

PUBLIC PROMTPRESS REPORT

Channel audit

BES.media



@bessimptomno

Website of the socio-political business publication BES.media:
<https://bes.media/> About us: <https://bes.media/about> Write to our
 anonymous bot: @bessimptomno_bot Registered media.
 Weekend...

SUBSCRIBERS

20 895

-300 per month

ERR (% SEE POSTS)

7.0%

in 24 hrs **5.4%**

REACH/POST

1.3K

ad reach **1.1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 20 895 —	 SUBSCRIBER REACH 6.33% avg % subs see post	 VIEWS/POST 1.3K median 1.3K · 29 days	 POSTS/DAY 26.0 ~182 per week
 7D TREND -4.1% vs previous week	 REACTIONS/POST 83.6 total 64,984 reactions, 3,504 reposts, 349 comments	 POST LENGTH 996 chars median 1K · 29 days	 POSTS ANALYZED 777 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -300 over the last month	 CITATION RATE 270 citation index · 636 channels mentioned ever	 CHANNEL AGE 6 years 6 months created 13.12.2019

AI EDITOR SUMMARY

Channel «BES.media» – 20 895 subs. Each post averages 1.3K people (6% from subs), reach is low – consider expanding audience. Posts 182 posts/week (~26/day) – very active. For Jun 22–28 reach stable (-4.1% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 777 posts in 29 days.
- 02 Dominant format – Photo (645/777 posts).
- 03 Avg post length – 996 chars (median 1K).
- 04 Peak audience activity – Saturday, 13:00 ALMT.
- 05 Top posts get 7x more views than the weakest (7.2K avg for top vs 975 for worst) – among 777 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 08:31 PHOTO Amanat party discusses merger with "Adilet" party At today's meeting, participants talked about future consolidation. Final...	VIEWS 15 393 REPOSTS 83	REACTIONS 107 ER 73.7%
Nº2 14.06 · 11:08 VIDEO ▶ "Nobody is forcing anyone": Alexander Danilov on Amanat members moving to "Adilet" Amanat secretary said each party member...	VIEWS 3 182 REPOSTS 18	REACTIONS 326 ER 15.2%
Nº3 09.06 · 06:43 VIDEO Monowheel rider shows how drivers in Almaty park on bike lanes In the video, he also asks drivers not to...	VIEWS 3 071 REPOSTS 6	REACTIONS 22 ER 14.7%

Nº4

11.06 · 14:10

VIDEO

Passenger on Shymkent – Astana flight robbed of 7.6 mln tenge Police quickly tracked down the suspects and detained two...

VIEWS

2 666

REACTIONS

16

REPOSTS

4

ER

12.8%

Nº5

24.06 · 14:27

PHOTO

Seifullina and Masanchi to be upgraded: two major streets in Almaty renovated Workers are fixing streets using the "facade-to-facade" principle. 🌳...

VIEWS

2 410

REACTIONS

10

REPOSTS

8

ER

11.5%

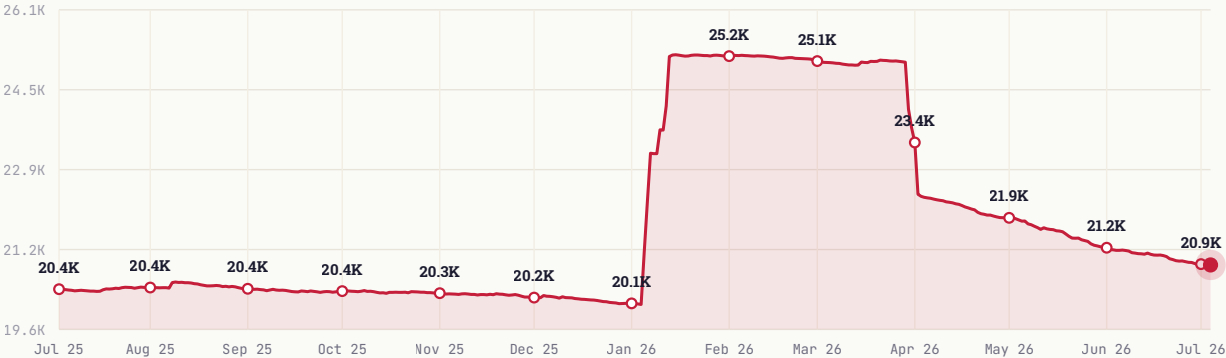
WORST 3

↓ 20.06 · 01:32 PHOTO 🚧 Closed roads in Almaty: summary for June 20. Interactive map BES.media publishes a summary of closed and restricted roads...	VIEWS 997 REACTIONS 4 REPOSTS — ER 4.8%
↓ 01.07 · 02:06 PHOTO Rain, hail and squall: Kazakhstan to be hit by bad weather on July 1 The first day of July will bring not only heat but also heavy downpours, thunderstorms...	VIEWS 987 REACTIONS 2 REPOSTS 1 ER 4.7%
↓ 01.07 · 01:34 PHOTO 🚧 Closed roads in Almaty: summary for July 1. Interactive map BES.media publishes a summary of closed and restricted roads...	VIEWS 941 REACTIONS 4 REPOSTS 1 ER 4.5%

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 and decline.



