



AUDIENCE REPORTING PACKAGE

# Online Audience in Moldova

10 new publishers · March–May 2026

Live audience measurement via gemiusAudience, reported on [www.trafic.md](http://www.trafic.md).

BATI — Biroul de Audit al Tirajelor și Internetului · Prepared June 2026

MARCH–MAY 2026

# Executive summary

**181.4k**

Real users · May  
+54% vs March

**614k**

Page views · May  
2.1× vs March

**289s**

Avg. time on site  
+34% vs March

**10**

Sites live & reporting  
on [www.trafic.md](http://www.trafic.md)

## Reach is scaling fast

Network real users rose 54% over the quarter; nokta.md scaled ~18× and now carries about 64% of all traffic, with the top three sites at 83%.

## Engaged and loyal

Average time on site climbed to 289 seconds and total page views doubled — readers are staying longer, not just arriving.

## Female, mature, educated

The audience is 60% female, 47% aged 45+ and 40% university-educated — a quality, high-trust readership.

## National, not capital-bound

Among readers whose region is known, ~71% live outside Chişinău; the network is two-thirds urban with a solid 35% rural tail.

## Disclosure still partial

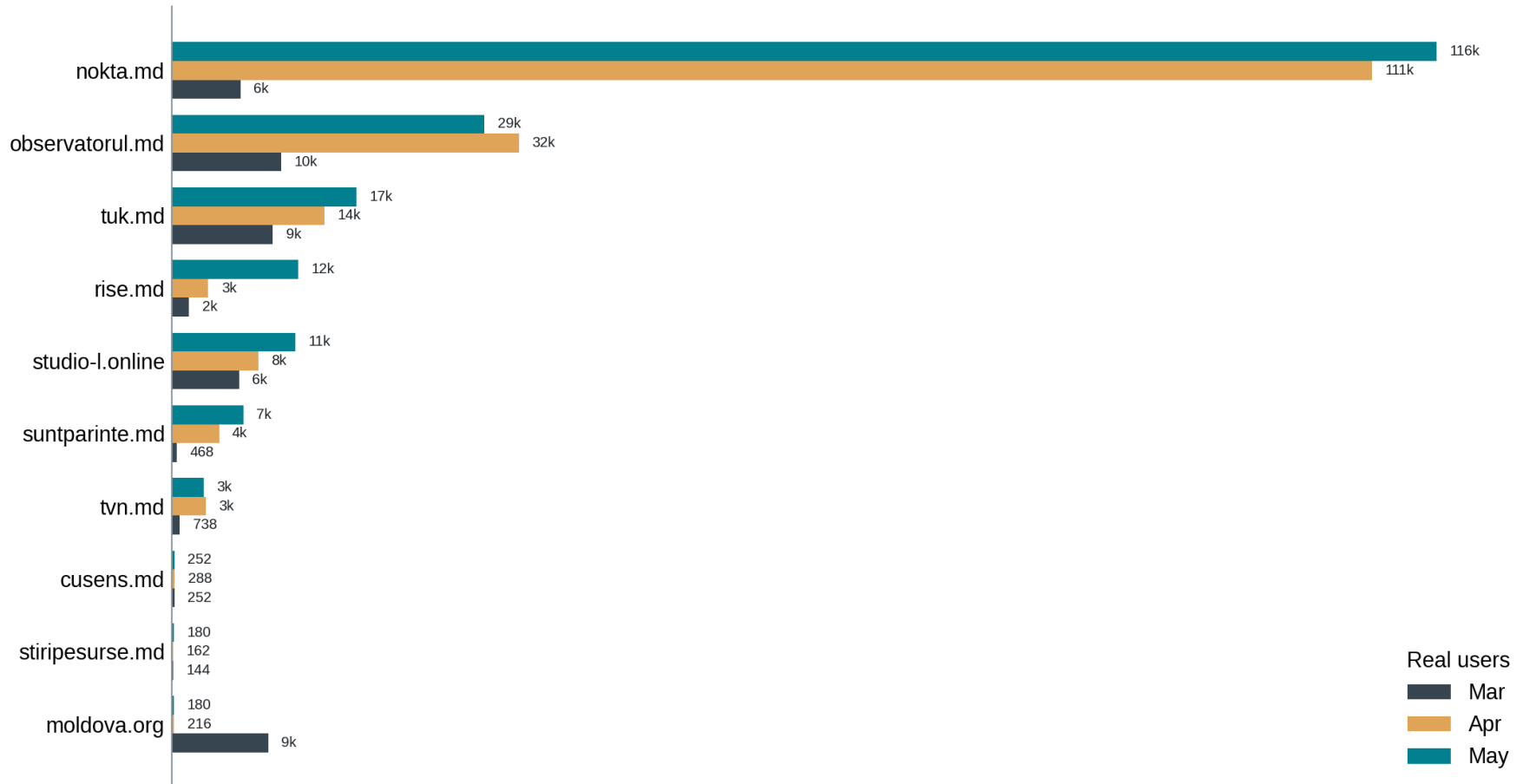
Income and region went undisclosed by many users (~57% and ~41%); composition here covers only those who answered. Fuller capture is an M3 priority.

