



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 učinkite za oglaševalce in niso moteči za uporabnike.

Comment:

Period: January 2026

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.01.2026	2 147 469	451 051	30,1%	806 655	4,8	1,8
02.01.2026	2 180 447	460 798	30,8%	805 196	4,7	1,7
03.01.2026	2 340 842	479 630	32,0%	854 550	4,9	1,8
04.01.2026	2 225 671	437 031	29,2%	749 453	5,1	1,7
05.01.2026	2 398 135	415 281	27,7%	792 444	5,8	1,9
06.01.2026	2 226 519	397 563	26,5%	707 212	5,6	1,8
07.01.2026	2 367 283	466 520	31,1%	832 105	5,1	1,8
08.01.2026	2 119 247	409 251	27,3%	710 976	5,2	1,7
09.01.2026	2 267 136	423 330	28,3%	768 636	5,4	1,8
10.01.2026	1 730 266	367 465	24,5%	610 041	4,7	1,7
11.01.2026	1 888 517	407 818	27,2%	675 712	4,6	1,7
12.01.2026	2 100 181	388 227	25,9%	677 380	5,4	1,7
13.01.2026	2 151 810	395 751	26,4%	696 368	5,4	1,8
14.01.2026	2 277 711	426 400	28,5%	775 981	5,3	1,8
15.01.2026	2 220 306	404 538	27,0%	737 338	5,5	1,8
16.01.2026	2 125 713	396 563	26,5%	731 452	5,4	1,8
17.01.2026	1 804 915	375 815	25,1%	637 721	4,8	1,7
18.01.2026	1 821 377	370 750	24,7%	620 201	4,9	1,7
19.01.2026	2 129 050	389 591	26,0%	694 739	5,5	1,8
20.01.2026	2 311 301	412 489	27,5%	788 555	5,6	1,9
21.01.2026	2 251 222	423 467	28,3%	786 510	5,3	1,9
22.01.2026	2 043 480	406 721	27,1%	735 197	5,0	1,8
23.01.2026	1 979 963	373 178	24,9%	685 035	5,3	1,8
24.01.2026	1 699 458	351 221	23,4%	591 468	4,8	1,7
25.01.2026	1 941 442	406 140	27,1%	708 162	4,8	1,7
26.01.2026	2 278 043	440 037	29,4%	816 617	5,2	1,9
27.01.2026	2 239 861	418 002	27,9%	769 400	5,4	1,8
28.01.2026	2 312 502	440 855	29,4%	826 507	5,2	1,9
29.01.2026	2 074 964	410 709	27,4%	726 201	5,1	1,8
30.01.2026	2 018 033	389 172	26,0%	693 185	5,2	1,8
31.01.2026	1 767 540	368 231	24,6%	615 908	4,8	1,7

Weekly reach (Slovenian visitors)

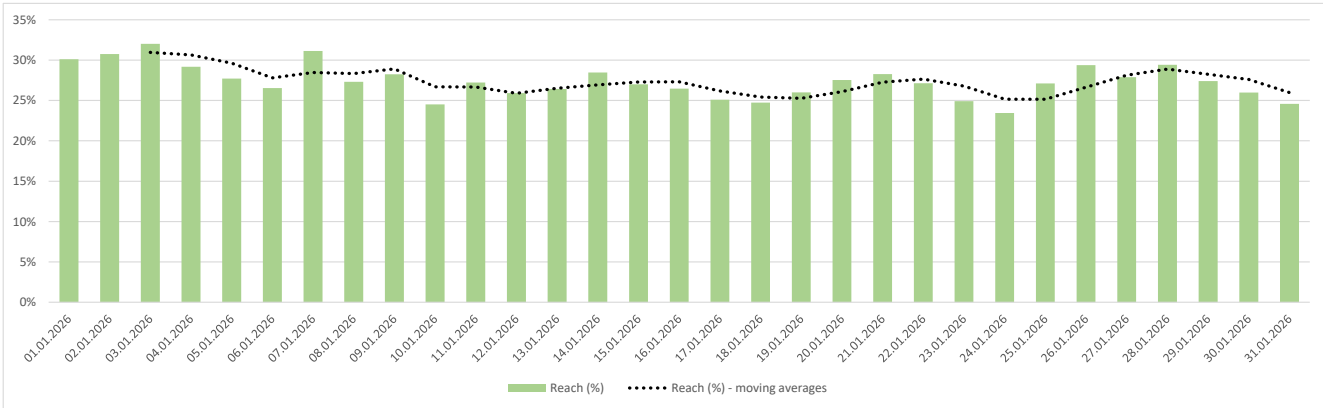
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.01.2026 - 04.01.2026	8 894 429	738 894	49,3%	3 216 403	12,0	4,4
05.01.2026 - 11.01.2026	14 997 103	754 720	50,4%	5 098 558	19,9	6,8
12.01.2026 - 18.01.2026	14 502 013	716 818	47,8%	4 879 048	20,2	6,8
19.01.2026 - 25.01.2026	14 355 916	720 296	48,1%	4 990 251	19,9	6,9
26.01.2026 - 31.01.2026	12 690 943	736 353	49,1%	4 447 773	17,2	6,0

