

— PROMTPRESS PUBLIC REPORT

Channel audit

Forbes Kazakhstan



@forbeskaz

All about business and businessmen working in Kazakhstan

SUBSCRIBERS

16 212

+46 per month

ERR (% SEE POSTS)

21.0%

per day 12.7%

REACH/POST

3.2K

ad reach 2.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 16 212 —	 SUBS REACH 19.82% avg % subs see post	 VIEWS/POST 3.2K median 3.2K · 28 days	 POSTS/WEEK 18.1 over period
 7D TREND -5.1% vs previous week	 REACTIONS/POST 25.5 total 1,858 reactions, 765 reposts, 84 comments	 POST LENGTH 835 chars median 912 · 28 days	 POSTS ANALYZED 73 28 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH +46 last month	 QUOTE RATE 66 citation index · 256 channels mentioned all time	 CHANNEL AGE 10 years 5 months created 08.01.2016

AI EDITOR SUMMARY

Channel «Forbes Kazakhstan» – 16 212 subs. Each post averages 3.2K people (20% of subs), average reach – room to grow. Publishes 18 posts per week (~3/day) – regular schedule. For week 22–28 Jun reach dropped by -5.1% by week 15–21 Jun – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **73** posts over 28 days.
- 02 Dominant format — **Text** (54/73 posts).
- 03 Avg post length — **835** chars (median 912).
- 04 Peak audience activity — **Tuesday**, 09:00 ALMT.
- 05 Top posts get **2×** more views than the weakest (5.9K avg for top vs 2.7K for worst) — among 73 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 04:52 TEXT ! TransTelecom will acquire from KT-Telecom (a subsidiary of Kazakhtelecom) and Bastau Project comprehensive works for construction of a Center...	VIEWS 9 369 REPOSTS 58	REACTIONS 13 ER 57.8%
Nº2 17.06 · 08:39 TEXT ✈️ Airline Alatau Air Cargo appeared in Kazakhstan: what kind of carrier is this? One of Kazakhstan's cargo airlines has received a new...	VIEWS 4 447 REPOSTS 14	REACTIONS 17 ER 27.4%
Nº3 08.06 · 06:29 TEXT ✈️ Global aviation industry in 2026 will for the first time generate roughly \$1.2 trillion in revenue and carry over 5 billion passengers. But net...	VIEWS 4 032 REPOSTS 9	REACTIONS 13 ER 24.9%

Nº4 19.06 • 06:09 **TEXT**

🕶️🇰🇿 Social media buzzes about 'Kazakhstan's prime era', the country making a bigger mark on the global tour map after...

VIEWS
3 690

REACTIONS
37

REPOSTS
8

ER
22.8%

Nº5 05.06 • 06:34 **PHOTO**

For the ninth year in a row, Forbes Kazakhstan presents the «30 under 30» ranking — a list of young leaders from various fields. This year...

VIEWS
3 573

REACTIONS
47

REPOSTS
7

ER
22.0%

WORST 3

↓ 30.06 • 07:11 **PHOTO**

Joint Resources is leaving KASE. This decision was made by the sole shareholder — Timur Kulibayev. Joint Resources is listed on...

VIEWS
2 769

REACTIONS
23

REPOSTS
8

ER
17.1%

↓ 01.07 • 03:46 **TEXT**

\$\$\$ According to global Forbes, the total income of the world's top 50 content makers exceeded \$1 billion for the first time. 🎥 The list is topped by...

VIEWS
2 706

REACTIONS
13

REPOSTS
11

ER
16.7%

↓ 01.07 • 05:52 **TEXT**

📱 Kazakh videographer, travel blogger & former Kazakh language teacher, 28-year-old Dastan Mukhamedrakhim attracted with his captivating videos...

VIEWS
2 656

REACTIONS
49

REPOSTS
7

ER
16.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.

