



CERTIFICATE

Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

Address: Cigaletova 15

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/ 473 00 10

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 učinke za oglaševalce in niso moteči za uporabnike.

Comment:

Period: July 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2025	2 126 289	389 194	26,0%	720 863	5,5	1,9
02.07.2025	2 174 969	388 640	25,9%	722 716	5,6	1,9
03.07.2025	2 077 079	375 245	25,0%	681 227	5,5	1,8
04.07.2025	2 051 643	370 551	24,7%	689 094	5,5	1,9
05.07.2025	1 641 381	309 651	20,7%	537 406	5,3	1,7
06.07.2025	2 182 090	402 207	26,8%	767 194	5,4	1,9
07.07.2025	2 241 387	384 652	25,7%	726 631	5,8	1,9
08.07.2025	2 173 623	357 947	23,9%	689 800	6,1	1,9
09.07.2025	2 100 564	352 412	23,5%	667 112	6,0	1,9
10.07.2025	2 134 152	372 615	24,9%	698 658	5,7	1,9
11.07.2025	2 063 277	344 881	23,0%	652 254	6,0	1,9
12.07.2025	1 692 673	318 590	21,3%	557 894	5,3	1,8
13.07.2025	1 837 238	353 890	23,6%	620 207	5,2	1,8
14.07.2025	2 048 975	360 701	24,1%	664 125	5,7	1,8
15.07.2025	2 032 050	361 282	24,1%	668 740	5,6	1,9
16.07.2025	2 232 284	380 527	25,4%	720 182	5,9	1,9
17.07.2025	2 238 270	373 241	24,9%	716 970	6,0	1,9
18.07.2025	2 029 033	355 469	23,7%	657 730	5,7	1,9
19.07.2025	1 766 428	333 798	22,3%	589 983	5,3	1,8
20.07.2025	1 817 240	346 429	23,1%	601 416	5,2	1,7
21.07.2025	2 134 522	381 834	25,5%	763 463	5,6	2,0
22.07.2025	2 126 246	374 589	25,0%	725 037	5,7	1,9
23.07.2025	2 283 437	387 783	25,9%	748 678	5,9	1,9
24.07.2025	2 216 531	381 823	25,5%	711 521	5,8	1,9
25.07.2025	1 964 024	327 988	21,9%	585 207	6,0	1,8
26.07.2025	1 596 139	303 633	20,3%	514 671	5,3	1,7
27.07.2025	1 689 130	305 838	20,4%	531 008	5,5	1,7
28.07.2025	1 967 068	343 916	23,0%	613 317	5,7	1,8
29.07.2025	1 984 998	322 575	21,5%	596 479	6,2	1,8
30.07.2025	1 900 283	329 723	22,0%	592 852	5,8	1,8
31.07.2025	1 978 384	349 874	23,4%	631 995	5,7	1,8

Weekly reach (Slovenian visitors)