## Caveat on small sites

Four titles still draw under ~3k monthly users; their composition swings month-to-month, so network-level figures are the reliable read.

# Reach up 54%, engagement deepening

Monthly real users by site — March vs April vs May 2026



## Traffic — key takeaways

**+54%**

**Network real users · Mar→May**

117.6k → 181.4k monthly real users across the 10 sites.

**18×**

**nokta.md scale-up**

6.3k → 116.4k users; now ~64% of the network and the clear leader.

**289s**

**Avg. time on site · May**

Up from 215s in March (+34%); total page views doubled to 614k.

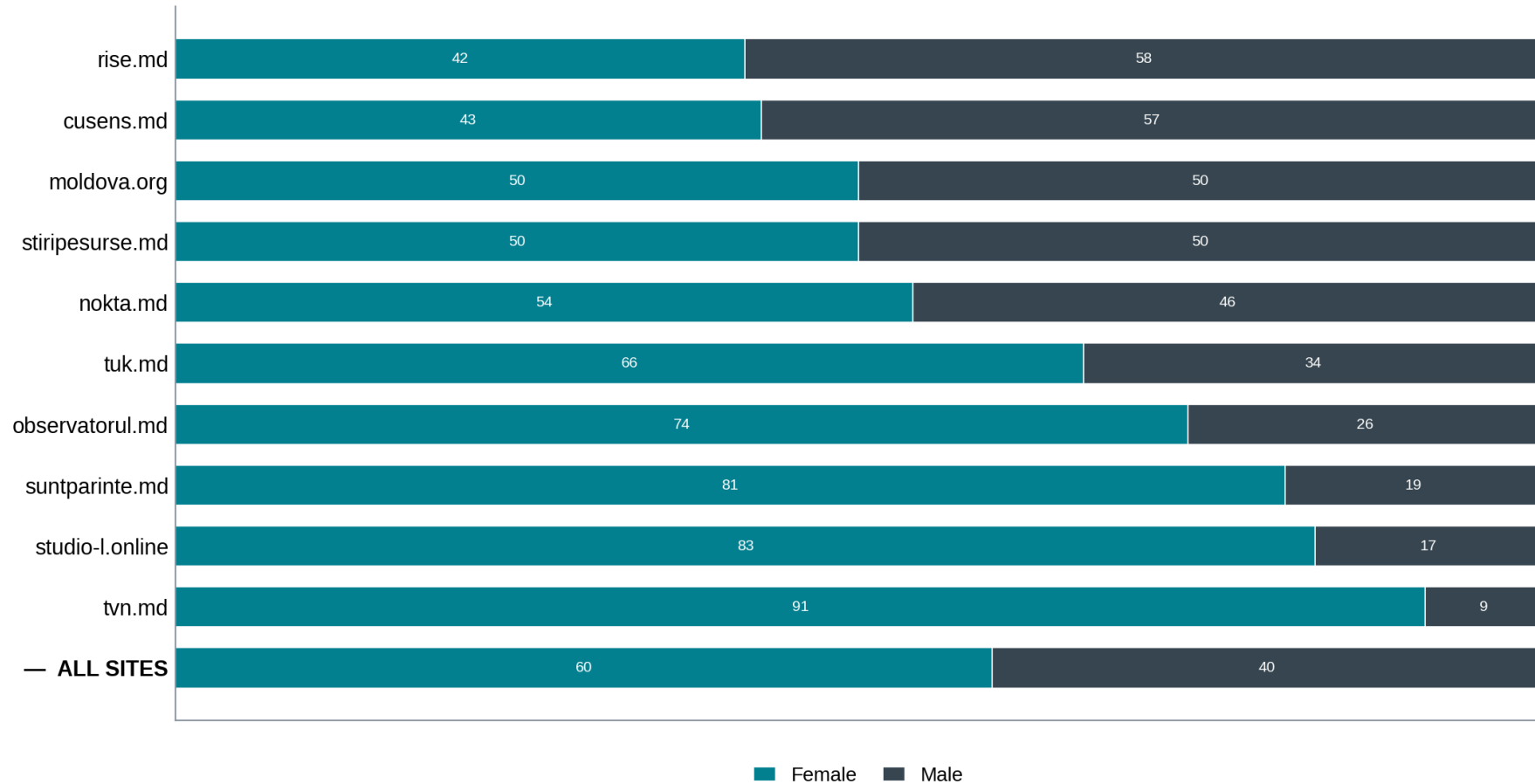
**83%**

**Top-3 concentration**

nokta.md, observatorul.md and tuk.md deliver 83% of May real users; long tail still ramping.

