BATI × ADMIXER · BUYER-FACING KIT · 2026

Reach Moldova's independent media. Programmatically.

Research highlights, audience trends, inventory overview
and a step-by-step guide to buying 10 independent news sites.

1.48M monthly page views on the 10 programmatic sites (Oct 2026, gemiusAudience)

742,826 weekly impression opportunities across formats, 8-site package

100% of sites measured independently by BATI / gemiusAudience

Prepared by BATI — Biroul de Audit al Tirajelor și Internetului, with Admixer Moldova.
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1 · RESEARCH HIGHLIGHTS

Why buy independent media in Moldova

Independent newsrooms reach audiences that national portals and social platforms reach less well: older, more educated, regional and high-trust. Until 2026 most of them had no audited audience data and no programmatic access. That made them hard to plan and easy to leave off the plan. Under an Internews-supported programme, BATI has measured these sites with gemiusAudience since March 2026, and Admixer has connected their inventory to programmatic demand.

57% female readers in the partner network	**52%** aged 45+, the core of household spending power	**44%** with university education	**72%** living outside Chișinău

Partner network audience profile, October 2026, gemiusAudience. Weighted by site real users; "not stated" answers excluded and the remaining shares rescaled to 100%.

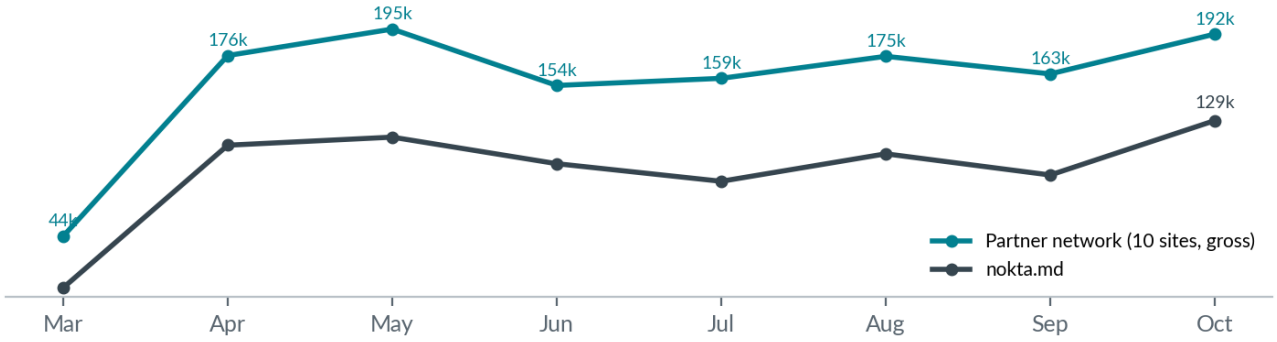
Five reasons to include them

- **Audited, comparable data.** Every site carries the Gemius script and publishes monthly on **www.trafic.md**, the same currency used for national portals. You plan on measured audiences, not self-declared ones.
- **Incremental reach.** The audience is older, more regional and more educated than the average across measured sites. That is the reach you lose when budgets go only to the largest portals and social platforms.
- **Brand-safe journalism.** These are professional, editorially independent newsrooms, not user-generated content.
- **Privacy-ready.** The programmatic set-up follows IAB Europe TCF v2.3 (mandatory since February 2026) and is being aligned with Moldova's Law 195/2024 on personal data protection, in force since 23 August 2026.
- **Spend that sustains local media.** Under the programme terms, 85% of programmatic revenue goes to the publisher. Your media plan directly supports independent journalism.

2 · AUDIENCE TRENDS

A stable, measured audience

March to May was the onboarding and stabilization period. Since then the partner sites have held a stable measured audience: site-centric page views, a full census of every page loaded, stayed between 0.76 and 0.96 million a month on the nine measured partner sites from June to September 2026 (peak 957,995 in August). Gross monthly reach of the ten original partner sites stood at **191,718** in October 2026. The national panel covers about 1.44 million real users a month across 25 measured websites.



Real users per month, gemiusAudience Moldova. Network = sum of site audiences, not de-duplicated. May and June figures come from earlier report editions.

