



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: February 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2025	1 550 378	307 155	20,5%	513 653	5,1	1,7
02.02.2025	2 060 378	387 985	25,9%	695 085	5,3	1,8
03.02.2025	2 317 772	395 633	26,4%	757 534	5,9	1,9
04.02.2025	2 092 310	370 093	24,7%	674 249	5,7	1,8
05.02.2025	1 981 973	341 351	22,8%	616 708	5,8	1,8
06.02.2025	2 153 815	366 819	24,5%	687 648	5,9	1,9
07.02.2025	2 114 977	365 523	24,4%	695 446	5,8	1,9
08.02.2025	1 829 767	369 739	24,7%	643 154	5,0	1,7
09.02.2025	1 748 653	349 374	23,3%	599 239	5,0	1,7
10.02.2025	1 966 886	325 878	21,8%	604 417	6,0	1,9
11.02.2025	2 365 626	398 036	26,6%	752 784	5,9	1,9
12.02.2025	2 164 319	374 044	25,0%	695 367	5,8	1,9
13.02.2025	2 037 924	368 371	24,6%	675 279	5,5	1,8
14.02.2025	2 049 501	351 952	23,5%	655 667	5,8	1,9
15.02.2025	1 781 797	352 550	23,5%	608 847	5,1	1,7
16.02.2025	1 677 732	334 463	22,3%	571 526	5,0	1,7
17.02.2025	1 979 804	356 237	23,8%	630 653	5,6	1,8
18.02.2025	2 039 065	358 233	23,9%	654 533	5,7	1,8
19.02.2025	1 960 330	348 466	23,3%	624 163	5,6	1,8
20.02.2025	1 872 625	335 736	22,4%	598 124	5,6	1,8
21.02.2025	1 854 975	333 273	22,2%	599 420	5,6	1,8
22.02.2025	1 661 120	321 879	21,5%	564 122	5,2	1,8
23.02.2025	1 757 853	350 933	23,4%	614 836	5,0	1,8
24.02.2025	1 932 578	338 844	22,6%	633 344	5,7	1,9
25.02.2025	1 904 449	348 245	23,2%	617 059	5,5	1,8
26.02.2025	2 099 098	383 695	25,6%	719 700	5,5	1,9
27.02.2025	2 040 095	366 732	24,5%	690 230	5,6	1,9
28.02.2025	1 927 293	363 263	24,2%	654 258	5,3	1,8

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2025 - 02.02.2025	3 610 756	496 385	33,1%	1 208 695	7,3	2,4
03.02.2025 - 09.02.2025	14 239 267	698 090	46,6%	4 673 272	20,4	6,7
10.02.2025 - 16.02.2025	14 043 785	682 960	45,6%	4 564 007	20,6	6,7
17.02.2025 - 23.02.2025	13 125 772	675 554	45,1%	4 284 765	19,4	6,3
24.02.2025 - 28.02.2025	9 903 513	651 132	43,5%	3 315 039	15,2	5,1

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.02.2025 - 28.02.2025	54 923 093	894 837	59,7%	18 045 895	61,4	20,2

