



Website: Siol.net

Provider:

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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 učinko za oglaševalce in niso moteči za uporabnike.

Comment:

Period: October 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2025	2 429 675	446 931	29,8%	840 545	5,4	1,9
02.10.2025	2 068 473	385 222	25,7%	665 453	5,4	1,7
03.10.2025	1 869 566	329 970	22,0%	573 532	5,7	1,7
04.10.2025	1 659 846	339 933	22,7%	558 780	4,9	1,6
05.10.2025	2 037 910	391 659	26,1%	689 183	5,2	1,8
06.10.2025	2 376 114	418 317	27,9%	794 088	5,7	1,9
07.10.2025	2 305 880	419 899	28,0%	763 291	5,5	1,8
08.10.2025	2 028 647	381 489	25,5%	663 454	5,3	1,7
09.10.2025	1 991 386	359 365	24,0%	623 768	5,5	1,7
10.10.2025	1 788 099	323 602	21,6%	570 559	5,5	1,8
11.10.2025	1 480 995	302 103	20,2%	484 084	4,9	1,6
12.10.2025	1 596 555	328 856	21,9%	534 325	4,9	1,6
13.10.2025	2 047 443	361 244	24,1%	671 567	5,7	1,9
14.10.2025	1 933 273	347 814	23,2%	619 018	5,6	1,8
15.10.2025	2 040 847	390 957	26,1%	692 743	5,2	1,8
16.10.2025	2 035 013	387 486	25,9%	682 897	5,3	1,8
17.10.2025	1 762 206	337 954	22,6%	579 451	5,2	1,7
18.10.2025	1 445 217	308 423	20,6%	484 297	4,7	1,6
19.10.2025	1 533 398	334 363	22,3%	530 523	4,6	1,6
20.10.2025	1 991 474	356 033	23,8%	631 668	5,6	1,8
21.10.2025	2 009 308	345 281	23,0%	620 894	5,8	1,8
22.10.2025	1 949 629	354 295	23,6%	621 266	5,5	1,8
23.10.2025	2 146 992	369 615	24,7%	683 115	5,8	1,8
24.10.2025	1 836 948	337 896	22,6%	594 338	5,4	1,8
25.10.2025	1 584 937	306 966	20,5%	513 892	5,2	1,7
26.10.2025	1 832 683	343 459	22,9%	602 341	5,3	1,8
27.10.2025	2 068 991	364 868	24,4%	662 483	5,7	1,8
28.10.2025	1 905 798	329 569	22,0%	588 725	5,8	1,8
29.10.2025	1 814 180	327 760	21,9%	587 946	5,5	1,8
30.10.2025	1 788 275	312 389	20,9%	557 876	5,7	1,8
31.10.2025	1 675 223	346 232	23,1%	569 922	4,8	1,6

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2025 - 05.10.2025	10 065 470	681 891	45,5%	3 329 542	14,8	4,9
06.10.2025 - 12.10.2025	13 567 676	682 776	45,6%	4 433 939	19,9	6,5
13.10.2025 - 19.10.2025	12 797 397	674 681	45,0%	4 260 689	19,0	6,3
20.10.2025 - 26.10.2025	13 351 971	669 628	44,7%	4 268 182	19,9	6,4
27.10.2025 - 31.10.2025	9 252 467	619 064	41,3%	2 968 364	14,9	4,8

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.10.2025 - 31.10.2025	59 034 981	905 181	60,4%	19 262 455	65,2	21,3

