

— PROMTPRESS PUBLIC REPORT

Channel audit

Central Media24.kz



@centralmedia24kz

CentralMedia24.kz — fast and reliable source of Kazakhstan news.
All the main stuff here! Write to our anonymous bot
@CentralMedia24_KZbot or call +77080323818 We are on
Instagram:...

SUBSCRIBERS

31 170

-944 per month

ERR (% SEE POSTS)

31.0%

per day 41.4%

REACH/POST

9.9K

ad reach 13.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 31 170 —	 SUBS REACH 31.67% avg % subs see post	 VIEWS/POST 9.9K median 8.9K · 29 days	 POSTS/DAY 30.9 ~216 per week
 7D TREND +38.1% vs previous week	 REACTIONS/POST 486.9 total 447,986 reactions, 93,776 reposts, 0 comments	 POST LENGTH 899 chars median 1,000 · 29 days	 POSTS ANALYZED 920 29 days
 AD REACH 13.5K 24h avg	 CHURN / MONTH -944 over the last month	 CITATION RATE 43 citation index · 110 channels mentioned all time	 CHANNEL AGE 1 year 5 months created 28.01.2025

AI EDITOR SUMMARY

Channel «Central Media24.kz» — 31 170 subs. Each post averages 9.9K people (32% of subs), good reach. Publishes 216 posts/week (~31/day) — very active. Week 22–28 Jun reach grew by +38.1% by week 15–21 Jun — positive trend.

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 **920** posts over 29 days.
- 02 Dominant format – **Photo** (740/920 posts).
- 03 Avg post length – **899** chars (median 1,000).
- 04 Peak audience activity – **Tuesday**, 00:00 ALMT.
- 05 Top posts get **86×** more views than the weakest (36.8K avg for top vs 427 for worst) – among 920 posts in 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 21.06 · 10:51 PHOTO Baby thrown into cesspit named after rescuer A young employee saved a baby thrown into a cesspit by its mother...	VIEWS 43 342 REPOSTS 119	REACTIONS 495 ER 139.1%
Nº2 13.06 · 05:02 PHOTO  Loans not for business, but for food. How MFOs drive Kazakhs into debt Why Kazakhs take microloans at huge interest rates, how...	VIEWS 33 551 REPOSTS 118	REACTIONS 495 ER 107.6%
Nº3 11.06 · 11:44 PHOTO Kazakhstan may restore full mortgage tax deduction Kazakhstan considers restoring full mortgage...	VIEWS 33 506 REPOSTS 117	REACTIONS 279 ER 107.5%

Nº4 22.06 · 06:34 PHOTO Turkestan region dismantled illegal truck border crossing scheme On June 12, National Security Committee officers...	VIEWS 30 790 REPOSTS 110	REACTIONS 490 ER 98.8%
Nº5 25.06 · 06:52 PHOTO IOC to pay all Olympians \$10,000 each The International Olympic Committee launched a cash grant program for all...	VIEWS 28 630 REPOSTS 96	REACTIONS 484 ER 91.9%

