



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 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: January 2025

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.01.2025	1 776 603	389 428	26,0%	648 245	4,6	1,7
02.01.2025	1 868 162	405 114	27,0%	682 214	4,6	1,7
03.01.2025	1 846 409	361 966	24,2%	616 299	5,1	1,7
04.01.2025	1 561 547	288 725	19,3%	491 457	5,4	1,7
05.01.2025	1 573 688	275 097	18,4%	464 949	5,7	1,7
06.01.2025	1 927 922	325 929	21,8%	602 484	5,9	1,9
07.01.2025	2 075 609	377 707	25,2%	678 725	5,5	1,8
08.01.2025	1 974 509	345 778	23,1%	624 706	5,7	1,8
09.01.2025	2 113 134	370 969	24,8%	682 762	5,7	1,8
10.01.2025	2 063 157	378 932	25,3%	680 384	5,4	1,8
11.01.2025	1 454 292	290 682	19,4%	477 006	5,0	1,6
12.01.2025	1 504 051	308 938	20,6%	506 487	4,9	1,6
13.01.2025	1 862 867	327 293	21,8%	583 538	5,7	1,8
14.01.2025	1 997 581	382 975	25,6%	674 640	5,2	1,8
15.01.2025	1 995 757	375 798	25,1%	682 621	5,3	1,8
16.01.2025	1 925 547	346 070	23,1%	610 422	5,6	1,8
17.01.2025	1 882 284	347 946	23,2%	617 563	5,4	1,8
18.01.2025	1 660 799	333 809	22,3%	563 830	5,0	1,7
19.01.2025	1 595 466	309 728	20,7%	521 304	5,2	1,7
20.01.2025	1 894 553	316 981	21,2%	584 045	6,0	1,8
21.01.2025	2 089 048	360 451	24,1%	655 817	5,8	1,8
22.01.2025	2 108 630	379 803	25,4%	697 292	5,6	1,8
23.01.2025	1 981 431	348 663	23,3%	627 126	5,7	1,8
24.01.2025	2 053 636	377 810	25,2%	701 659	5,4	1,9
25.01.2025	1 657 681	335 213	22,4%	567 864	5,0	1,7
26.01.2025	1 704 110	334 051	22,3%	567 371	5,1	1,7
27.01.2025	2 049 898	364 053	24,3%	662 955	5,6	1,8
28.01.2025	2 062 565	374 609	25,0%	669 679	5,5	1,8
29.01.2025	1 916 008	334 876	22,4%	593 009	5,7	1,8
30.01.2025	2 048 402	366 703	24,5%	660 331	5,6	1,8
31.01.2025	1 878 787	346 269	23,1%	610 605	5,4	1,8

## Weekly reach (Slovenian visitors)

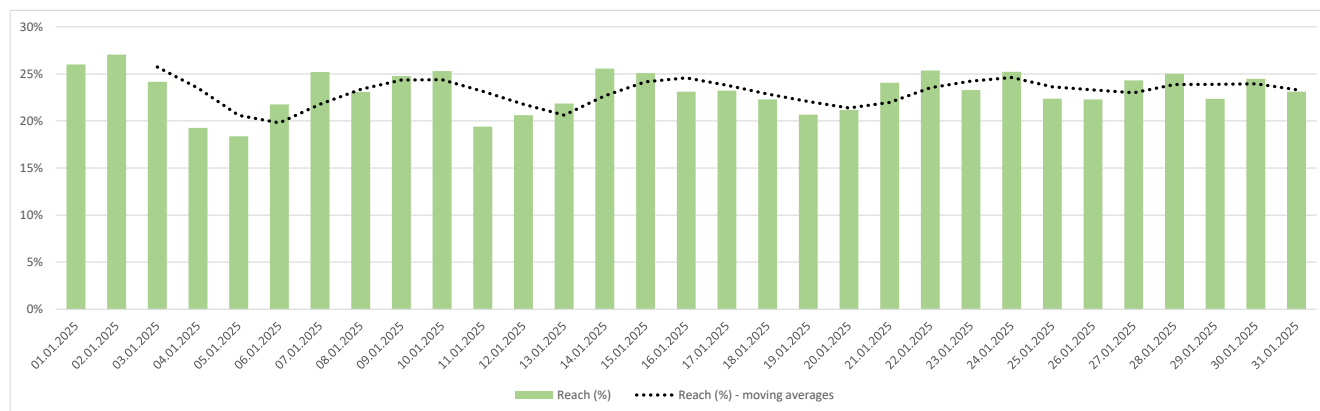
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.1.2025 - 05.1.2025	8 626 409	659 303	44,0%	2 904 820	13,1	4,4
06.1.2025 - 12.1.2025	13 112 674	668 364	44,6%	4 252 153	19,6	6,4
13.1.2025 - 19.1.2025	12 920 301	680 328	45,4%	4 254 879	19,0	6,3
20.1.2025 - 26.1.2025	13 489 089	690 811	46,1%	4 400 850	19,5	6,4
27.1.2025 - 31.1.2025	9 955 660	665 056	44,4%	3 196 611	15,0	4,8

