



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 seznanijo 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: February 2026

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2026	1 884 512	381 200	25,4%	651 759	4,9	1,7
02.02.2026	2 095 511	390 086	26,0%	692 889	5,4	1,8
03.02.2026	2 054 880	369 915	24,7%	663 369	5,6	1,8
04.02.2026	2 222 167	409 651	27,3%	749 895	5,4	1,8
05.02.2026	2 183 686	406 639	27,1%	740 766	5,4	1,8
06.02.2026	2 089 469	387 706	25,9%	702 832	5,4	1,8
07.02.2026	1 852 236	377 537	25,2%	634 673	4,9	1,7
08.02.2026	2 107 985	433 150	28,9%	761 687	4,9	1,8
09.02.2026	2 221 570	396 424	26,5%	723 741	5,6	1,8
10.02.2026	2 302 073	421 568	28,1%	784 187	5,5	1,9
11.02.2026	2 394 063	442 487	29,5%	833 035	5,4	1,9
12.02.2026	2 407 714	438 905	29,3%	822 287	5,5	1,9
13.02.2026	2 026 413	390 101	26,0%	688 443	5,2	1,8
14.02.2026	1 739 335	359 397	24,0%	602 502	4,8	1,7
15.02.2026	1 808 467	380 220	25,4%	638 175	4,8	1,7
16.02.2026	1 988 559	387 250	25,8%	709 019	5,1	1,8
17.02.2026	1 878 394	370 132	24,7%	640 547	5,1	1,7
18.02.2026	1 902 114	366 640	24,5%	644 295	5,2	1,8
19.02.2026	2 140 953	426 882	28,5%	764 044	5,0	1,8
20.02.2026	2 025 326	396 722	26,5%	706 328	5,1	1,8
21.02.2026	1 501 051	319 796	21,3%	518 312	4,7	1,6
22.02.2026	1 593 992	348 044	23,2%	573 506	4,6	1,6
23.02.2026	1 883 091	369 534	24,7%	651 056	5,1	1,8
24.02.2026	1 828 254	340 705	22,7%	598 568	5,4	1,8
25.02.2026	1 868 131	361 548	24,1%	636 812	5,2	1,8
26.02.2026	1 850 068	338 304	22,6%	597 731	5,5	1,8
27.02.2026	1 891 064	349 053	23,3%	607 654	5,4	1,7
28.02.2026	1 654 388	321 817	21,5%	538 658	5,1	1,7

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2026 - 01.02.2026	1 884 512	381 200	25,4%	651 759	4,9	1,7
02.02.2026 - 08.02.2026	14 605 934	734 961	49,1%	4 947 740	19,9	6,7
09.02.2026 - 15.02.2026	14 899 635	732 293	48,9%	5 093 760	20,3	7,0
16.02.2026 - 22.02.2026	13 030 389	707 287	47,2%	4 555 962	18,4	6,4
23.02.2026 - 28.02.2026	10 974 996	655 510	43,8%	3 629 920	16,7	5,5

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2026 - 28.02.2026	55 395 466	928 485	62,0%	18 880 184	59,7	20,3

