



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: March 2025

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2025	1 628 475	316 653	21,1%	541 068	5,1	1,7
02.03.2025	1 682 929	331 825	22,1%	562 584	5,1	1,7
03.03.2025	1 925 437	354 152	23,6%	638 170	5,4	1,8
04.03.2025	1 846 052	324 821	21,7%	580 889	5,7	1,8
05.03.2025	1 812 428	303 962	20,3%	552 010	6,0	1,8
06.03.2025	1 907 235	334 434	22,3%	607 426	5,7	1,8
07.03.2025	1 889 152	324 859	21,7%	587 909	5,8	1,8
08.03.2025	1 567 374	297 767	19,9%	510 418	5,3	1,7
09.03.2025	1 700 227	317 777	21,2%	551 618	5,4	1,7
10.03.2025	2 159 054	349 643	23,3%	671 882	6,2	1,9
11.03.2025	2 146 090	359 897	24,0%	698 049	6,0	1,9
12.03.2025	2 157 192	355 990	23,8%	674 302	6,1	1,9
13.03.2025	2 216 056	372 451	24,9%	713 326	6,0	1,9
14.03.2025	2 211 874	377 312	25,2%	718 290	5,9	1,9
15.03.2025	1 858 559	341 807	22,8%	612 841	5,4	1,8
16.03.2025	1 871 067	349 065	23,3%	628 450	5,4	1,8
17.03.2025	2 026 757	349 147	23,3%	656 364	5,8	1,9
18.03.2025	2 013 312	338 480	22,6%	645 841	6,0	1,9
19.03.2025	1 810 788	315 886	21,1%	571 048	5,7	1,8
20.03.2025	2 000 630	374 927	25,0%	685 811	5,3	1,8
21.03.2025	1 879 766	348 686	23,3%	613 720	5,4	1,8
22.03.2025	1 700 708	319 710	21,3%	554 646	5,3	1,7
23.03.2025	1 717 335	322 593	21,5%	553 989	5,3	1,7
24.03.2025	1 843 635	296 227	19,8%	551 111	6,2	1,9
25.03.2025	1 818 498	301 109	20,1%	551 892	6,0	1,8
26.03.2025	2 058 868	344 950	23,0%	652 717	6,0	1,9
27.03.2025	1 958 654	327 546	21,9%	614 894	6,0	1,9
28.03.2025	2 013 094	333 664	22,3%	641 688	6,0	1,9
29.03.2025	1 761 660	340 858	22,8%	606 839	5,2	1,8
30.03.2025	1 662 040	329 182	22,0%	567 840	5,1	1,7
31.03.2025	1 945 924	324 989	21,7%	612 309	6,0	1,9

## Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2025 - 02.03.2025	3 311 404	458 888	30,6%	1 103 647	7,2	2,4
03.03.2025 - 09.03.2025	12 647 905	637 207	42,5%	4 028 418	19,9	6,3
10.03.2025 - 16.03.2025	14 619 892	671 511	44,8%	4 716 259	21,8	7,0
17.03.2025 - 23.03.2025	13 149 296	650 535	43,4%	4 282 275	20,2	6,6
24.03.2025 - 30.03.2025	13 116 449	626 079	41,8%	4 189 949	21,0	6,7
31.03.2025 - 31.03.2025	1 945 924	324 989	21,7%	612 309	6,0	1,9

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.03.2025 - 31.03.2025	58 790 870	861 731	57,5%	18 930 925	68,2	22,0