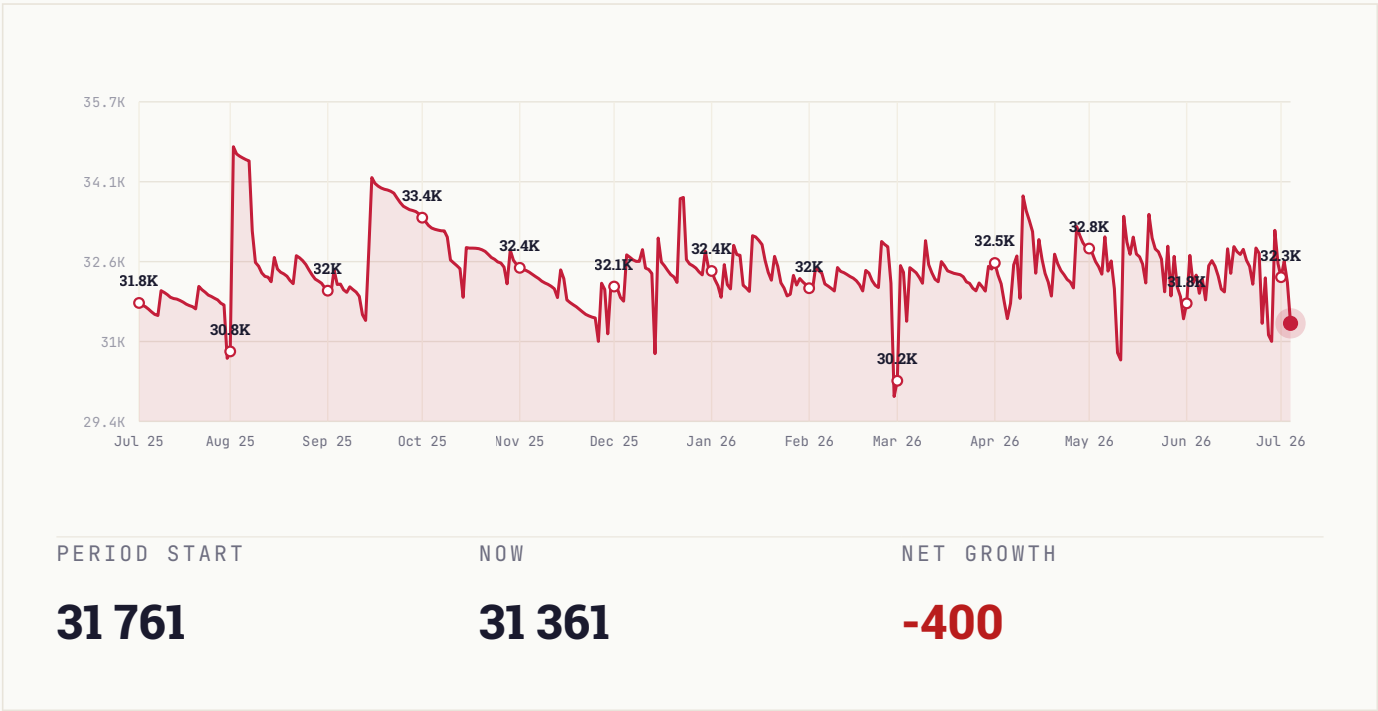
WORST 3

↓ 24.06 · 12:57 PHOTO Military conscription in Kazakhstan goes digital Kazakhstan updated rules for organizing and conducting military conscription...	VIEWS 527 REPOSTS 108	REACTIONS 492 ER 1.7%
↓ 24.06 · 13:31 PHOTO "My father raped me": after scandalous statement by blogger Juzzefina, police launched investigation Popular blogger Zhuldyz Zhauynbayeva, more...	VIEWS 390 REPOSTS 116	REACTIONS 484 ER 1.3%
↓ 24.06 · 12:04 PHOTO 40 billion stolen tenge returned to Kazakhstan budget Prosecutor General Berik Asylov held an expanded board meeting on the results...	VIEWS 364 REPOSTS 117	REACTIONS 493 ER 1.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

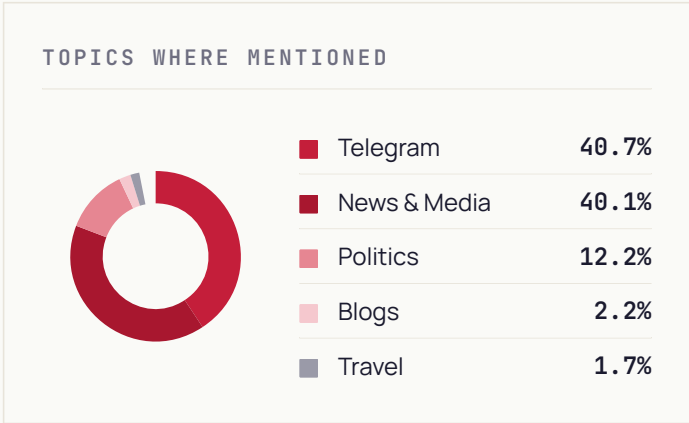
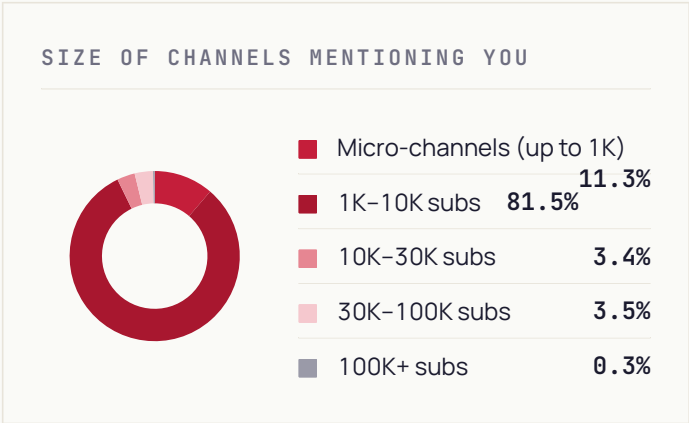
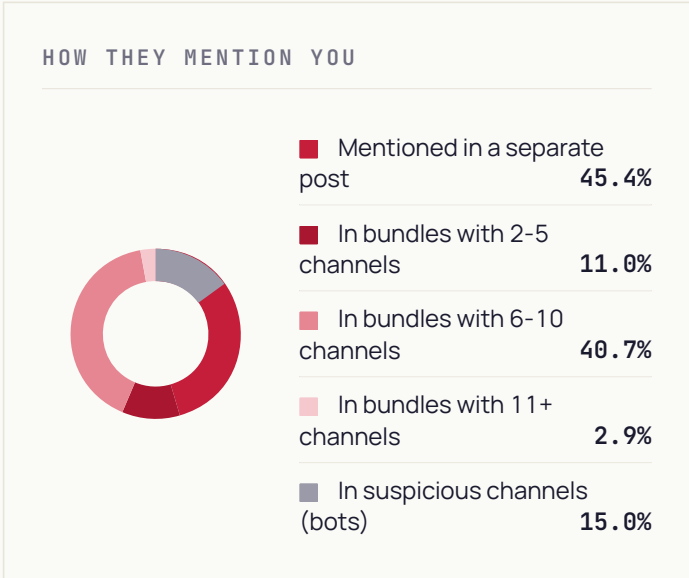
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

