254	20,0%	485 968	5,0	1,6
22.09.2025	1 824 897	331 480	22,1%	582 562	5,5	1,8
23.09.2025	2 000 988	332 932	22,2%	619 756	6,0	1,9
24.09.2025	2 028 140	342 150	22,8%	626 348	5,9	1,8
25.09.2025	1 954 366	339 293	22,6%	603 546	5,8	1,8
26.09.2025	2 004 939	357 368	23,9%	641 739	5,6	1,8
27.09.2025	1 589 588	345 847	23,1%	552 396	4,6	1,6
28.09.2025	1 559 327	319 563	21,3%	514 161	4,9	1,6
29.09.2025	1 925 940	338 512	22,6%	606 685	5,7	1,8
30.09.2025	2 151 018	384 084	25,6%	711 868	5,6	1,9

Weekly reach (Slovenian visitors)

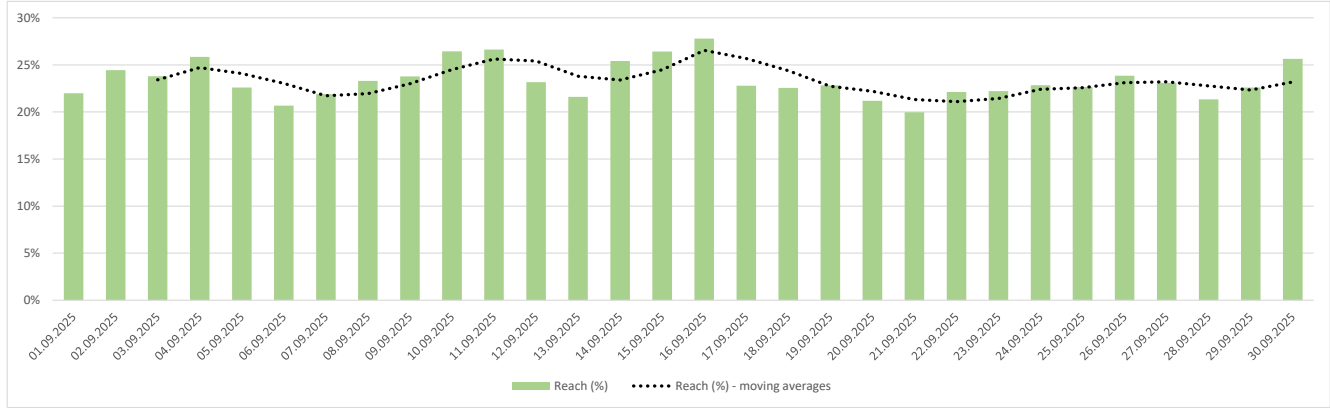
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2025 - 07.09.2025	14 177 352	647 978	43,3%	4 261 051	21,9	6,6
08.09.2025 - 14.09.2025	14 514 839	677 718	45,2%	4 598 240	21,4	6,8
15.09.2025 - 21.09.2025	12 993 959	672 643	44,9%	4 253 718	19,3	6,3
22.09.2025 - 28.09.2025	12 962 245	651 760	43,5%	4 141 320	19,9	6,4
29.09.2025 - 30.09.2025	4 076 958	492 703	32,9%	1 318 958	8,3	2,7

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.09.2025 - 30.09.2025	58 725 353	889 895	59,4%	18 554 902	66,0	20,9