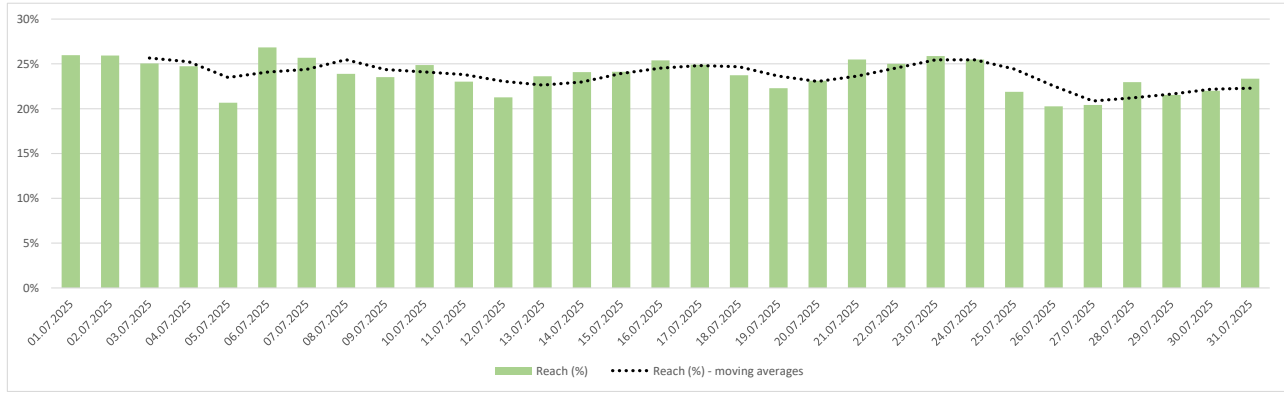
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2025 - 06.07.2025	14 242 914	640 016	42,7%	4 612 672	22,3	7,2
07.07.2025 - 13.07.2025	14 164 280	638 943	42,6%	4 618 990	22,2	7,2
14.07.2025 - 20.07.2025	14 010 029	644 475	43,0%	4 579 032	21,7	7,1
21.07.2025 - 27.07.2025	7 830 733	562 140	37,5%	2 434 829	13,9	4,3
28.07.2025 - 31.07.2025	6 621 372	621 918	41,5%	3 664 123	10,6	5,9

Monthly reach (Slovenian visitors)

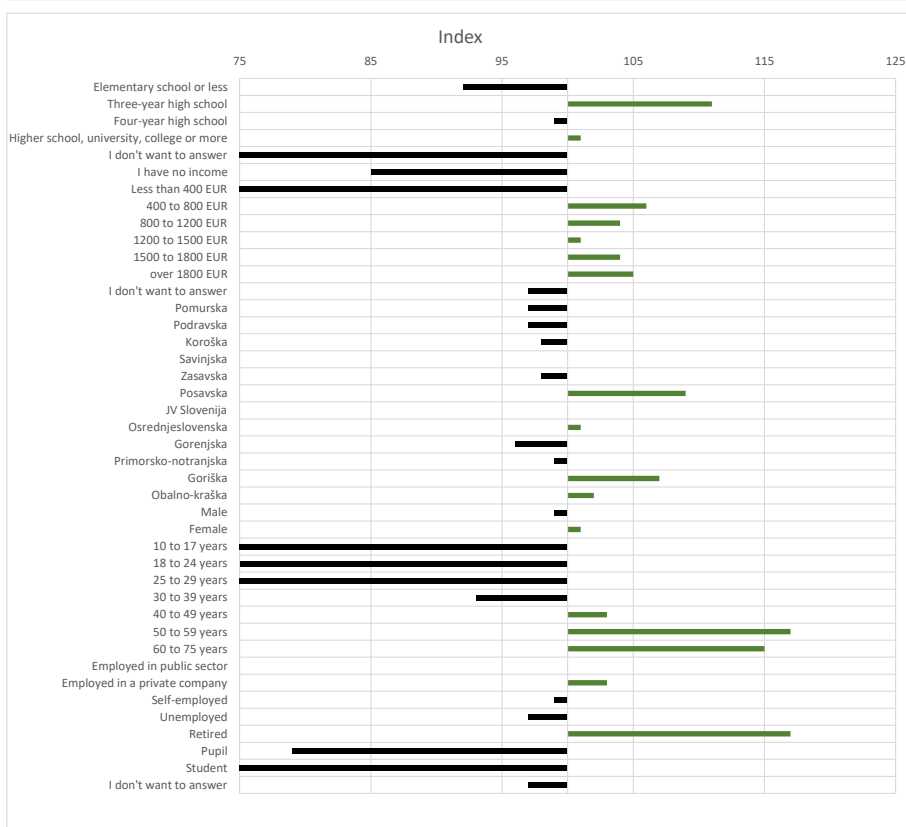
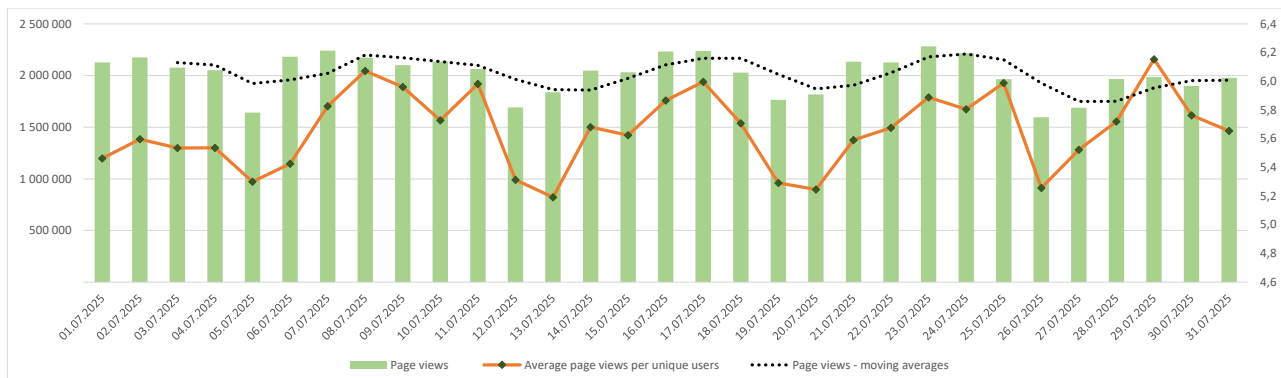
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.07.2025 - 31.07.2025	62 501 407	847 216	56,5%	20 362 924	73,8	24,0