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.1.2025 - 31.1.2025	58 104 133	902 697	60,3%	19 009 090	64,4	21,1

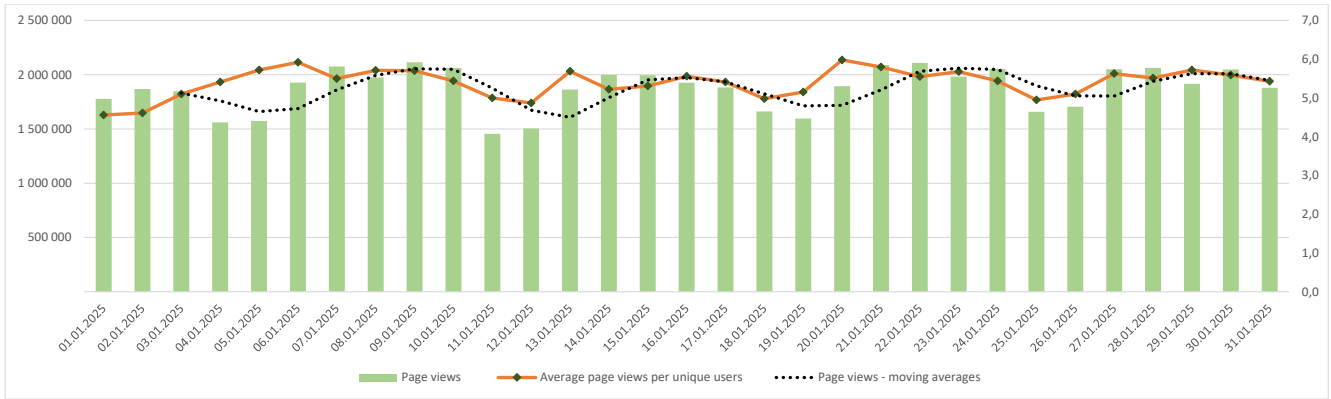
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	11,5%	90	7,0%	
	Three-year high school	13,8%	104	12,5%	
	Four-year high school	40,0%	101	38,4%	
	Higher school, university, college or more	34,0%	102	41,9%	
	I don't want to answer	0,7%	86	0,2%	
Personal income	I have no income	8,0%	85	5,2%	
	Less than 400 EUR	6,0%	97	3,3%	
	400 to 800 EUR	17,6%	112	15,7%	
	800 to 1200 EUR	28,9%	100	26,7%	
	1200 to 1500 EUR	12,8%	98	16,5%	
	1500 to 1800 EUR	8,4%	104	9,3%	
	over 1800 EUR	10,8%	105	15,7%	
	I don't want to answer	7,6%	91	7,8%	
	Pomurska	5,7%	101	7,4%	
Region	Podravska	15,7%	97	12,1%	
	Koroška	3,4%	95	3,7%	
	Savinjska	12,8%	100	16,6%	
	Zasavska	3,1%	116	1,9%	
	Posavska	3,8%	106	4,5%	
	JV Slovenija	6,7%	101	5,2%	
	Osrednjeslovenska	26,8%	102	29,2%	
	Gorenjska	10,1%	96	10,6%	
	Primorsko-notranjska	2,1%	90	2,5%	
	Goriška	4,7%	91	2,8%	
	Obalno-kraška	5,1%	111	3,7%	
	Gender	Male	51,3%	100	61,7%
		Female	48,7%	100	38,3%
Age	10 to 17 years	4,1%	92	2,1%	
	18 to 24 years	8,2%	80	3,6%	
	25 to 29 years	5,7%	79	3,9%	
	30 to 39 years	17,6%	90	13,6%	
	40 to 49 years	22,1%	102	22,9%	
	50 to 59 years	22,1%	113	25,3%	
	60 to 75 years	20,2%	117	28,2%	
Employment status	Employed in public sector	16,5%	99	17,3%	
	Employed in a private company	38,2%	100	38,3%	
	Self-employed	9,4%	104	10,3%	
	Unemployed	5,3%	88	3,0%	
	Retired	18,5%	118	24,0%	
	Pupil	5,8%	90	4,2%	
	Student	5,4%	79	2,3%	
	I don't want to answer	1,0%	102	0,7%	