# An increasingly female audience

Gender split by site — share of audience, May 2026



## Gender — key takeaways

**60%**

**Female share · May**

Up from 51% in March — the audience skews increasingly female.

**91%**

**Most female: tvn.md**

Followed by studio-l.online (83%) and suntparinte.md (81%).

**58%**

**Most male: rise.md**

cusens.md is also male-leaning (57%) — an investigative / finance profile.

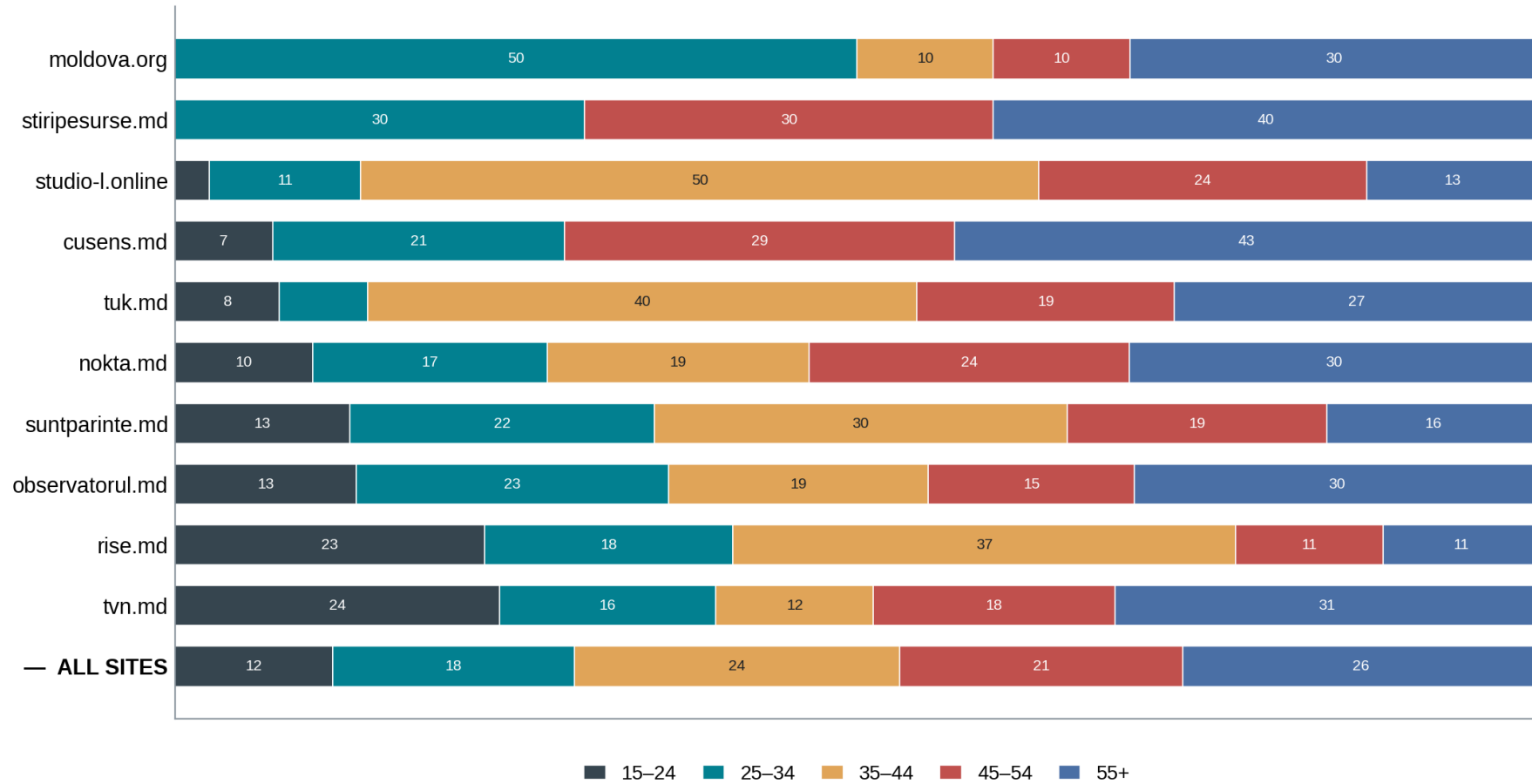
**7 of 10**

**Female-majority sites**

Seven of ten titles have a female-majority audience in May.

