

PUBLIC REPORT BY PROMTPRESS

Channel audit

Almaty Today



@almatytoday

The most up-to-date info in Almaty Send info/photo/video/audio here: @almatytoday_info_bot For ads and cooperation: <https://tapter.one/almaty.today>

SUBSCRIBERS

57 911

+113 per month

ERR (% SEE POSTS)

23.0%

per day 17.1%

REACH/POST

12.9K

ad reach 9.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 57 911 —	 SUBS REACH 22.23% avg % of subs see post	 VIEWS/POST 12.9K median 12.1K · 29 days	 POSTS/DAY 9.2 ~64 per week
 7D TREND -6.1% vs previous week	 REACTIONS/POST 184.7 total 49,695 reactions, 15,562 reposts, 4,755 comments	 POST LENGTH 363 chars median 384 · 29 days	 POSTS ANALYZED 269 29 days
 AD REACH 9.9K 24h avg	 CHURN / MONTH +113 last month	 CITATION RATE 78 citation index · 270 channels mentioned all time	 CHANNEL AGE 9 years 11 months created 21.07.2016

AI EDITOR SUMMARY

Channel «Almaty Today» – 57 911 subs. Each post averages 12.9K people (22% of subs), this is average reach – room to grow. Publishes 64 posts per week (~9/day) – active posting. For week 22–28 Jun reach dropped -6.1% to week 15–21 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **269** posts over 29 days.
- 02 Dominant format – **Text** (153/269 posts).
- 03 Avg post length – **363** chars (median 384).
- 04 Peak audience activity – **Tuesday**, 10:00 ALMT.
- 05 Top posts gather **3x** more views than the weakest (29.6K avg for top vs 10K for worst) – among 269 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 07:13 TEXT Kazakhstan leads Central Asia in alcohol consumption. According to World Population Review, average resident...	VIEWS 30 173 REPOSTS 410	REACTIONS 298 ER 52.1%
Nº2 16.06 · 05:34 TEXT Parking ban near homes not introduced in Kazakhstan. Ministry of Industry denies social media rumors...	VIEWS 29 698 REPOSTS 54	REACTIONS 124 ER 51.3%
Nº3 08.06 · 13:18 TEXT Firefighters won't be allowed to ram cars blocking passage Prime Minister Olzhas Bektenov responded to a deputy request from Olzhas Kuspekov about...	VIEWS 28 914 REPOSTS 49	REACTIONS 427 ER 49.9%

Nº4 23.06 · 13:00 TEXT 463,829 self-exclusion requests from gambling voluntarily submitted by Kazakhs via eGov This was announced by Prime Minister Olzhas Bektenov...	VIEWS 28 330 REPOSTS 65	REACTIONS 126 ER 48.9%
Nº5 18.06 · 07:28 TEXT From July 19, a single QR for all banks in Kazakhstan will be launched Kazakhstanis will be able to pay via any bank app, reported...	VIEWS 28 221 REPOSTS 245	REACTIONS 247 ER 48.7%

WORST 3

↓ 22.06 · 11:21 TEXT Today Kazakhstan national team head coach Talgat Baysufinov resigned. The KFF noted it was his decision. A new coach...	VIEWS 10 129 REPOSTS 6	REACTIONS 78 ER 17.5%
↓ 04.06 · 10:44 PHOTO In Almaty, a section of Gabdullin Street will be temporarily closed From 08:00 June 5 to 06:00 June 6, traffic will be blocked on the section from Baizakov to...	VIEWS 10 119 REPOSTS 26	REACTIONS 38 ER 17.5%
↓ 23.06 · 10:30 TEXT Kazakhstan strengthens e-signature security. Now, besides EDS and password, users must confirm login...	VIEWS 9 897 REPOSTS 30	REACTIONS 115 ER 17.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs churn.