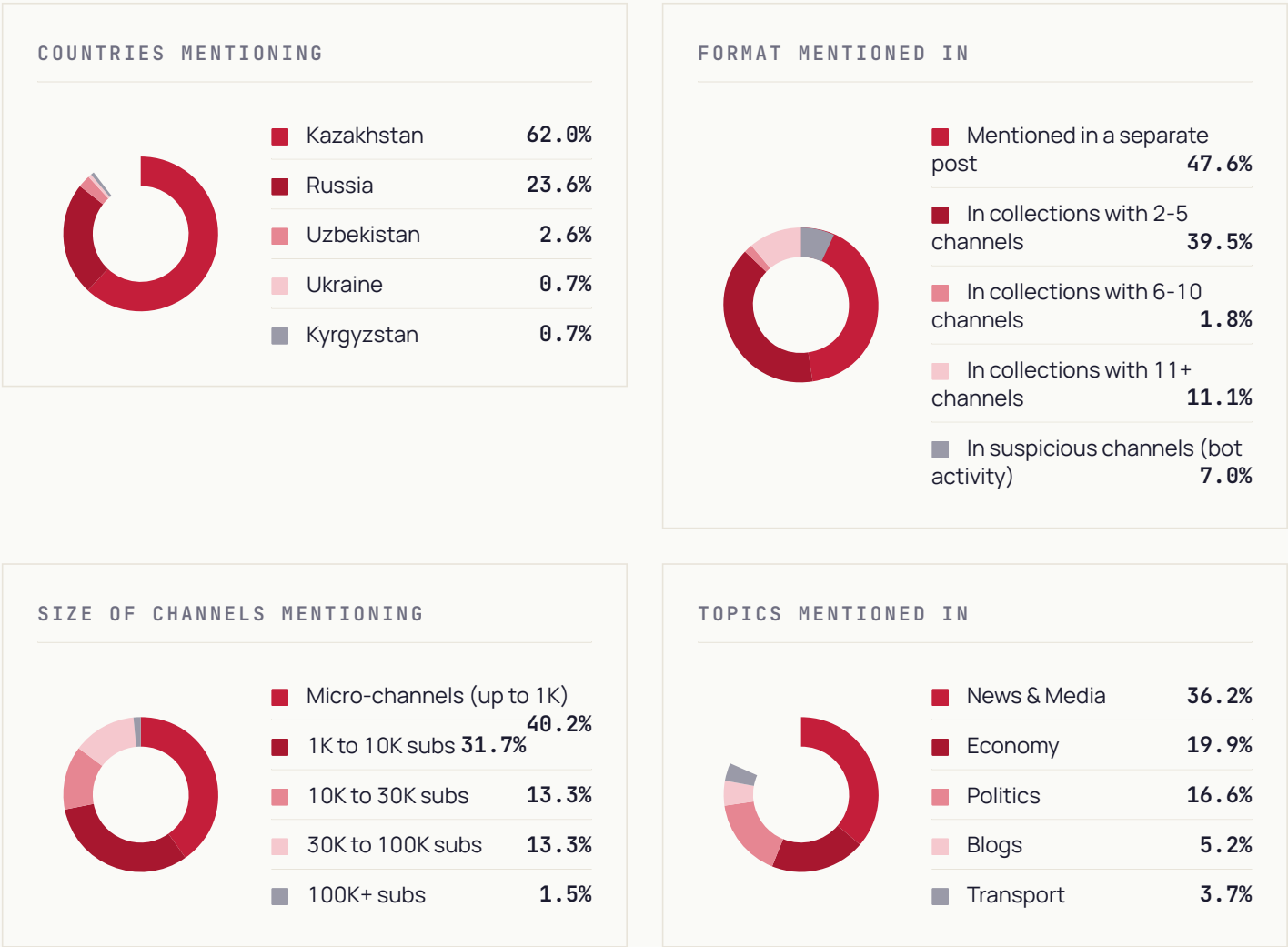


START OF PERIOD	NOW	NET GROWTH
14 979	16 212	+1 233

SECTION 04 · CITATIONS

Who and how mentions the channel

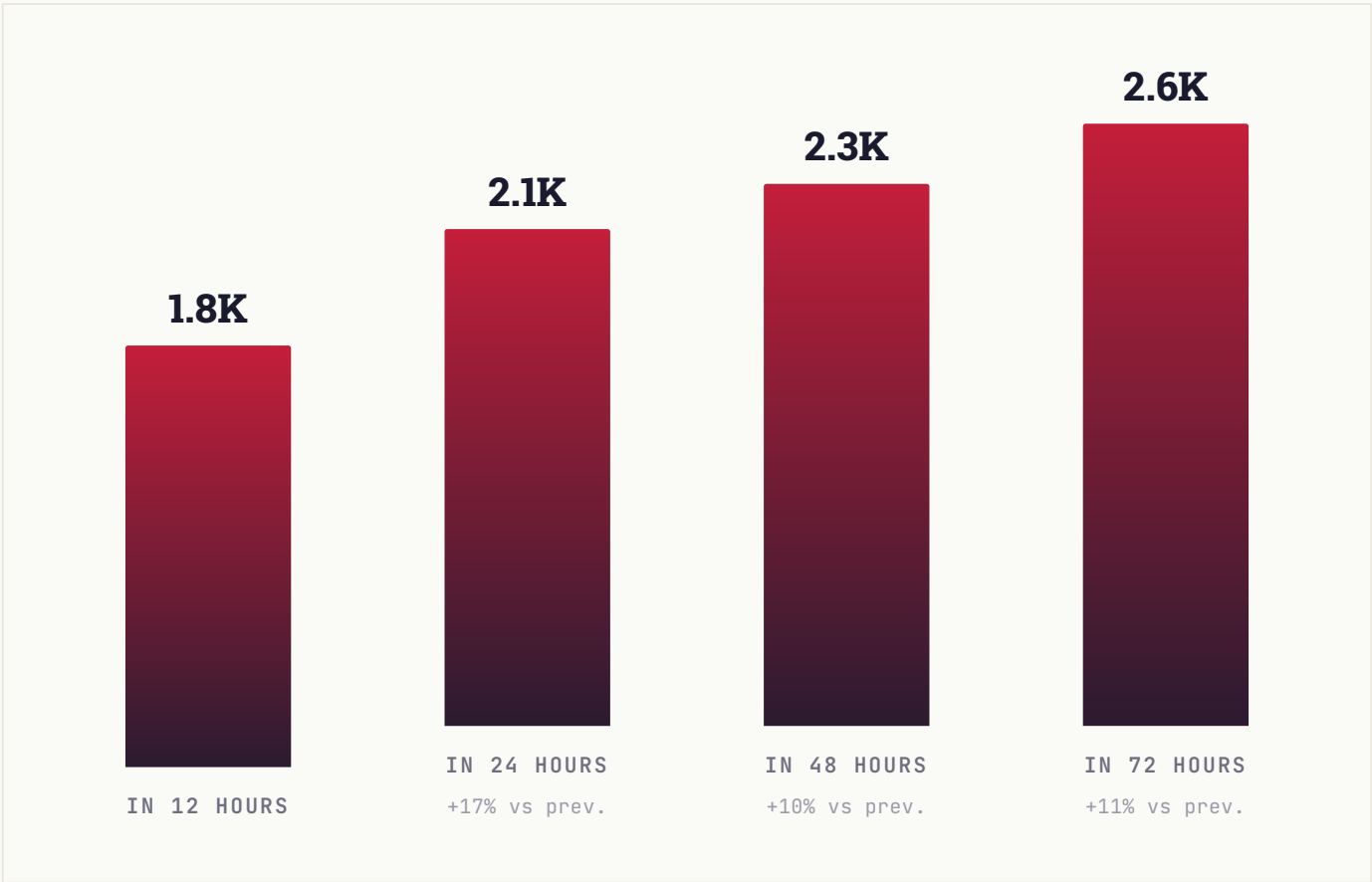
Citation index **66** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **256** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of a promo post over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

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 NOTKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
FK Forbes Kazakhstan YOU	16.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#60 of 99). Niche median — 20.2K subs. First growth KPI — reach the median. Leader: Dauletten (342.4K).

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 **13**, they brought **1 100** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	4	4	35
December 2025	1	1	11
Nov 2025	2	2	123