# A mature, working-age audience

Age composition by site — May 2026



## Age — key takeaways

**47%**

**Audience aged 45+**

A mature profile network-wide; only 12% are 15–24.

**24%**

**Largest band: 35–44**

The core working-age segment, up from 22% in March.

**43%**

**Oldest: cusens.md**

43% of cusens.md readers are 55+; stiripesurse.md & tvn.md also skew old.

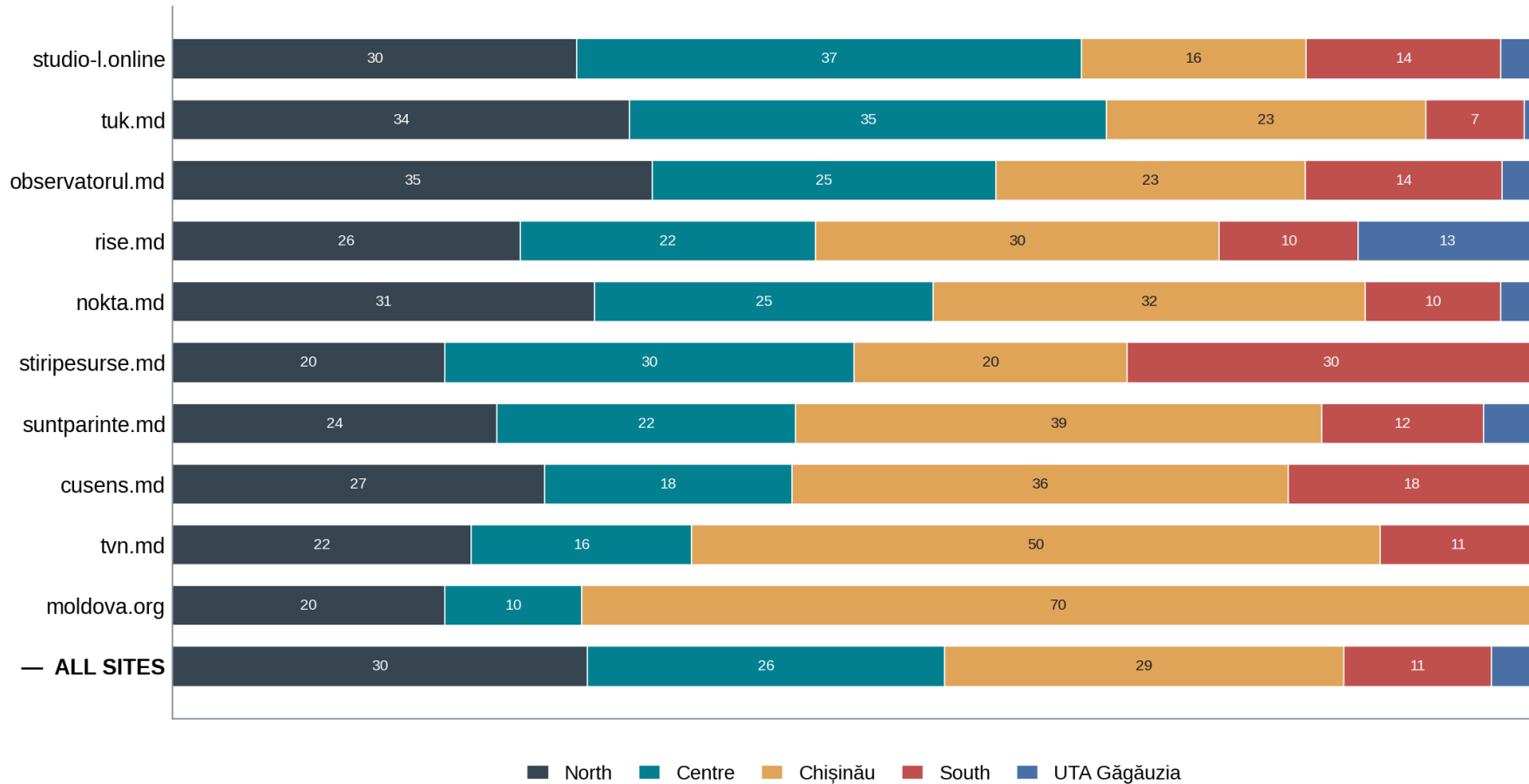
**Youngest**

**tvn.md, rise.md, observatorul.md**

These three index highest on the 15–24 segment.