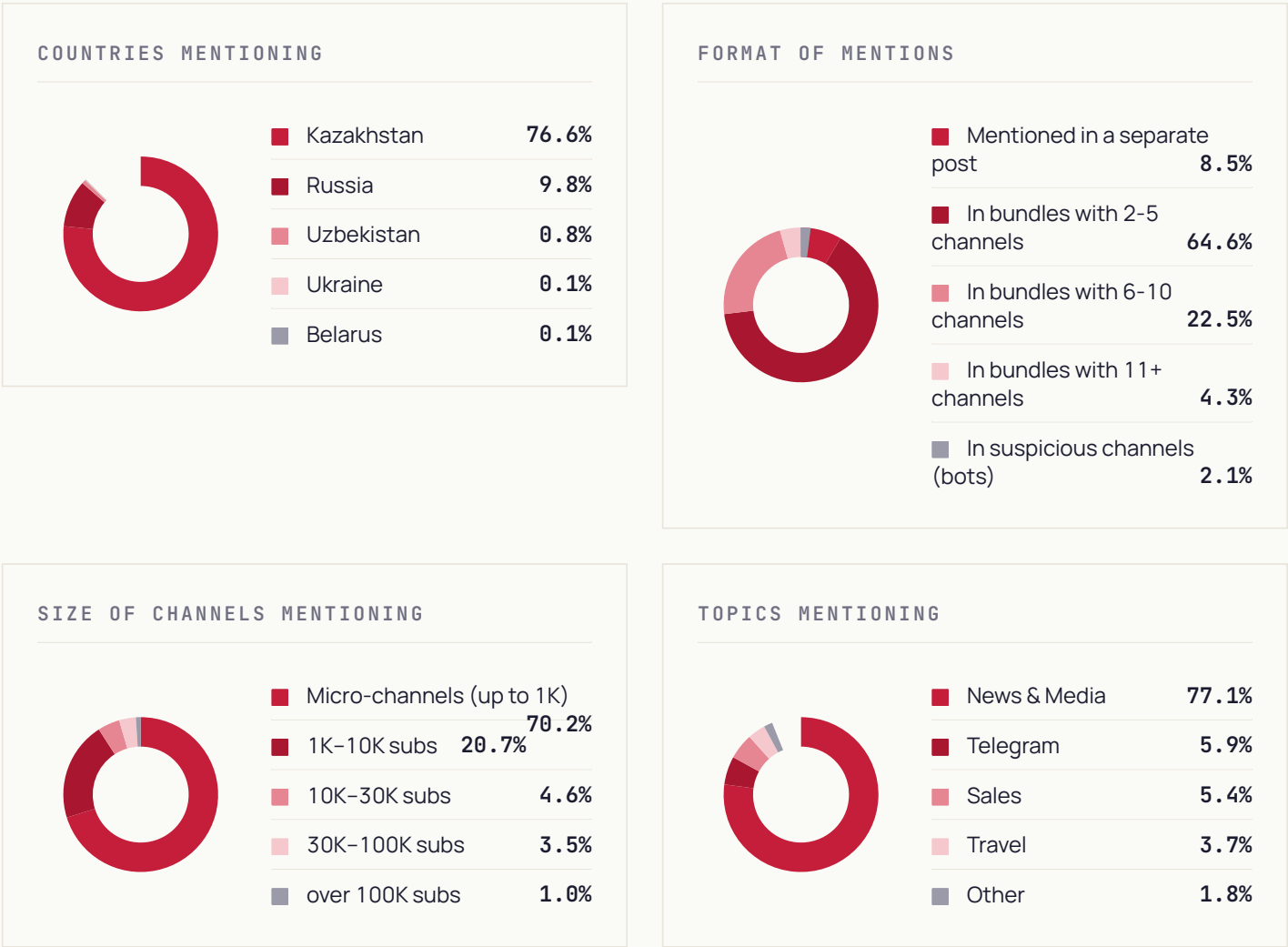


PERIOD START	NOW	NET GROWTH
56 065	57 911	+1 846

SECTION 04 · CITATIONS

Who and how mentions the channel

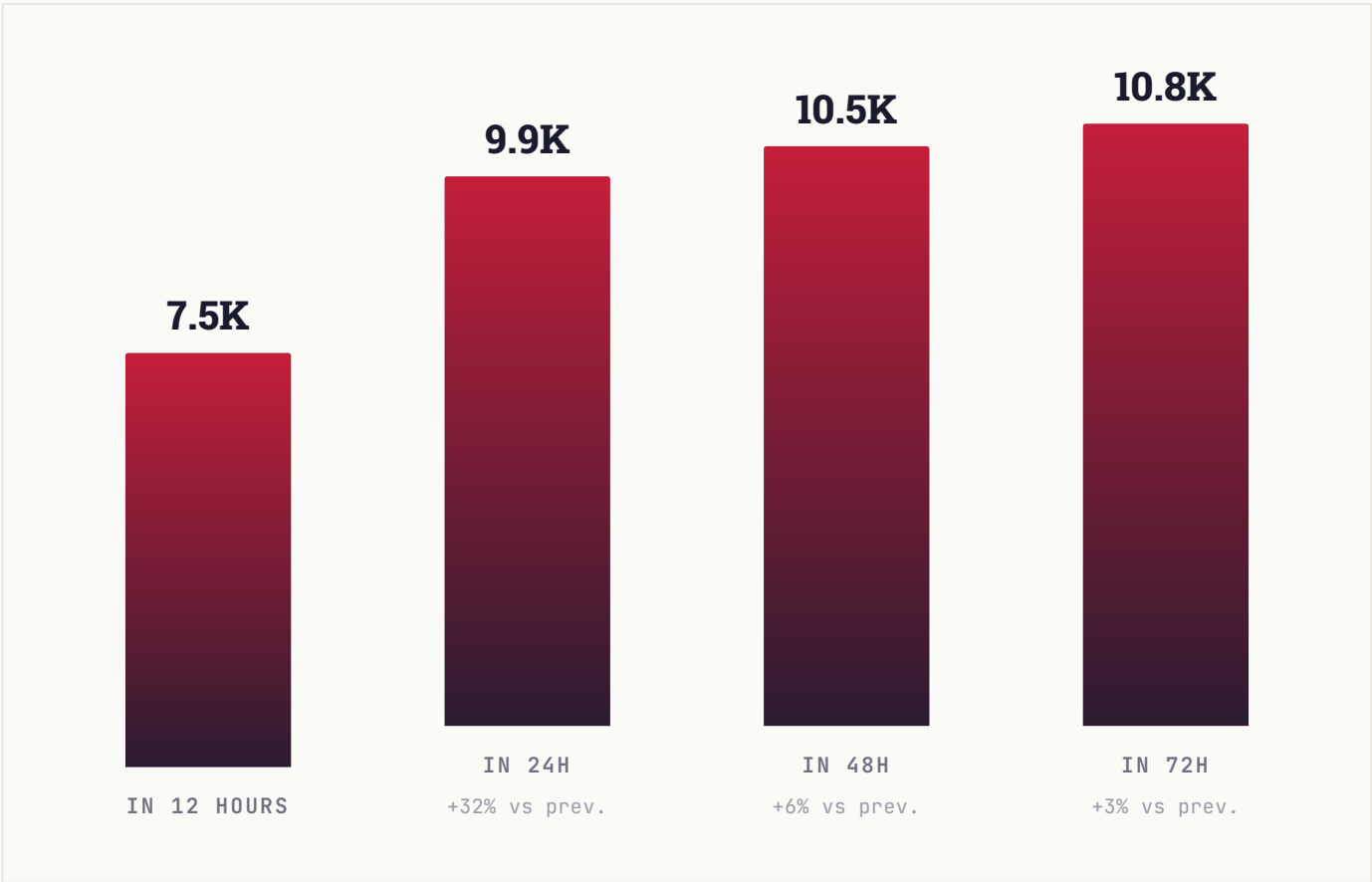
Citation index **78** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **270** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan and World News	204.1K
ZN ZTB NEWS - Kazakhstan News	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NO NONEWS	76.2K
AB Atameken Business - Kazakhstan News	74.2K
AT Almaty Today YOU	57.9K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#16 of 99). Leader — Dauletten (342.4K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **78**, they brought **3 636** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	12	12	271
December 2025	29	17	348
Nov 2025	20	19	266
Oct 2025	5	4	261
Sep 2025	6	4	1 993
August 2025	6	5	497

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
78	6	3 636

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «News & Media» and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#16/100

POSITION IN NICHE

Channel in top 16% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01**Top post of the week — on Tuesday**

Audience most active on this day at 10:00 ALMT.

EFFECT

**Best window
for an
important post****02****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs****03****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