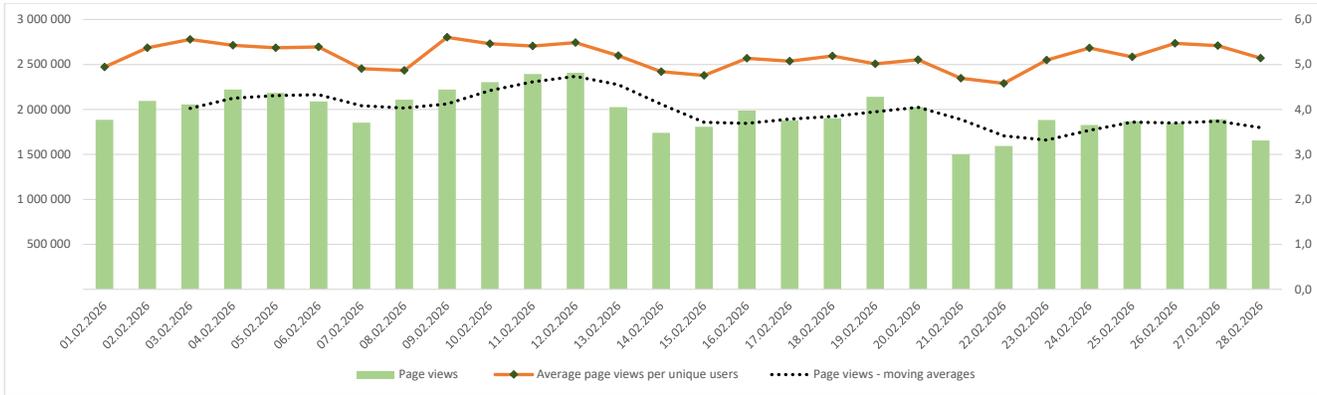
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,5%	94	5,7%
	Three-year high school	14,1%	112	13,4%
	Four-year high school	38,4%	97	46,9%
	Higher school, university, college or more	34,6%	101	34,0%
	I don't want to answer	0,5%	85	0,1%
Personal income	I have no income	7,4%	84	3,7%
	Less than 400 EUR	4,9%	73	1,3%
	400 to 800 EUR	14,8%	106	13,2%
	800 to 1200 EUR	27,4%	103	28,1%
	1200 to 1500 EUR	15,3%	107	18,8%
	1500 to 1800 EUR	8,7%	105	10,6%
	over 1800 EUR	13,6%	105	17,1%
	I don't want to answer	8,0%	95	7,2%
	Pomurska	6,5%	108	4,4%
Region	Podravska	14,6%	91	12,7%
	Koroška	3,1%	95	2,0%
	Savinjska	12,4%	103	9,1%
	Zasavska	2,7%	105	1,9%
	Posavska	3,7%	102	3,6%
	JV Slovenija	6,3%	94	5,0%
	Osrednjeslovenska	27,7%	101	33,6%
	Gorenjska	9,6%	96	12,0%
	Primorsko-notranjska	2,3%	100	3,9%
	Goriška	5,6%	112	7,9%
	Obalno-kraška	5,6%	112	3,8%
Gender	Male	52,8%	101	68,9%
	Female	47,3%	99	31,1%
Age	10 to 17 years	3,3%	75	0,7%
	18 to 24 years	7,2%	69	2,9%
	25 to 29 years	5,1%	78	3,1%
	30 to 39 years	17,3%	91	9,8%
	40 to 49 years	23,3%	104	28,0%
	50 to 59 years	23,9%	121	25,7%
	60 to 75 years	19,7%	114	29,7%
Employment status	Employed in public sector	16,8%	98	15,1%
	Employed in a private company	41,3%	107	41,4%
	Self-employed	9,6%	98	15,6%
	Unemployed	5,0%	93	3,4%
	Retired	16,6%	116	20,1%
	Pupil	4,7%	80	1,7%
	Student	5,5%	67	2,2%
	I don't want to answer	0,6%	82	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.

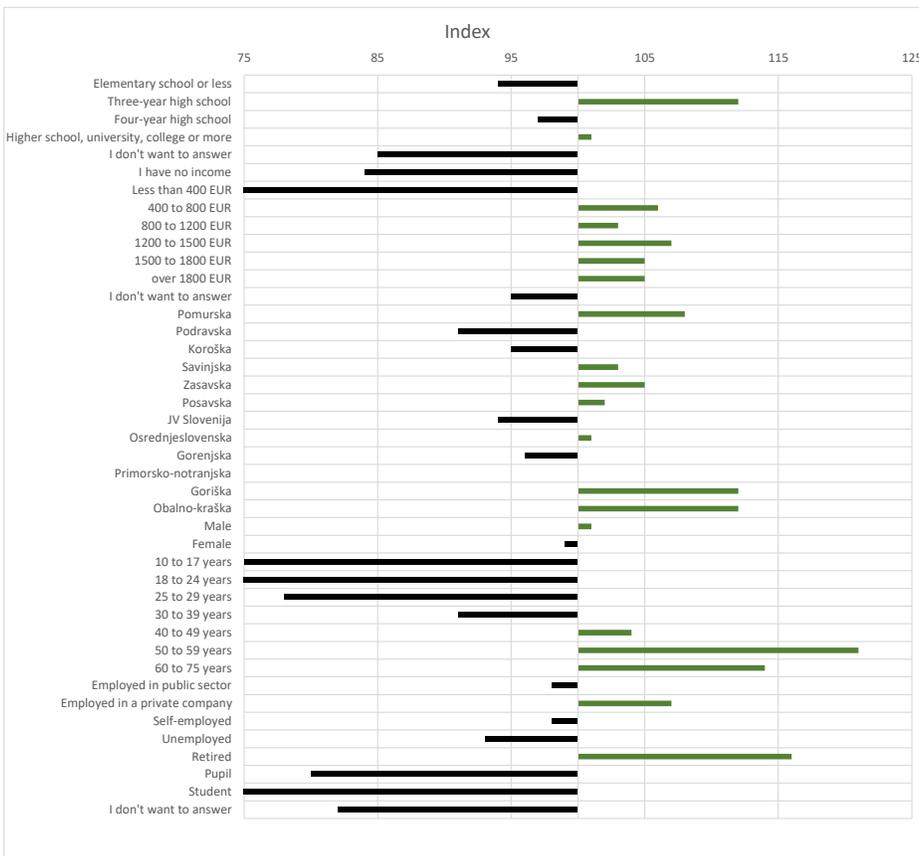


Note:

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 1.2. to 28.2.2026. 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 1.2. to 28.2.2026. 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.