PERIOD START

20 395

NOW

20 895

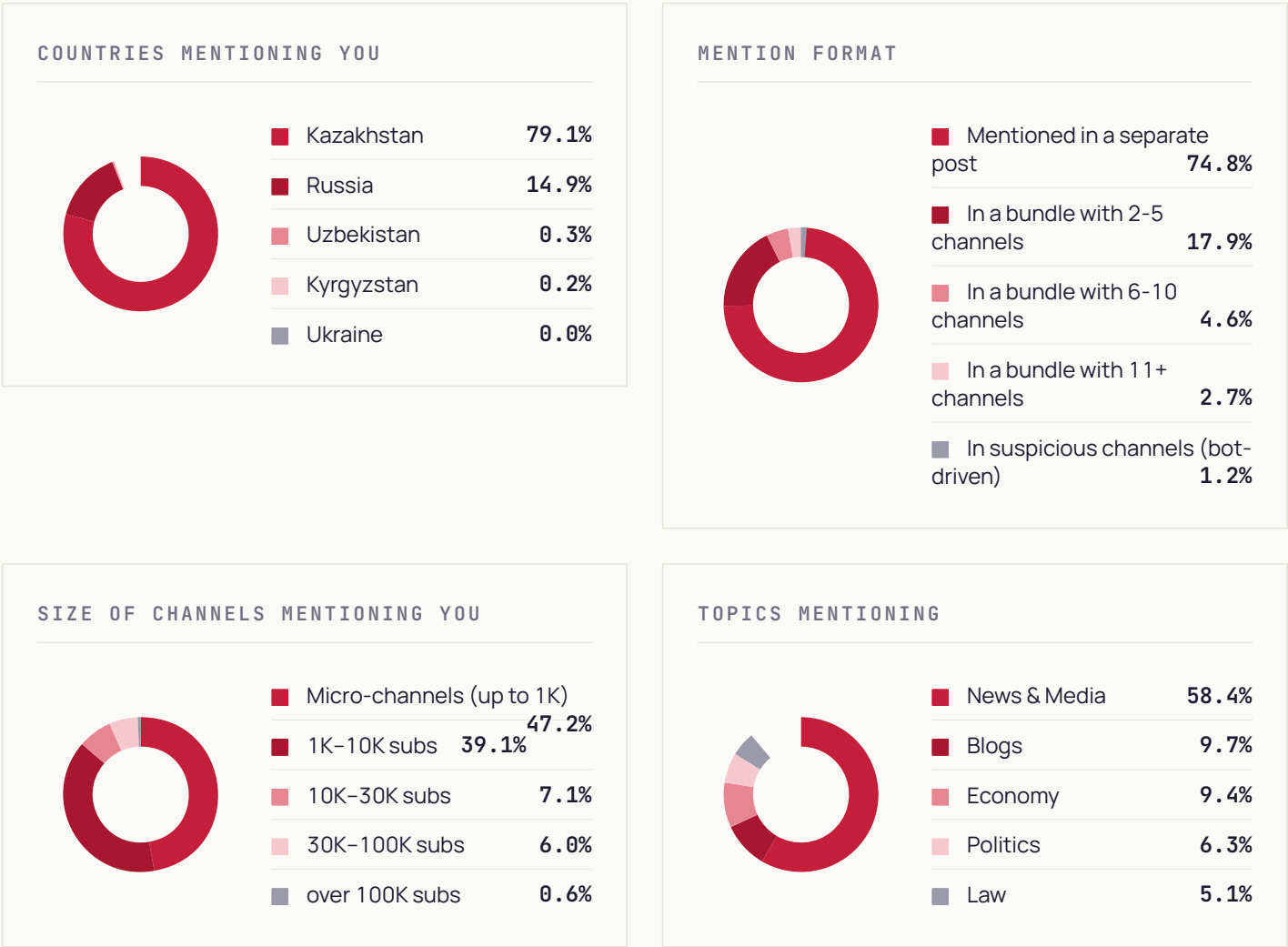
NET GROWTH

+500

SECTION 04 · MENTIONS

Who mentions the channel and how

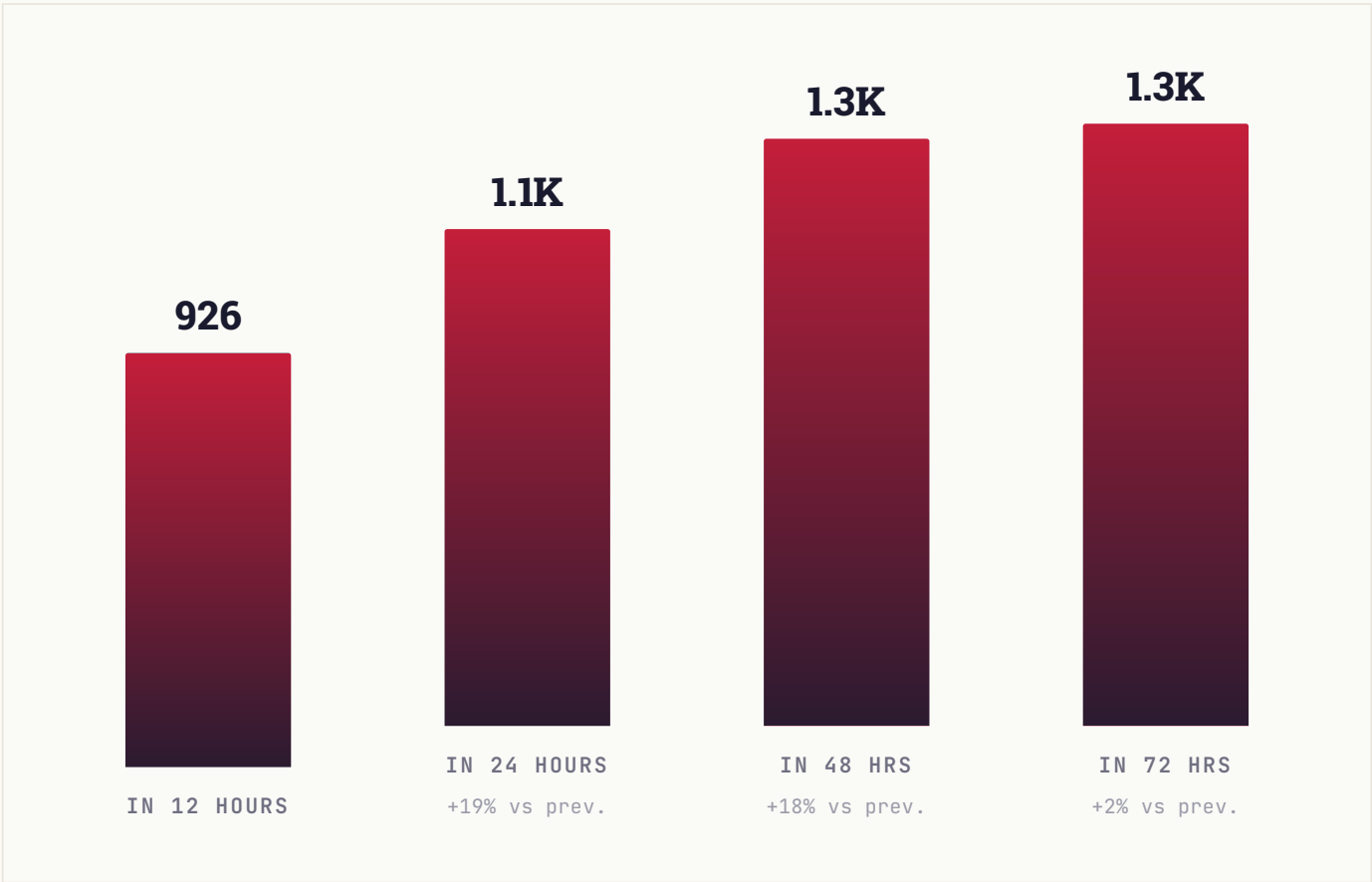
Citation index **270** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **636** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan & 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
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
BE BES.media YOU	20.9K

COMPARATIVE INSIGHT

Channel in top half of niche (#48 of 99). Niche leader — Dauletten (342.4K), median subs 20.2K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **386**, they brought **5 685** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	44	30	5 190
December 2025	78	31	86
Nov 2025	89	38	73
Oct 2025	53	23	83
Sep 2025	64	25	98
August 2025	58	25	155
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
386	6		5 685

