

PUBLIC REPORT BY PROMTPRESS

Channel audit

Informburo.kz – Новости Kazakhstana



@informburo_kz

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Ads & contacts: <https://taplink.cc/informburo.kz> Our...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
31 108	9.0%	2.5K
08.06.2026 +291 per month	per day 6.4%	ad reach 2K/24h
HTTPS://PROMTPRESS.COM/AUDIT/INFORMBURO_KZ		

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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 31 108 —	 SUBS REACH 8.09% avg % subs see post	 VIEWS/POST 2.5K median 2.5K · 29 days	 POSTS/DAY 22.2 ~155 per week
 7D TREND -7.3% vs prev week	 REACTIONS/POST 26.6 total 17,668 reactions, 3,677 reposts, 1,071 comments	 POST LENGTH 750 chars median 763 · 29 days	 POSTS ANALYZED 664 29 days
 AD REACH 2K 24h avg	 CHURN / MONTH +291 over the last month	 QUOTE RATE 354 citation index · 794 channels mentioned all time	 CHANNEL AGE 9 years 6 months created 06.11.2016

AI EDITOR SUMMARY

Channel «Informburo.kz – News of Kazakhstan» – 31 108 subs. Avg views per post 2.5K people (8% from subs), reach low – expand audience. Publishes 155 posts per week (~22/day) – very active. Week 25–31 May reach dropped -7.3% by week 18–24 May – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **664** posts in 29 days.
- 02 Dominant format – **Photo** (430/664 posts).
- 03 Avg post length – **750** chars (median 763).
- 04 Audience peak – **Saturday**, 13:00 ALMT.
- 05 Top posts get **7x** more views than the weakest (5.8K avg for top vs 826 for worst) – among 664 posts in 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 23.05 · 08:05 PHOTO ⚠️ Fighters over the city: Astana residents warned of training flights Residents and guests of the capital were warned about...	VIEWS 9 560 REPOSTS 11	REACTIONS 14 ER 30.7%
Nº2 08.05 · 04:05 PHOTO ⚠️ Lada from Russia becomes luxury: new recycling fees take effect in Kazakhstan Starting May 8, increased fees apply in Kazakhstan...	VIEWS 4 011 REPOSTS 40	REACTIONS 69 ER 12.9%
Nº3 10.05 · 05:39 VIDEO ⚠️ WARNING: Video contains tragic footage. Viewer discretion advised.	VIEWS 3 748 REPOSTS 25	REACTIONS 82 ER 12.0%

Nº4 21.05 • 04:58 PHOTO ➔ Airfare rose instead of falling: MP criticizes Ministry of National Economy At a plenary session of the Majilis, reviewing...	VIEWS 3 736 REACTIONS 20 REPOSTS 17 ER 12.0%
Nº5 06.05 • 11:42 PHOTO ☒ Car dealership top manager in Taraz gets longer sentence for multimillion fraud The cassation court revised the verdict in...	VIEWS 3 676 REACTIONS 16 REPOSTS 6 ER 11.8%