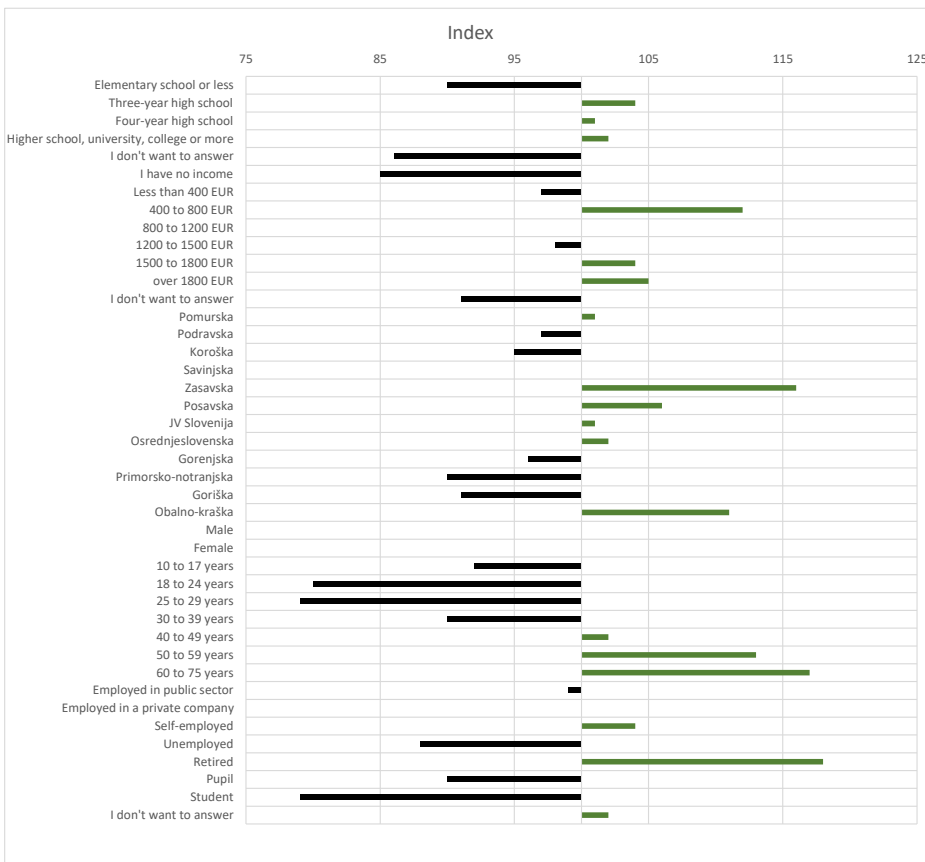


### Note:

**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 31.1.2025. 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 1.1. to 31.1.2025. 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.