# National footprint, capital not dominant

Region of living composition by site — May 2026 (respondents who stated a region)



## Region — key takeaways

**30%**

### Largest region: North

Of stated-region readers: North 30%, Chişinău 29%, Centre 26% — a balanced footprint.

**71%**

### Reach beyond the capital

~71% of stated-region readers live outside Chişinău — genuinely national.

**11%**

### Southern reach

South adds 11% and UTA Găgăuzia 3% — coverage of under-served regions.

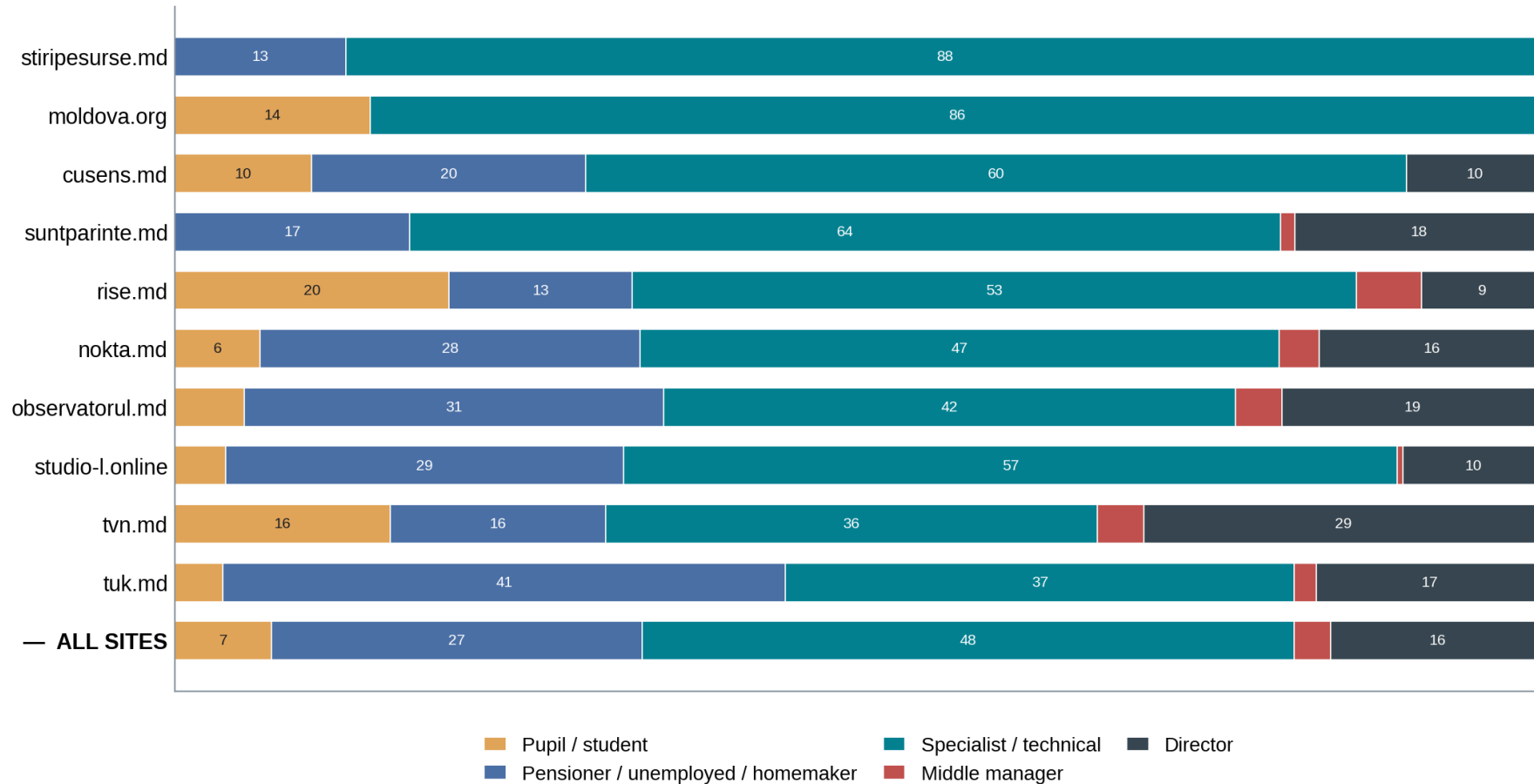
**~41%**

### Region undisclosed

Share who did not state a region (excluded from the chart) — an M3 enrichment priority.