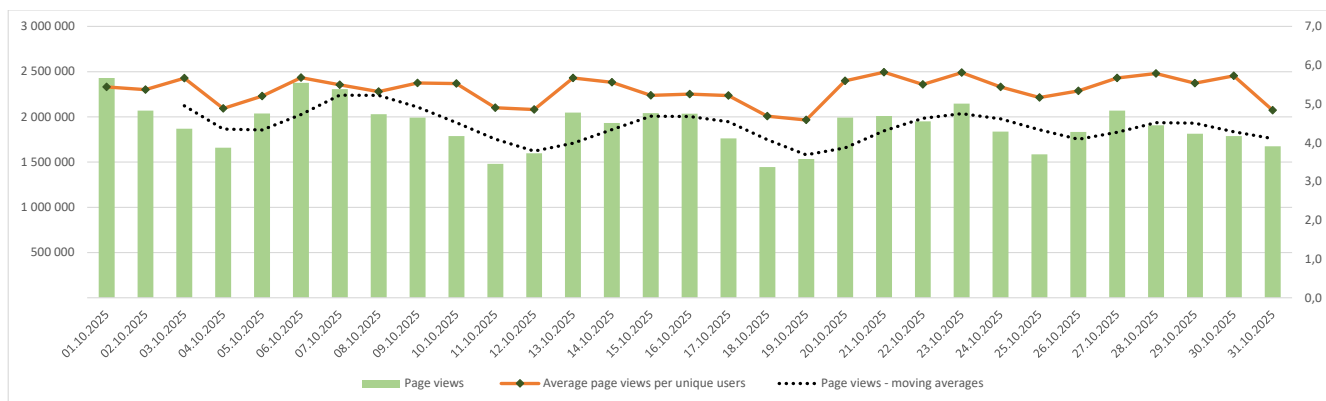
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,7%	92	6,2%
	Three-year high school	14,6%	113	13,5%
	Four-year high school	38,8%	99	45,8%
	Higher school, university, college or more	33,6%	100	34,5%
	I don't want to answer	0,4%	63	0,1%
Personal income	I have no income	7,3%	80	6,0%
	Less than 400 EUR	5,0%	76	1,3%
	400 to 800 EUR	14,6%	106	14,8%
	800 to 1200 EUR	28,2%	103	27,1%
	1200 to 1500 EUR	15,4%	111	17,2%
	1500 to 1800 EUR	8,7%	103	11,1%
	over 1800 EUR	13,3%	107	16,2%
	I don't want to answer	7,5%	89	6,3%
Region	Pomurska	5,5%	98	4,5%
	Podravska	15,5%	94	10,6%
	Koroška	3,1%	92	2,3%
	Savinjska	11,9%	100	10,4%
	Zasavska	3,0%	108	3,0%
	Posavska	3,7%	103	2,8%
	JV Slovenija	6,7%	99	4,8%
	Osrednjeslovenska	27,8%	102	36,5%
	Gorenjska	10,3%	102	13,3%
	Primorsko-notranjska	2,1%	95	2,2%
	Goriška	5,6%	103	6,8%
	Obalno-kraška	4,9%	102	2,9%
Gender	Male	52,5%	101	70,8%
	Female	47,5%	99	29,2%
Age	10 to 17 years	3,1%	69	0,8%
	18 to 24 years	8,1%	76	4,4%
	25 to 29 years	5,4%	83	4,2%
	30 to 39 years	17,2%	89	11,5%
	40 to 49 years	23,4%	105	24,5%
	50 to 59 years	22,8%	117	23,7%
	60 to 75 years	19,8%	116	31,0%
Employment status	Employed in public sector	17,1%	100	14,3%
	Employed in a private company	40,6%	105	39,8%
	Self-employed	9,8%	101	14,0%
	Unemployed	5,3%	99	4,4%
	Retired	16,5%	117	21,2%
	Pupil	4,8%	77	2,3%
	Student	5,2%	66	3,5%
	I don't want to answer	0,6%	86	0,5%



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.

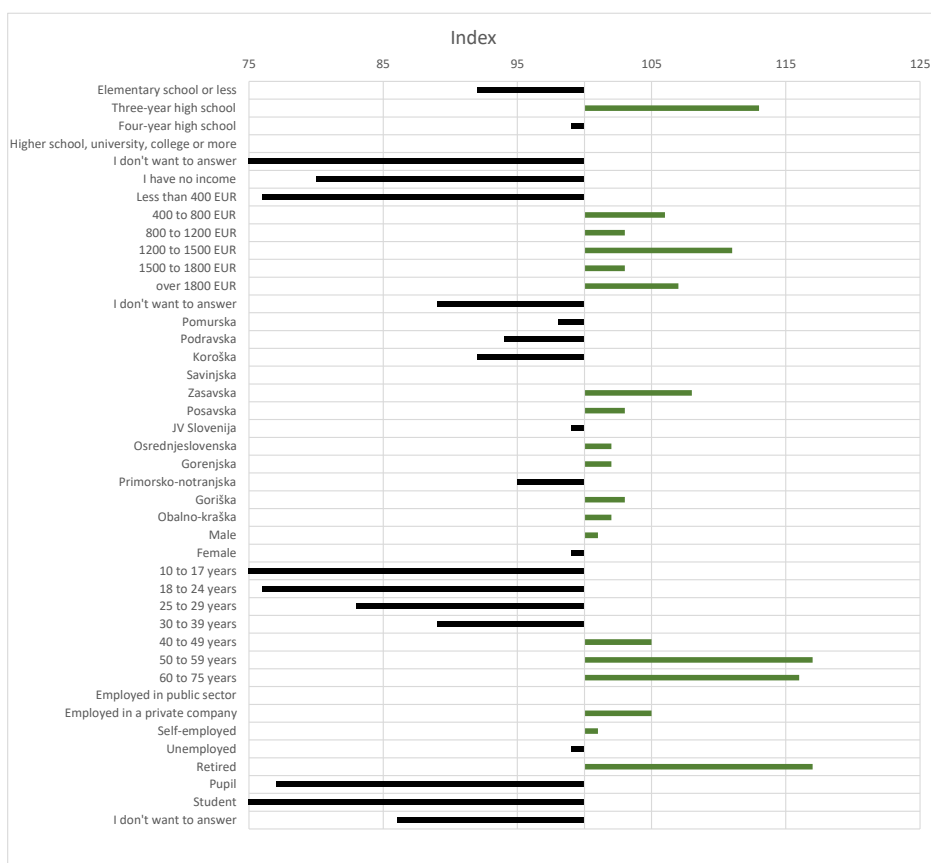


Note:

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 1.10. to 31.10.2025. 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 1.10. to 31.10.2025. 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.