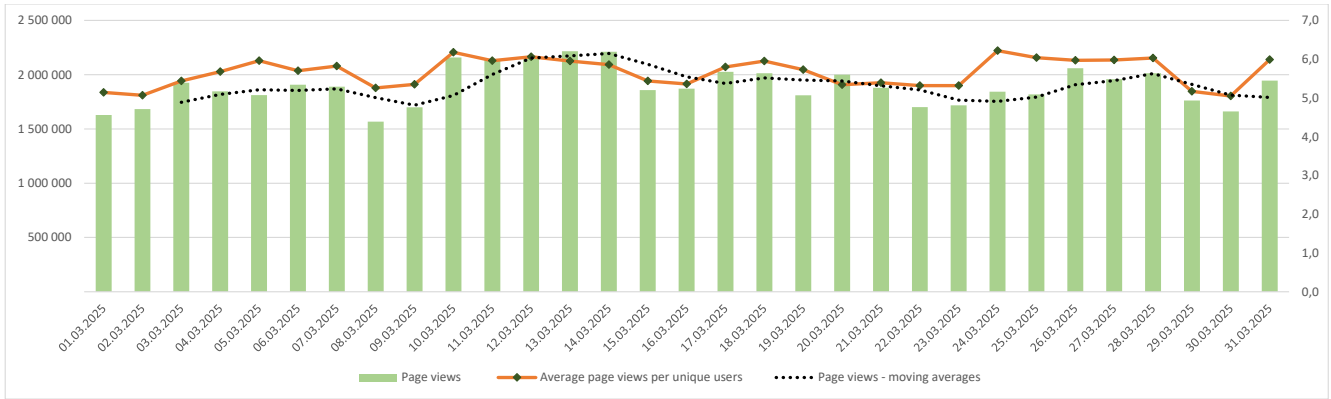
## Demographic profile of Slovenian visitors

	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%

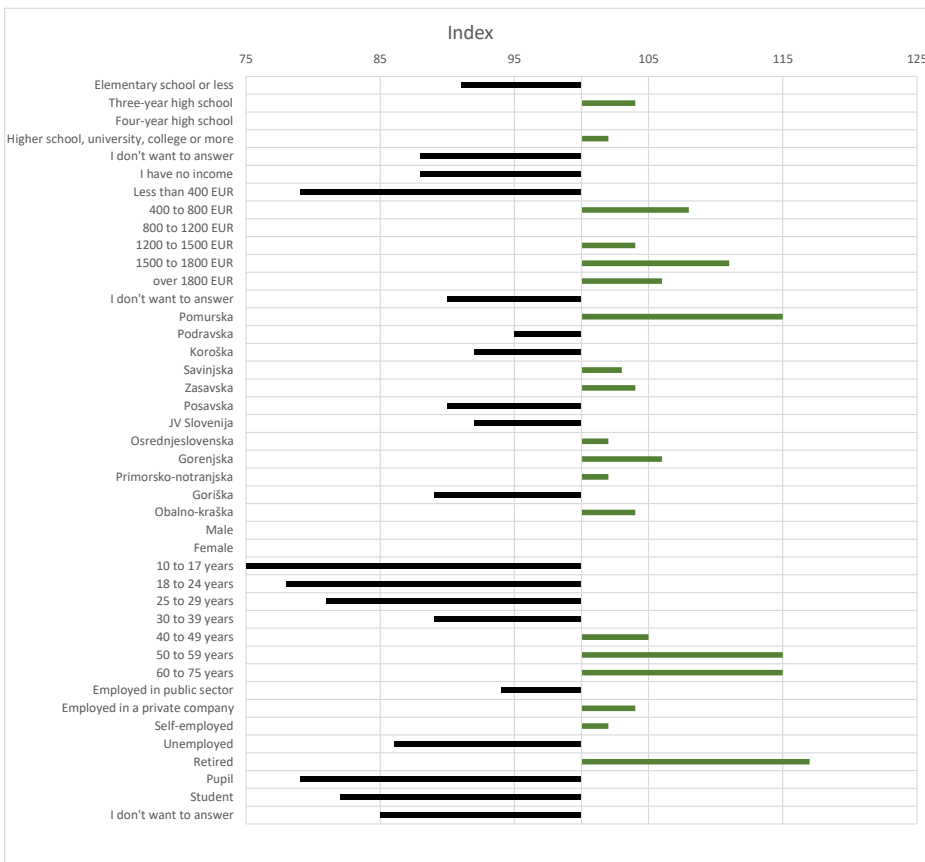


### Note:

**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 1.3. to 31.3.2025. 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 1.3. to 31.3.2025. 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.