# Skilled professionals at the core

Occupation composition by site — May 2026 (respondents who stated an occupation)



## Occupation — key takeaways

**48%**

### Specialists & technical staff

Of stated-occupation readers, nearly half are skilled professionals — the largest group.

**16%**

### Directors

A strong senior decision-maker niche; tvn.md (29%) and observatorul.md index highest.

**27%**

### Pensioners / unemployed / homemakers

Consistent with the older age profile of the network.

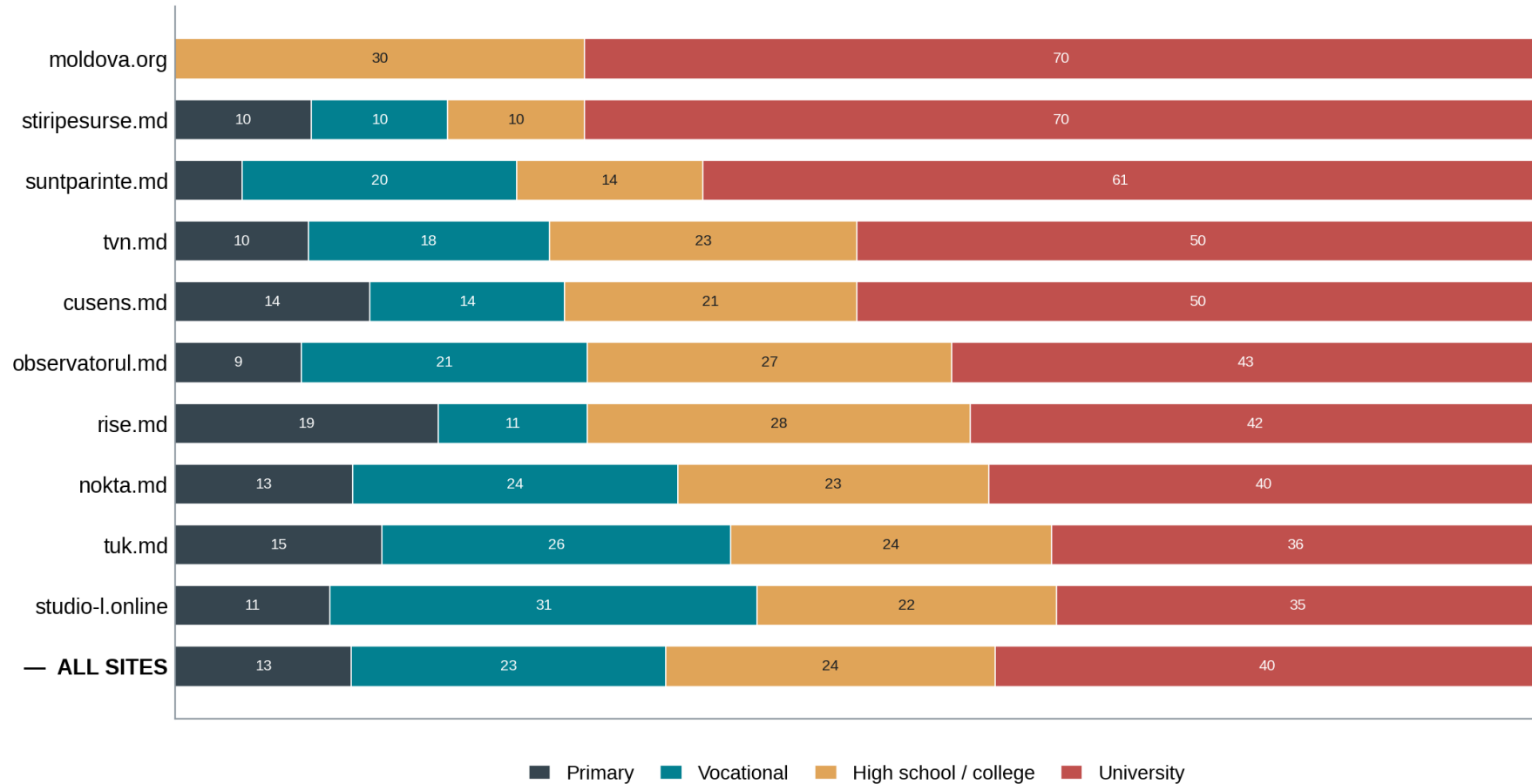
**~48%**

### Occupation undisclosed

Share who did not state an occupation (excluded from the chart) — an M3 priority.

# A highly educated readership

Education composition by site — May 2026



## Education — key takeaways

**40%**

### University-educated

Two in five readers hold a higher-education degree.