The 10 programmatic sites at a glance (October 2026)

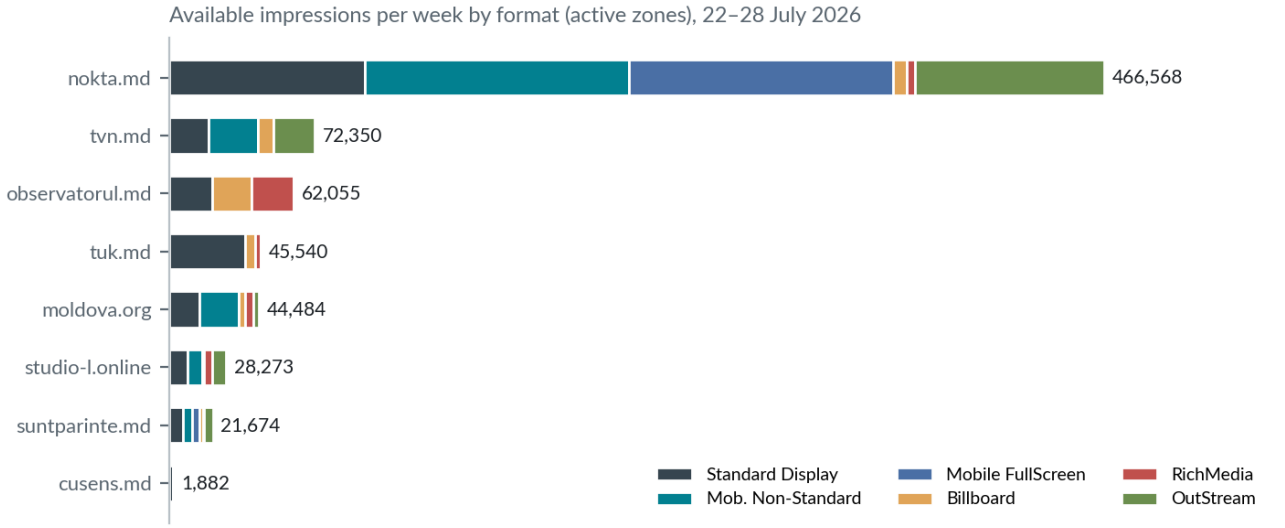
Site	Real users	Female	Aged 45+	Largest region	Data status
nokta.md	128,502	51%	54%	North (31%)	Robust
observatorul.md	18,486	76%	54%	Centre (33%)	Directional
tuk.md	18,720	63%	51%	North (36%)	Directional
tvn.md	11,844	73%	38%	North (30%)	Directional
studio-l.online	5,922	56%	33%	Centre (34%)	Directional
suntparinte.md	4,590	69%	40%	Chișinău (39%)	Directional
moldova.org	162	33%	67%	North (33%)	Directional
cusens.md	252	21%	43%	Centre (42%)	Directional
diez.md	112,248	66%	27%	Chișinău (33%)	Robust
newsmaker.md	222,156	47%	53%	Chișinău (32%)	Robust

"Robust": above the Gemius real-user reliability threshold. "Directional": smaller sites where sample-based profiles carry wide margins, so plan on page views and impressions. Live monthly data for each site: www.trafic.md.

3 · INVENTORY OVERVIEW

What you can buy

Eight partner sites are grouped in a dedicated product in **Admixer.TradeDesk**, the **ADMIXER-INTERNEWS** package (listed in the rate cards as "Internews Group"). Across 166 active ad zones it lists about **742,826 impression opportunities a week** (July 2026 baseline). diez.md and newsmaker.md were already integrated with Admixer before the programme and can be added to the same campaign.