SECTION 08 · NICHE COMPARISON

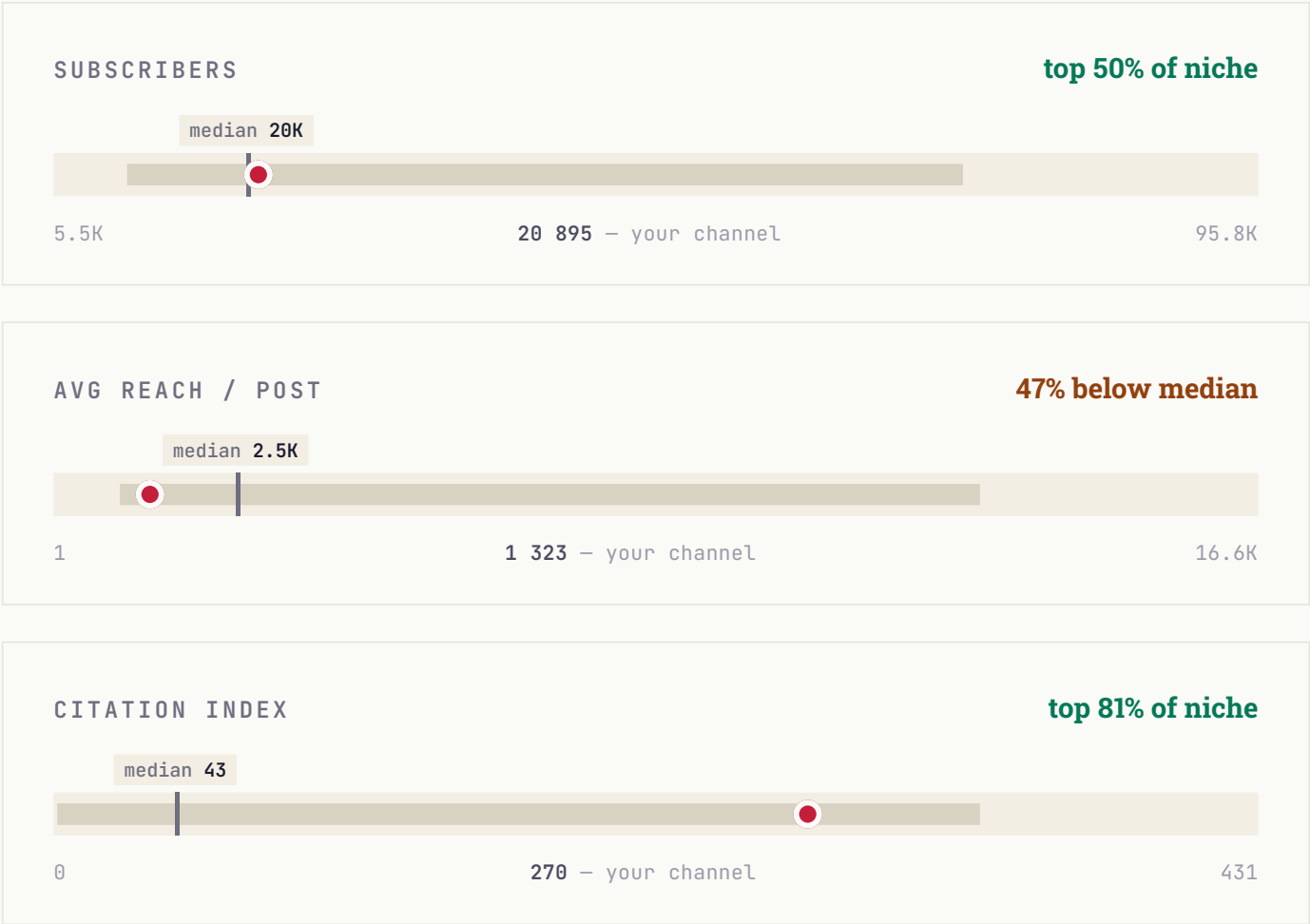
Where the channel stands in its league

Took top-100 channels in «News & Media» and compared your channel against them. Gray band — range for 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.

#48/100

POSITION IN NICHE

Channel in the top half of the ranking



— 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 Saturday**

Audience is most active on this day at 13:00 ALMT.

EFFECT

**Best window
for an
important post****02****System traffic buy**

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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

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

Exchange posts with channels in the same segment 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 scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

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

02 **Contact manager** t.me/PromptPress_manager