Oct 2025	2	2	433
Sep 2025	2	1	436
August 2025	2	2	62

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
13	6	1 100

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

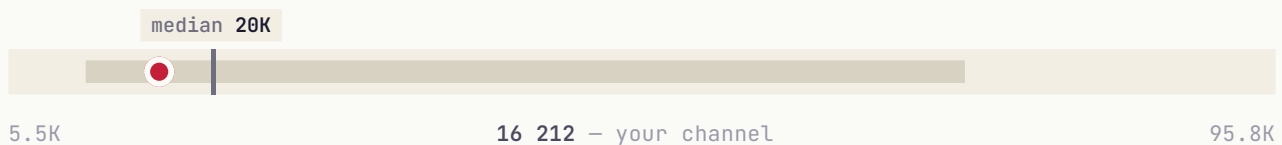
#60 /100

POSITION IN NICHE

Channel in bottom half of ranking

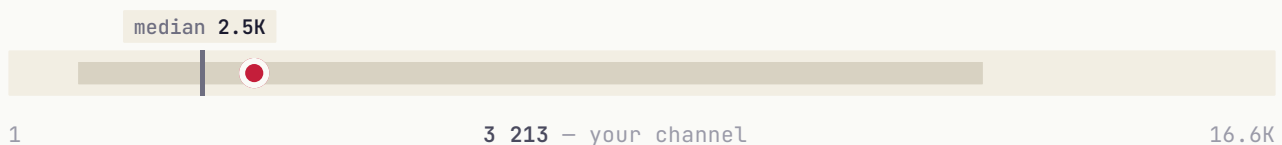
SUBSCRIBERS

19% below median



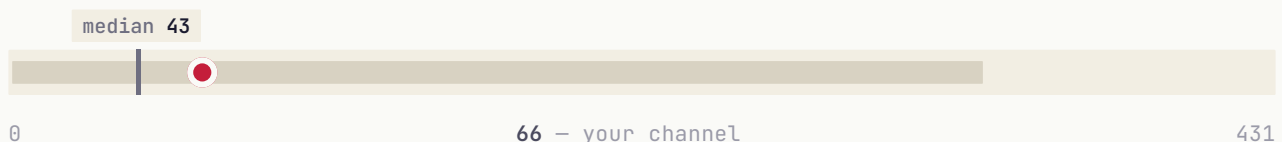
AVG REACH / POST

better than 52% of niche



CITATION INDEX

better than 53% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Tuesday

Audience is most active on this day at 09:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

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**

04

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

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us & hit your growth target in a month.

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