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.01.2026 - 31.01.2026	65 440 404	954 713	63,7%	22 635 797	68,5	23,7

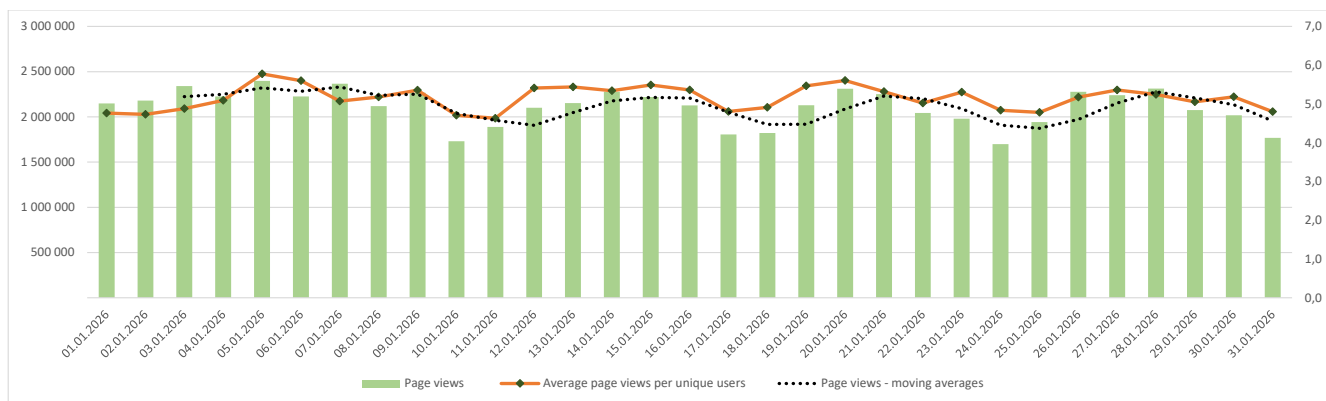
Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,0%	98	5,8%
	Three-year high school	14,1%	109	11,7%
	Four-year high school	39,2%	100	50,4%
	Higher school, university, college or more	33,3%	98	32,0%
	I don't want to answer	0,4%	85	0,1%
Personal income	I have no income	8,5%	94	3,4%
	Less than 400 EUR	5,0%	79	1,2%
	400 to 800 EUR	14,3%	104	12,4%
	800 to 1200 EUR	27,6%	103	27,8%
	1200 to 1500 EUR	14,4%	101	20,3%
	1500 to 1800 EUR	8,6%	100	10,7%
	over 1800 EUR	13,2%	103	17,2%
	I don't want to answer	8,4%	100	7,0%
	Pomurska	6,0%	105	5,0%
Region	Podravska	15,4%	94	12,9%
	Koroška	3,0%	90	2,7%
	Savinjska	12,0%	101	9,1%
	Zasavska	2,9%	104	1,9%
	Posavska	3,3%	92	3,3%
	JV Slovenija	6,0%	90	4,5%
	Osrednjeslovenska	27,8%	103	37,4%
	Gorenjska	10,4%	102	10,9%
	Primorsko-notranjska	2,2%	100	3,3%
	Goriška	5,9%	113	6,0%
	Obalno-kraška	5,2%	104	3,1%
Gender	Male	52,9%	100	70,8%
	Female	47,1%	100	29,2%
Age	10 to 17 years	4,0%	91	0,7%
	18 to 24 years	8,4%	80	2,5%
	25 to 29 years	5,3%	83	3,5%
	30 to 39 years	17,4%	89	9,7%
	40 to 49 years	23,1%	104	28,7%
	50 to 59 years	22,5%	115	24,2%
	60 to 75 years	19,2%	112	30,6%
Employment status	Employed in public sector	16,6%	96	14,0%
	Employed in a private company	40,2%	103	43,1%
	Self-employed	9,8%	100	16,3%
	Unemployed	4,9%	92	2,4%
	Retired	16,2%	115	20,4%
	Pupil	5,4%	95	2,0%
	Student	6,3%	78	1,3%
	I don't want to answer	0,7%	91	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.