**64%**

### High-school+ educated

High-school/college or university combined — a premium, literate audience.

**13%**

### Primary education only

A small low-education tail; attractive for quality / branded campaigns.

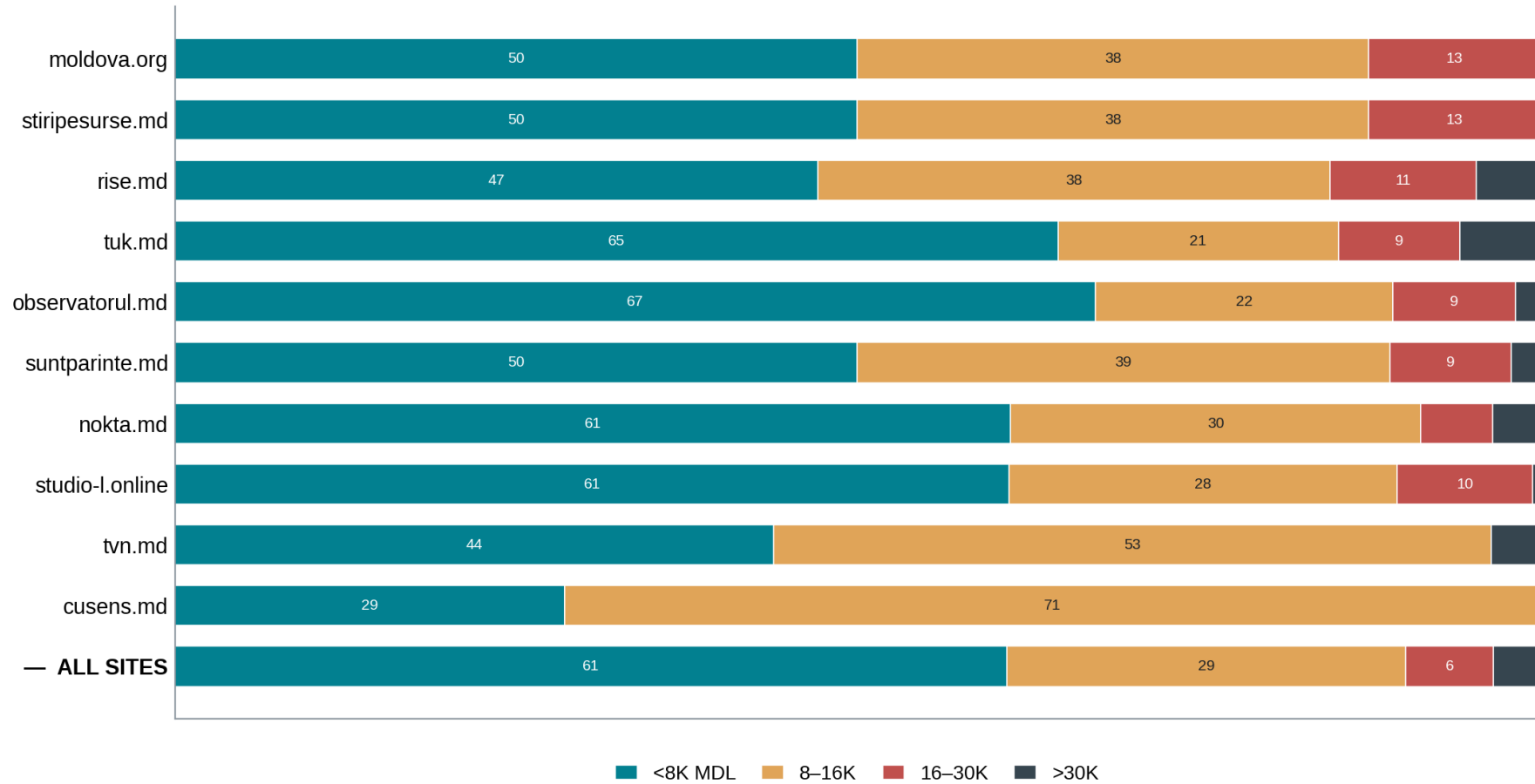
**Top skew**

[moldova.org](http://moldova.org), [stiripesurse.md](http://stiripesurse.md), [suntparinte.md](http://suntparinte.md)

These titles index highest on university education.

# A value-oriented income profile

Monthly income composition by site — May 2026 (respondents who stated income)



## Income — key takeaways

**61%**

**Largest band: <8K MDL**

Of readers who stated income, a clear mass-market core; the 8–16K band adds 29%.

**10%**

**Premium (>16K MDL)**

Higher-income readers are a thin but real base — 16–30K is 6% and >30K is 3%.