Site	Formats available	Active zones	Impressions / week	Unique users / week
nokta.md	Standard Display, Mob. Non-Standard, Mobile FullScreen, Billboard, RichMedia, OutStream	21	466,568	30,560
tvn.md	Standard Display, Mob. Non-Standard, Billboard, OutStream	29	72,350	4,447
observatorul.md	Standard Display, Billboard, RichMedia	12	62,055	10,132
tuk.md	Standard Display, Billboard, RichMedia	11	45,540	4,915
moldova.org	Standard Display, Mob. Non-Standard, Billboard, RichMedia, OutStream	26	44,484	8,126
studio-l.online	Standard Display, Mob. Non-Standard, Billboard, RichMedia, OutStream	31	28,273	2,860
suntparinte.md	Standard Display, Mob. Non-Standard, Mobile FullScreen, Billboard, RichMedia, OutStream	30	21,674	1,376
cusens.md	Standard Display	6	1,882	500
diez.md	Available via Admixer marketplace	—	On request	—
newsmaker.md	Available via Admixer marketplace	—	On request	—

Source: Admixer rate cards for the "Internews Group" product, week of 22–28 July 2026. Impressions are listed per format; formats can share ad zones, so site totals are an upper bound. Unique users per week = the largest format reach on the site. CPM bid floor: 0.26 for the package. Pricing is auction-based above the floor; ask Admixer for current deal terms and for availability on diez.md and newsmaker.md.

Creative formats

Format group	Templates	Sizes
Standard Display	Standard image, HTML5, Game Banner, DCO	300×250, 240×400, 640×360, 970×250, 680×250, 160×600, 300×600, 728×90, 1200×250
Billboard	Standard, HTML5, DCO	970×250, 300×250, 1200×250
Mobile Non-Standard	Mobile Cube, Slash, Parallax, Scratch, Swipe	300×250; Cube 300×250 sides + 300×300 top/bottom; Parallax 720×405 + 720×1280
Mobile FullScreen	Fullscreen, Parallax Fullscreen Video	492×696; video and background 720×1280
Desktop Non-Standard	3D Box, 3D Leaderboard, Cube, Filmstrip, Flip Expand	300×250, 240×400, 300×600, 970×250, 1200×250; Cube 580×400 + 580×580
RichMedia	Catfish, FloorAd, Popup	Popup 400×250 / 300×250; Catfish and FloorAd per spec
OutStream video	In-Banner, In-Page, Sticky video	1280×720

Image creatives: .png, .jpg, .gif. Rich-media builds are billed by creative weight from 5 MB upwards (Admixer creative billing plan). Full technical requirements are in the Admixer creative specification, available from Admixer. Format availability varies by site; see the inventory table.

Targeting options

- **Site list:** the full package, or selected titles (for example regional-only or parenting).
- **Format and device:** desktop, mobile, video.
- **Geography and frequency:** standard DSP controls in Admixer.TradeDesk.
- **Audience planning:** use gemiusAudience profiles from www.trafic.md (gender, age, education, region, income) to choose sites.

5 · HOW TO BUY

Buying programmatically, step by step

1 **Plan on measured data**
Open www.trafic.md (or ask BATI for the latest monthly report) and choose sites by real users, page views and audience profile. Treat "directional" sites as reach extenders and plan them on impressions.

2 **Contact Admixer**
Admixer Moldova operates Admixer.TradeDesk locally. Ask for the ADMIXER-INTERNEWS package (the "Internews Group" product) and, if needed, diez.md and newsmaker.md.

3 **Choose the buying route**
Agencies with their own Admixer.TradeDesk seat can target the package directly. Others can run the campaign as a managed service through Admixer. Either way, bidding is above the package CPM floor.

4 **Brief creatives**
Supply creatives to the specs in section 4. Rich media and video are built and QA'd by Admixer before launch.

5 **Launch with consent in place**
The sites run a TCF-compliant consent management set-up. Campaigns run on consented traffic, which improves eCPM and keeps your brand on the right side of Law 195/2024.

6 **Measure and report**
Admixer provides delivery reporting (impressions, clicks, viewability where available). BATI's monthly gemiusAudience data lets you check audience size and composition independently.

Contacts

Organisation	Role	Contact
Admixer Moldova	Programmatic sales, campaign set-up, Admixer.TradeDesk access	Octavian Hanganu, Director · ohanganu@coobx.net
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About BATI: BATI (Biroul de Audit al Tirajelor și Internetului) is a non-profit association that has audited media audiences in Moldova since 2009. It acts as neutral market infrastructure: it sets methodology, collects data and publishes reports. It does not sell advertising. Online audience measurement is carried out with Gemius.