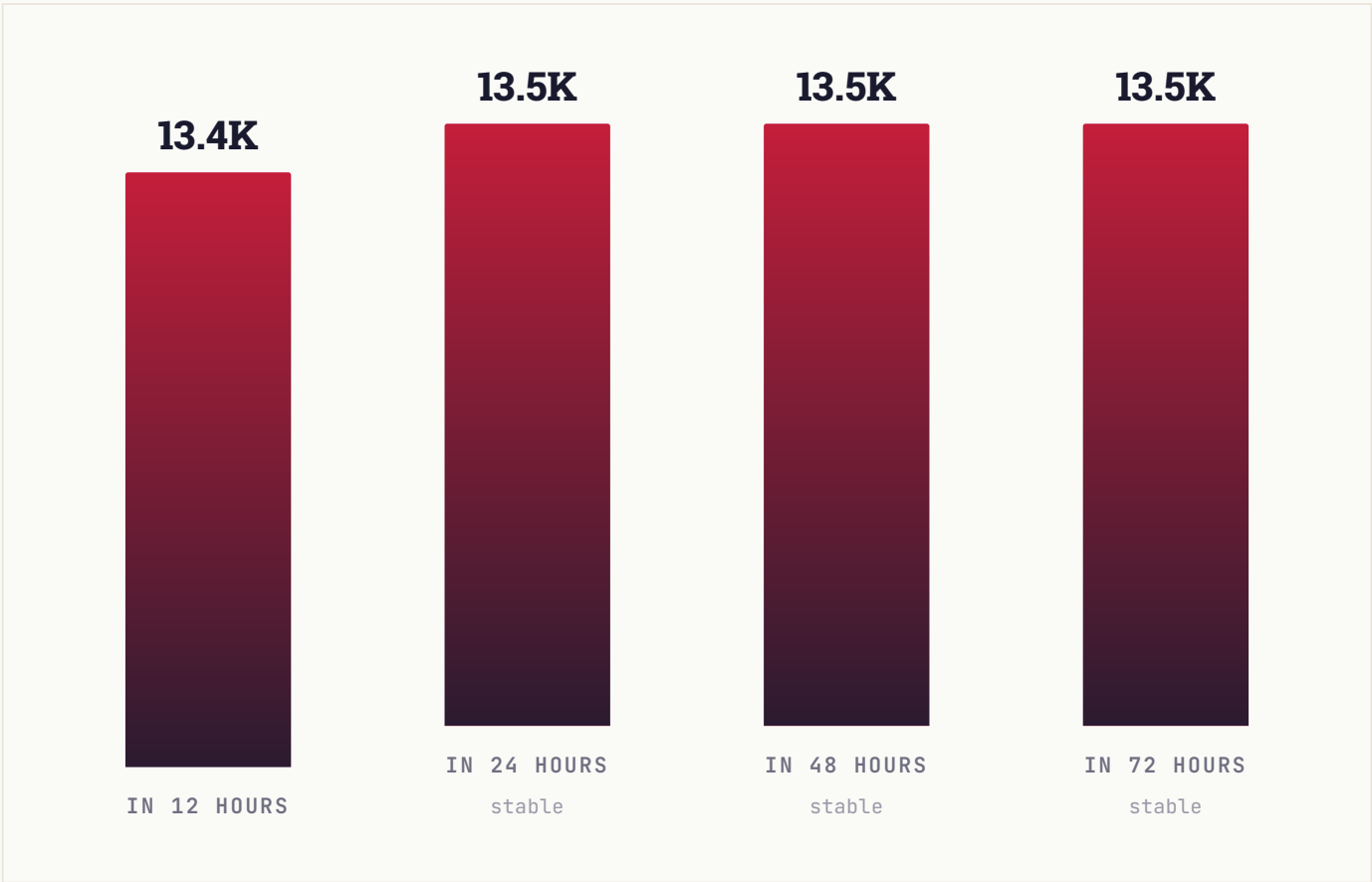
Citation index **43** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **110** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 — you can see its place 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
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
CM Central Media24.kz YOU	31.2K

COMPARATIVE CONCLUSION

Channel in top half of the niche (#34 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 yours. Over the last **6 months** such mentions were **779**, they brought **21 898** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	121	20	3 574
December 2025	178	25	5 521
Nov 2025	348	23	2 637
Oct 2025	40	13	1 634
Sep 2025	45	15	3 375
August 2025	47	13	5 157

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
779	6	21 898

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#34/100

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

Best post of the week – Tuesday

Audience is most active on this day at 00:00 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 finds 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 lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap posts with same-niche 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 scans descriptions. Add 3-5 niche keywords – source of organic traffic.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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