**90%**

**Up to 16K MDL**

Nine in ten stated-income readers sit in the two lower bands — a value-oriented audience.

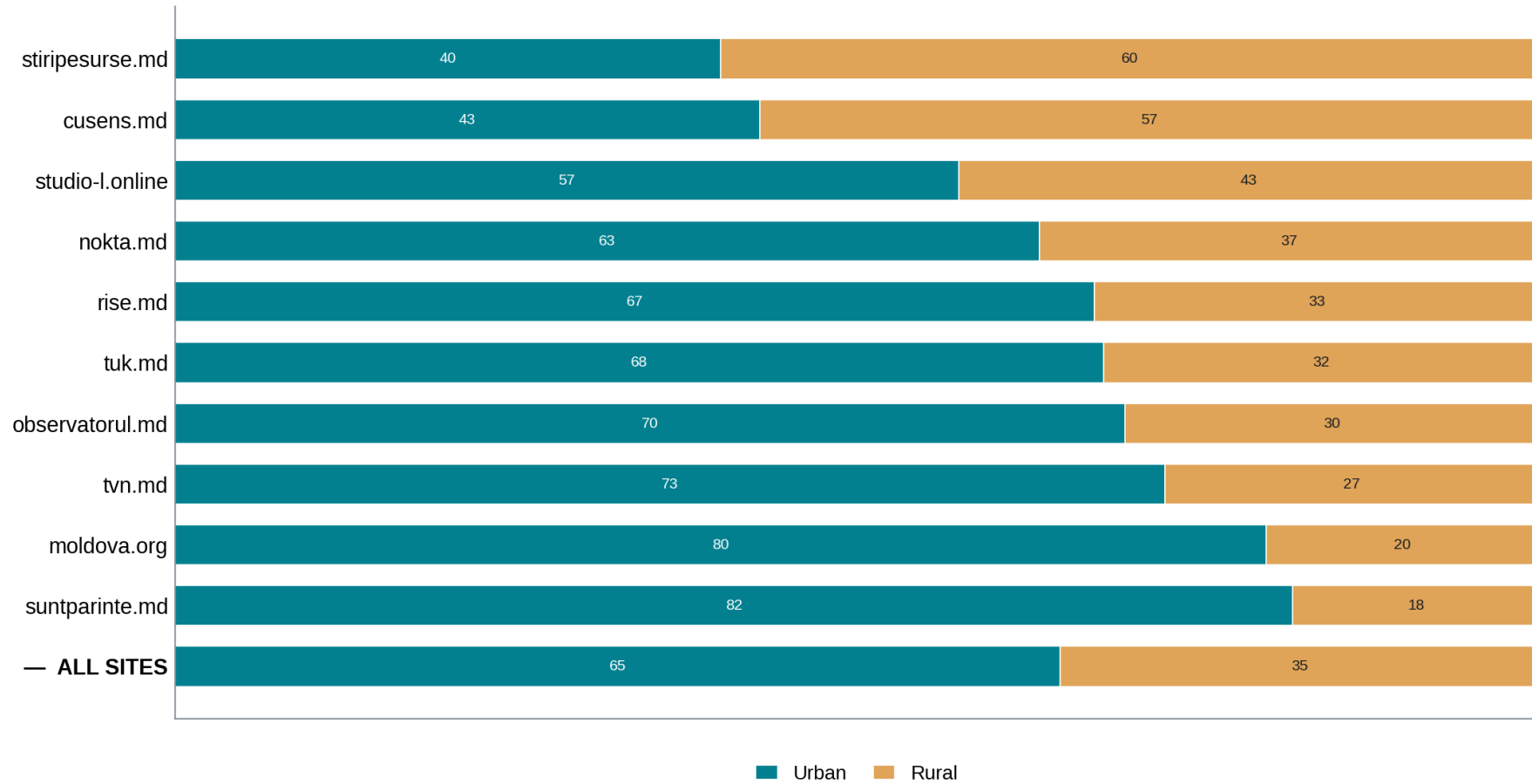
**~57%**

**Income undisclosed**

Share who did not state income (excluded from the chart) — an M3 enrichment priority.

# Two-thirds urban, with a strong rural tail

Urban vs rural split by site — May 2026



## Urban / rural — key takeaways

**65%**

### Urban share · May

About two-thirds of the network audience lives in urban areas.

**35%**

### Rural reach

A meaningful rural audience rarely reachable via capital-centric media.

**>70%**

### Most urban titles

suntparinte.md, moldova.org and tvn.md are the most city-based.

**42%**

### Rural-leaning: studio-l.online

studio-l.online offers the widest stable rural reach.