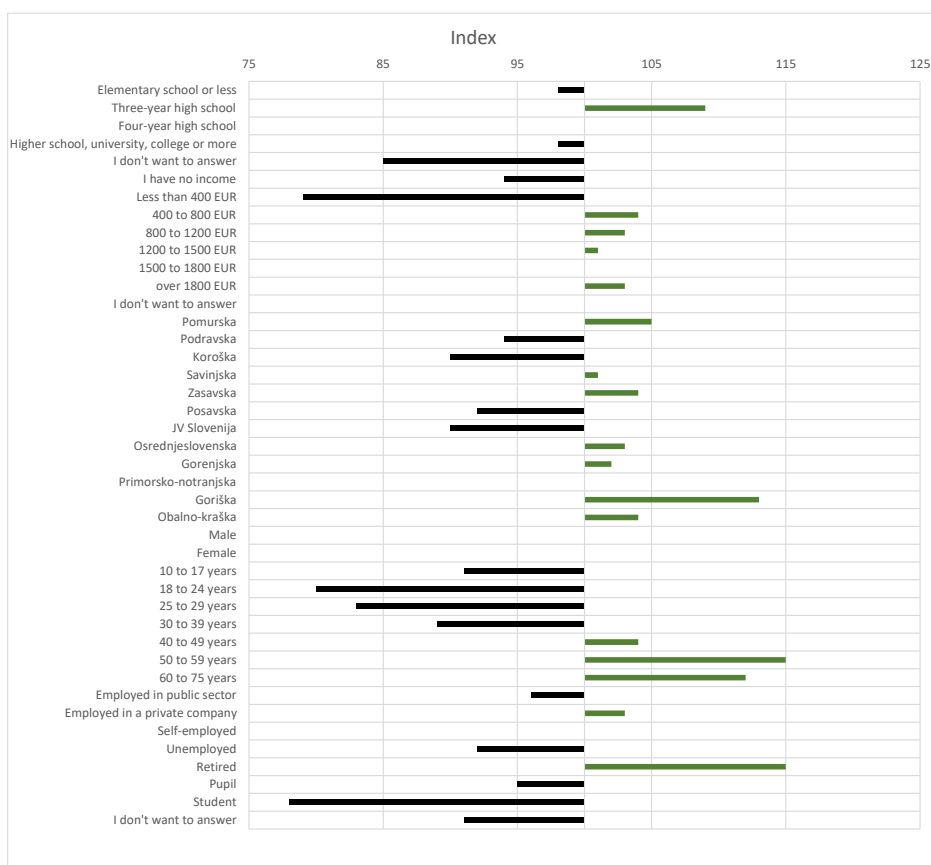


Note:

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 1.1. to 31.1.2026. 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 1.1. to 31.1.2026. 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.