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,6%	92	8,9%
	Three-year high school	14,1%	111	14,2%
	Four-year high school	38,6%	99	40,1%
	Higher school, university, college or more	34,4%	101	36,8%
	I don't want to answer	0,4%	73	0,1%
Personal income	I have no income	7,2%	85	4,6%
	Less than 400 EUR	4,7%	74	1,6%
	400 to 800 EUR	14,5%	106	14,4%
	800 to 1200 EUR	28,7%	104	27,6%
	1200 to 1500 EUR	14,5%	101	18,6%
	1500 to 1800 EUR	9,0%	104	8,7%
	over 1800 EUR	13,3%	105	18,5%
	I don't want to answer	8,1%	97	6,0%
Region	Pomurska	5,2%	97	5,0%
	Podravska	15,8%	97	10,6%
	Koroška	3,4%	98	3,3%
	Savinjska	12,3%	100	12,5%
	Zasavska	2,6%	98	1,6%
	Posavska	3,9%	109	5,2%
	JV Slovenija	6,5%	100	5,9%
	Osrednjeslovenska	27,7%	101	32,0%
	Gorenjska	9,6%	96	12,3%
	Primorsko-notranjska	2,4%	99	2,1%
	Goriška	5,6%	107	5,6%
	Obalno-kraška	5,2%	102	3,9%
Gender	Male	52,0%	99	68,9%
	Female	48,0%	101	31,1%
Age	10 to 17 years	3,1%	71	0,9%
	18 to 24 years	7,0%	75	2,7%
	25 to 29 years	4,7%	72	3,9%
	30 to 39 years	17,6%	93	11,9%
	40 to 49 years	23,7%	103	20,7%
	50 to 59 years	23,9%	117	28,8%
	60 to 75 years	19,8%	115	31,0%
Employment status	Employed in public sector	17,4%	100	16,9%
	Employed in a private company	41,4%	103	39,0%
	Self-employed	9,4%	99	12,8%
	Unemployed	5,3%	97	4,0%
	Retired	16,6%	117	22,5%
	Pupil	4,6%	79	2,0%
	Student	4,7%	66	2,4%
	I don't want to answer	0,7%	97	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.



Legend and notes:**Description of MOSS measurement:**

MOSS certificate relating to the period from 1.7. to 31.7.2025. 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 1.7. to 31.7. 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 web site that is participating in MOSS.