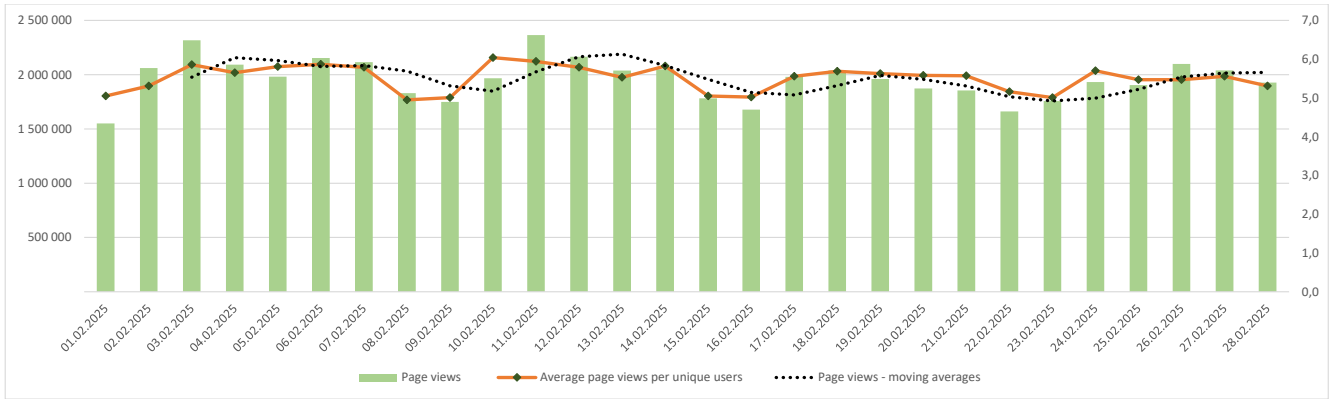
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	11,5%	91	7,4%
	Three-year high school	13,9%	104	12,6%
	Four-year high school	39,9%	100	38,1%
	Higher school, university, college or more	34,0%	102	41,6%
	I don't want to answer	0,7%	88	0,3%
Personal income	I have no income	7,8%	88	5,7%
	Less than 400 EUR	4,9%	79	2,9%
	400 to 800 EUR	17,3%	108	16,7%
	800 to 1200 EUR	29,2%	100	27,0%
	1200 to 1500 EUR	13,5%	104	15,8%
	1500 to 1800 EUR	8,8%	111	8,8%
	over 1800 EUR	11,1%	106	15,0%
	I don't want to answer	7,4%	90	8,2%
	Region	Pomurska	6,0%	115
Podravska		15,8%	95	11,9%
Koroška		3,3%	92	4,0%
Savinjska		13,4%	103	15,7%
Zasavska		2,9%	104	1,7%
Posavska		3,3%	90	4,9%
JV Slovenija		6,2%	92	4,3%
Osrednjeslovenska		26,6%	102	29,4%
Gorenjska		10,8%	106	12,2%
Primorsko-notranjska		2,3%	102	2,0%
Goriška		4,6%	89	2,6%
Obalno-kraška		4,8%	104	4,2%
Gender		Male	51,4%	100
	Female	48,6%	100	35,5%
Age	10 to 17 years	3,1%	75	2,3%
	18 to 24 years	7,5%	78	3,1%
	25 to 29 years	5,9%	81	4,2%
	30 to 39 years	17,2%	89	14,1%
	40 to 49 years	22,8%	105	21,4%
	50 to 59 years	22,9%	115	26,3%
	60 to 75 years	20,5%	115	28,4%
Employment status	Employed in public sector	15,7%	94	15,4%
	Employed in a private company	39,9%	104	39,1%
	Self-employed	9,6%	102	11,1%
	Unemployed	5,2%	86	3,1%
	Retired	18,8%	117	24,4%
	Pupil	4,6%	79	4,5%
	Student	5,3%	82	1,9%
	I don't want to answer	0,8%	85	0,6%

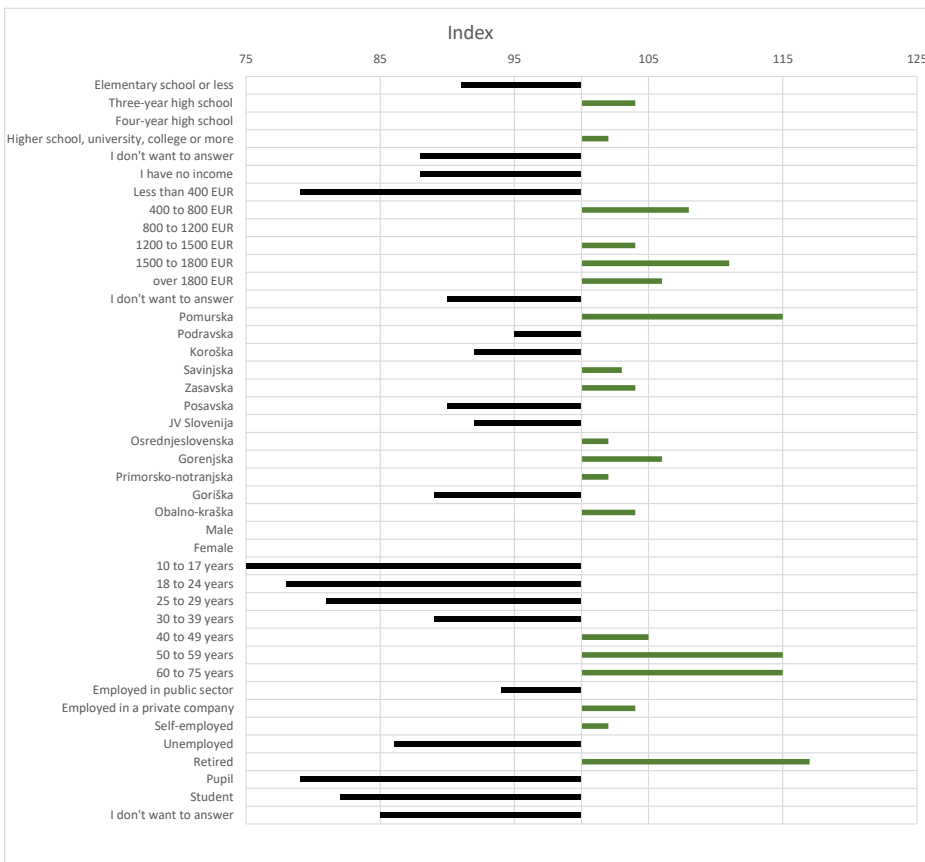


Note:

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 28.2.2025. 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 1.2. to 28.2.2025. 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.