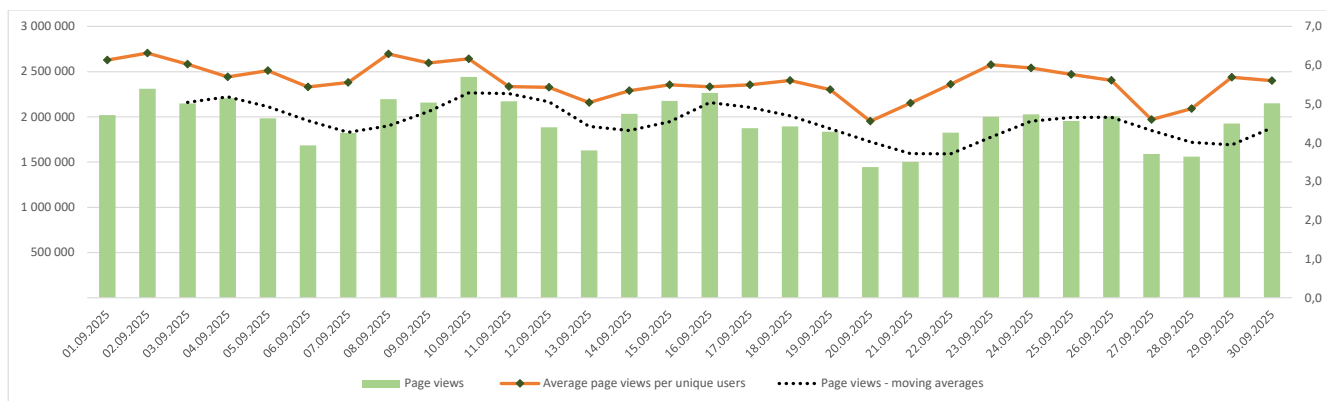
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,1%	97	6,7%
	Three-year high school	13,7%	110	13,1%
	Four-year high school	38,3%	98	42,8%
	Higher school, university, college or more	34,4%	100	37,3%
	I don't want to answer	0,5%	82	0,1%
Personal income	I have no income	8,1%	91	5,6%
	Less than 400 EUR	5,0%	81	1,6%
	400 to 800 EUR	14,2%	105	13,8%
	800 to 1200 EUR	27,2%	100	25,7%
	1200 to 1500 EUR	14,9%	104	18,3%
	1500 to 1800 EUR	9,0%	104	12,7%
	over 1800 EUR	13,5%	106	16,1%
	I don't want to answer	8,2%	97	6,4%
Region	Pomurska	6,0%	108	4,6%
	Podravska	15,1%	94	11,1%
	Koroška	2,9%	84	3,0%
	Savinjska	12,9%	107	10,4%
	Zasavska	2,8%	112	2,6%
	Posavska	3,3%	93	4,1%
	JV Slovenija	6,7%	102	4,9%
	Osrednjeslovenska	27,4%	99	35,0%
	Gorenjska	10,3%	102	12,6%
	Primorsko-notranjska	2,1%	98	2,6%
	Goriška	5,3%	102	6,1%
	Obalno-kraška	5,1%	105	3,0%
Gender	Male	52,0%	100	68,9%
	Female	48,0%	100	31,1%
Age	10 to 17 years	3,5%	78	1,0%
	18 to 24 years	8,1%	83	3,4%
	25 to 29 years	5,2%	83	4,5%
	30 to 39 years	17,1%	89	11,9%
	40 to 49 years	23,5%	104	24,5%
	50 to 59 years	22,9%	113	23,9%
	60 to 75 years	19,5%	114	30,5%
Employment status	Employed in public sector	16,7%	95	16,3%
	Employed in a private company	40,8%	104	38,8%
	Self-employed	9,5%	97	14,0%
	Unemployed	5,2%	99	4,4%
	Retired	16,3%	116	21,1%
	Pupil	5,3%	86	2,6%
	Student	5,5%	77	2,5%
	I don't want to answer	0,8%	105	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.

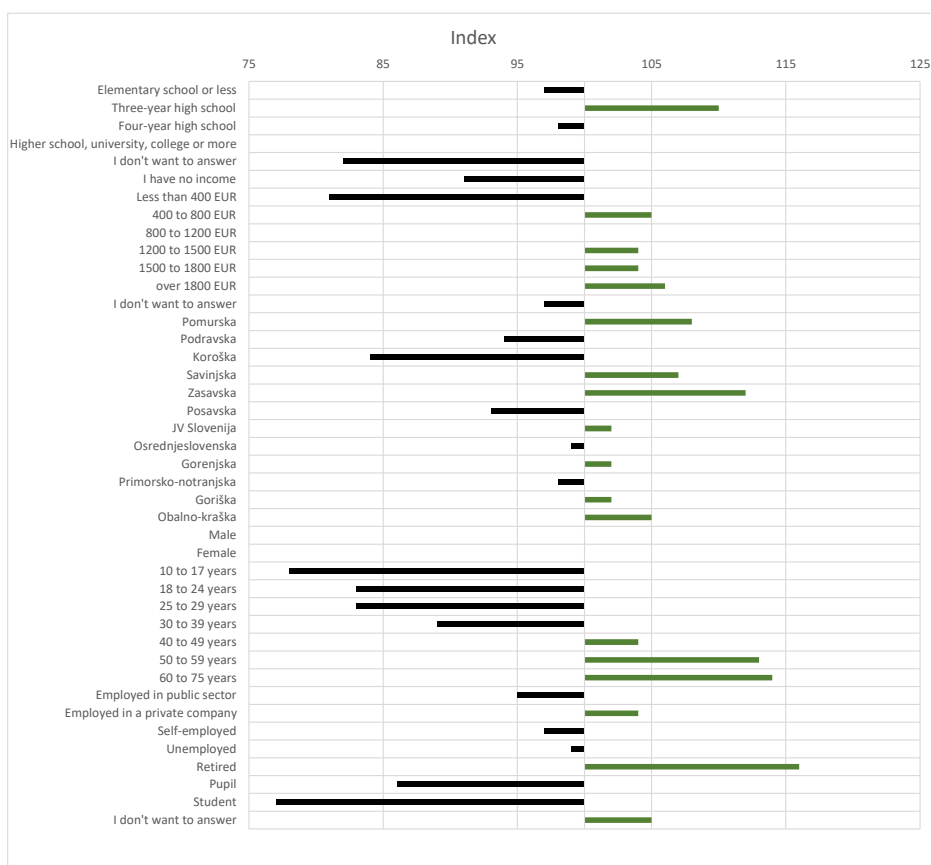


Note:

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 1.9. to 30.9.2025. 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 1.9. to 30.9.2025. 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.