



CERTIFICATE

Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

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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: November 2025

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.11.2025	1 739 469	366 681	24,5%	620 319	4,7	1,7
02.11.2025	1 669 732	331 460	22,1%	560 201	5,0	1,7
03.11.2025	1 902 663	341 443	22,8%	614 090	5,6	1,8
04.11.2025	1 978 089	355 043	23,7%	626 491	5,6	1,8
05.11.2025	1 914 844	356 252	23,8%	619 344	5,4	1,7
06.11.2025	1 911 453	335 499	22,4%	597 743	5,7	1,8
07.11.2025	1 809 439	323 728	21,6%	563 595	5,6	1,7
08.11.2025	1 401 573	284 865	19,0%	451 063	4,9	1,6
09.11.2025	1 677 123	344 226	23,0%	563 419	4,9	1,6
10.11.2025	1 831 733	342 488	22,9%	586 847	5,3	1,7
11.11.2025	1 813 456	320 398	21,4%	551 515	5,7	1,7
12.11.2025	1 895 874	337 329	22,5%	597 497	5,6	1,8
13.11.2025	2 095 285	393 110	26,2%	699 316	5,3	1,8
14.11.2025	1 884 277	367 724	24,5%	630 169	5,1	1,7
15.11.2025	1 350 738	298 179	19,9%	483 422	4,5	1,6
16.11.2025	1 442 752	307 792	20,5%	511 068	4,7	1,7
17.11.2025	1 946 371	375 463	25,1%	677 655	5,2	1,8
18.11.2025	1 840 116	363 037	24,2%	659 022	5,1	1,8
19.11.2025	1 900 910	368 618	24,6%	672 172	5,2	1,8
20.11.2025	1 933 510	350 641	23,4%	618 687	5,5	1,8
21.11.2025	1 958 717	372 643	24,9%	656 850	5,3	1,8
22.11.2025	1 639 866	356 816	23,8%	568 765	4,6	1,6
23.11.2025	1 810 433	370 182	24,7%	614 526	4,9	1,7
24.11.2025	1 987 119	363 826	24,3%	646 469	5,5	1,8
25.11.2025	2 175 597	394 754	26,3%	717 220	5,5	1,8
26.11.2025	2 134 658	395 071	26,4%	702 255	5,4	1,8
27.11.2025	1 925 657	368 108	24,6%	629 736	5,2	1,7
28.11.2025	1 777 317	329 802	22,0%	565 503	5,4	1,7
29.11.2025	1 656 544	329 961	22,0%	546 310	5,0	1,7
30.11.2025	1 736 712	334 598	22,3%	554 266	5,2	1,7

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.11.2025 - 02.11.2025	3 409 201	481 663	32,1%	1 180 902	7,1	2,5
03.11.2025 - 09.11.2025	12 595 184	654 488	43,7%	4 036 119	19,2	6,2
10.11.2025 - 16.11.2025	12 314 115	662 317	44,2%	4 061 388	18,6	6,1
17.11.2025 - 23.11.2025	13 029 923	700 577	46,8%	4 467 329	18,6	6,4
24.11.2025 - 30.11.2025	13 393 604	687 314	45,9%	4 361 777	19,5	6,3

Monthly reach (Slovenian visitors)

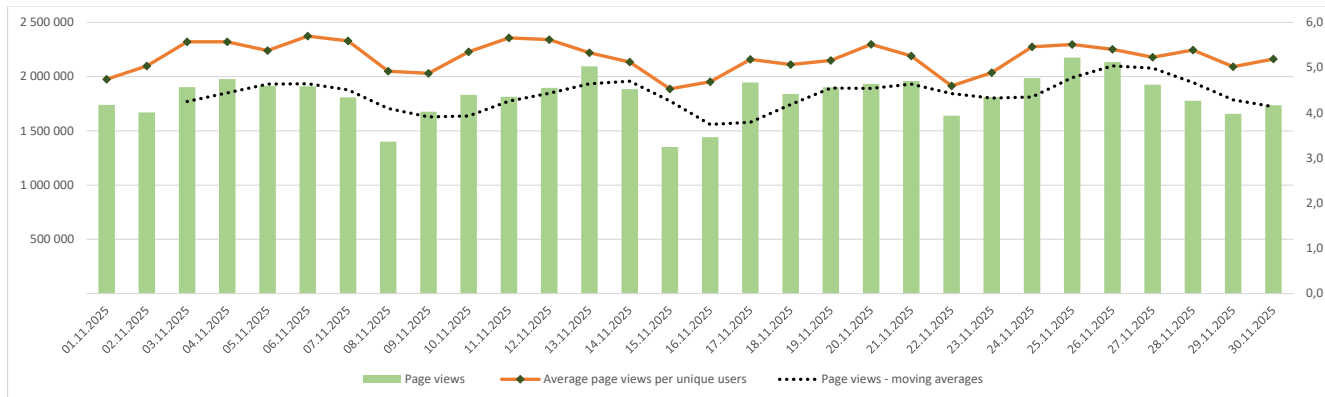
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.11.2025 - 30.11.2025	54 742 027	909 587	60,7%	18 108 861	60,2	19,9

Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,8%	91	5,8%
	Three-year high school	14,3%	110	14,5%
	Four-year high school	38,8%	100	45,2%
	Higher school, university, college or more	33,8%	101	34,4%
	I don't want to answer	0,4%	79	0,1%
Personal income	I have no income	8,0%	85	4,6%
	Less than 400 EUR	5,6%	83	0,9%
	400 to 800 EUR	14,2%	104	13,6%
	800 to 1200 EUR	27,2%	101	25,6%
	1200 to 1500 EUR	15,0%	107	22,7%
	1500 to 1800 EUR	8,8%	105	10,7%
	over 1800 EUR	13,3%	107	14,7%
	I don't want to answer	8,0%	94	7,2%
Region	Pomurska	5,5%	99	4,6%
	Podravska	15,5%	96	12,1%
	Koroška	2,9%	87	2,3%
	Savinjska	12,3%	102	10,7%
	Zasavska	2,8%	103	2,2%
	Posavska	3,5%	99	3,8%
	JV Slovenija	6,5%	97	4,3%
	Osrednjeslovenska	27,1%	99	34,5%
	Gorenjska	10,7%	106	14,0%
	Primorsko-notranjska	2,2%	102	2,0%
	Goriška	5,7%	106	6,5%
	Obalno-kraška	5,1%	107	3,3%
Gender	Male	51,9%	100	70,8%
	Female	48,1%	100	29,2%
Age	10 to 17 years	3,4%	72	0,5%
	18 to 24 years	8,6%	79	2,7%
	25 to 29 years	5,1%	79	5,6%
	30 to 39 years	18,0%	93	11,7%
	40 to 49 years	22,6%	103	29,3%
	50 to 59 years	22,9%	118	25,1%
	60 to 75 years	19,3%	112	25,0%
Employment status	Employed in public sector	16,3%	95	15,1%
	Employed in a private company	41,1%	107	46,6%
	Self-employed	9,7%	97	9,0%
	Unemployed	5,4%	101	4,6%
	Retired	16,0%	113	20,0%
	Pupil	5,0%	77	1,6%
	Student	5,7%	72	2,6%
	I don't want to answer	0,8%	109	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.

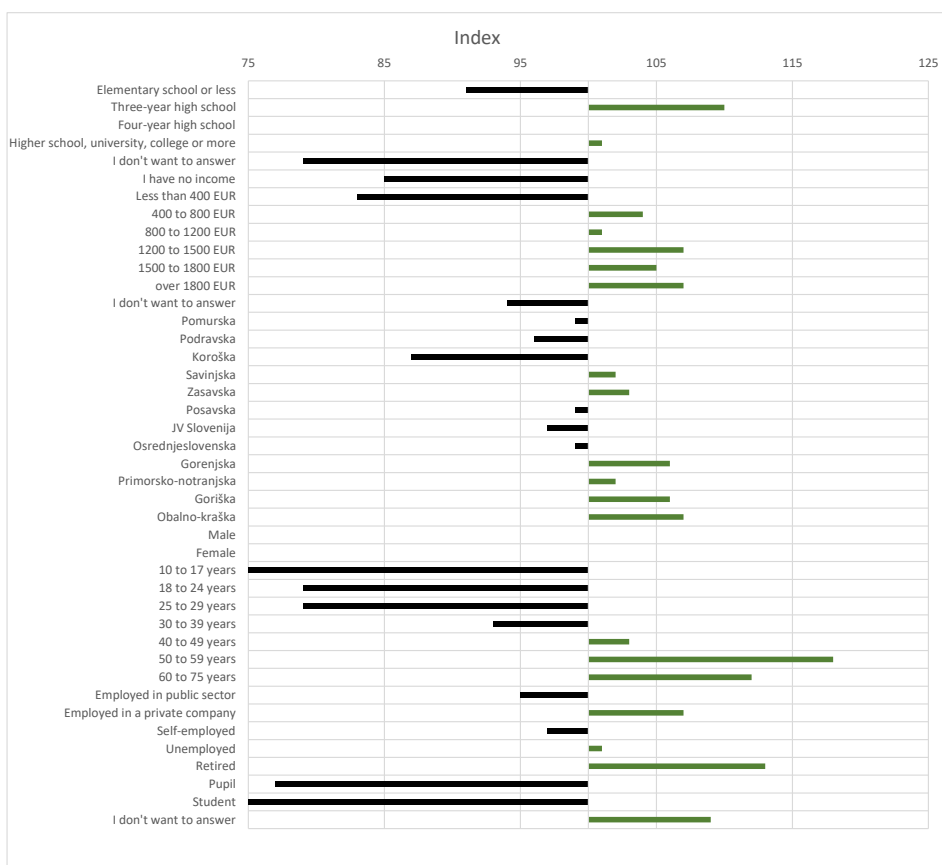


Note:

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 side 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 1.11. to 31.11.2025. 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 1.11. to 31.11.2025. 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.