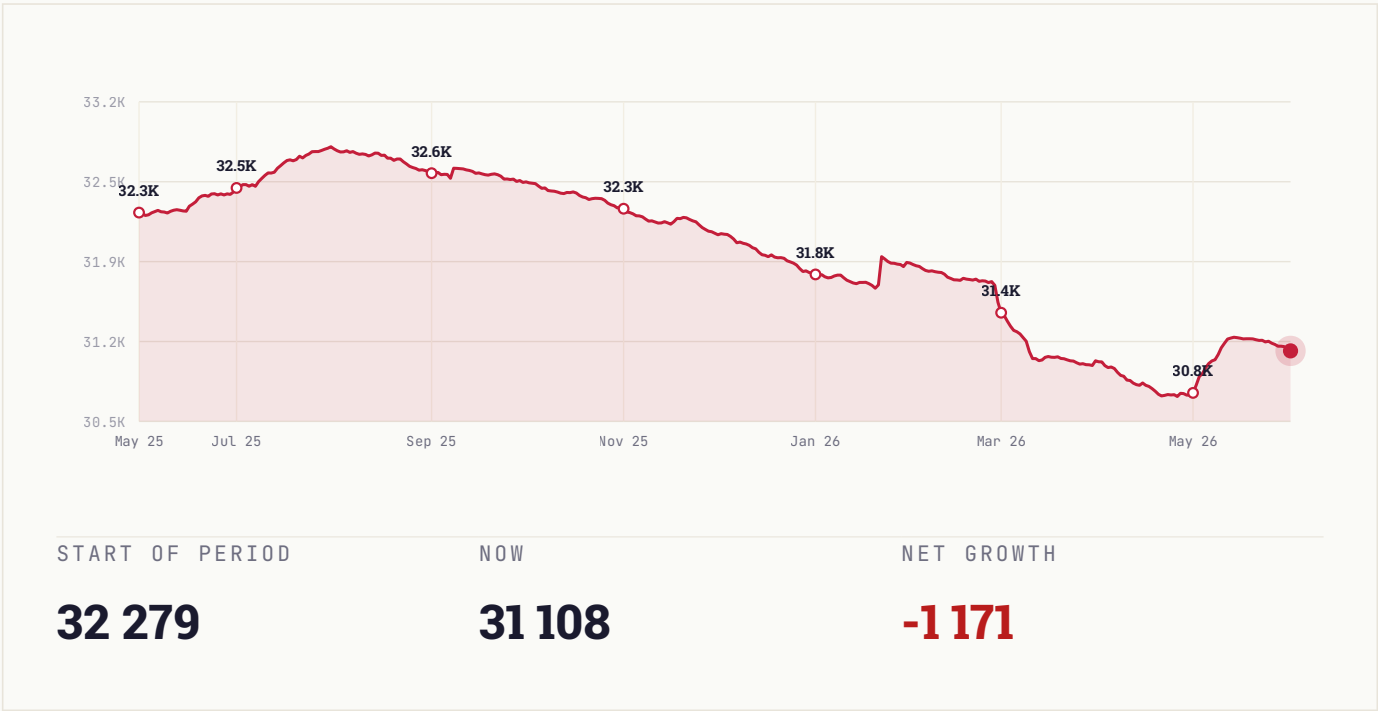
WORST 3

↓ 01.06 • 13:27 PHOTO ☒ Almaty installs 30 more air quality sensors 30 new monitoring stations are now operational, complementing the existing...	VIEWS 1 014 REACTIONS 5 REPOSTS 4 ER 3.3%
↓ 01.06 • 14:20 TEXT ☒ Shaidorov, Ministry of Sports and Olympics-2030: what fueled the week's biggest sports dispute How the conflict arose, why...	VIEWS 782 REACTIONS 2 REPOSTS — ER 2.5%
↓ 01.06 • 14:43 PHOTO ☺ Mother of two-year-old hits doctor at Almaty hospital At the Almaty Children's Clinical Infectious Diseases Hospital, a conflict occurred...	VIEWS 682 REACTIONS 13 REPOSTS 2 ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

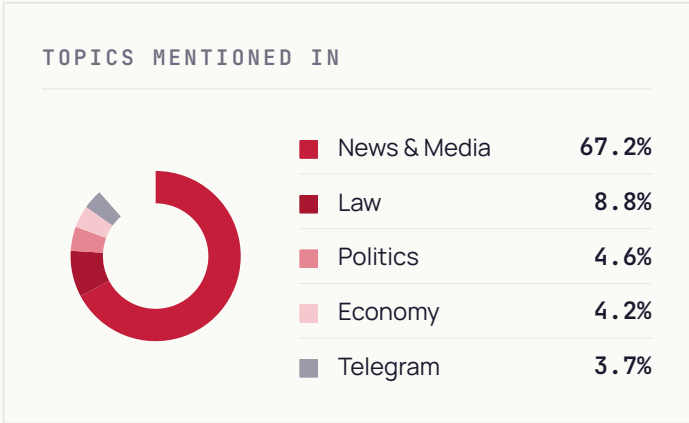
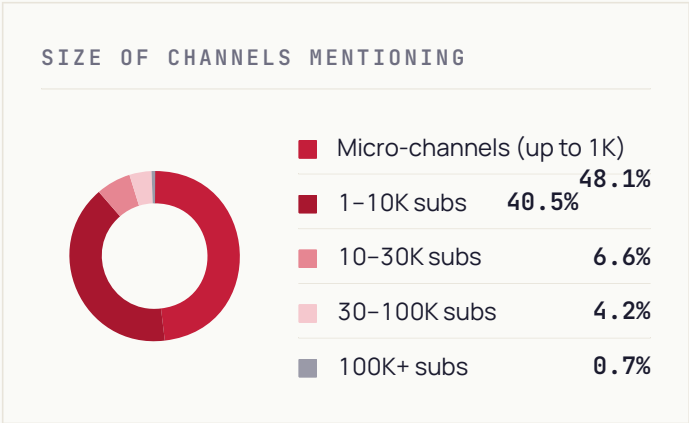
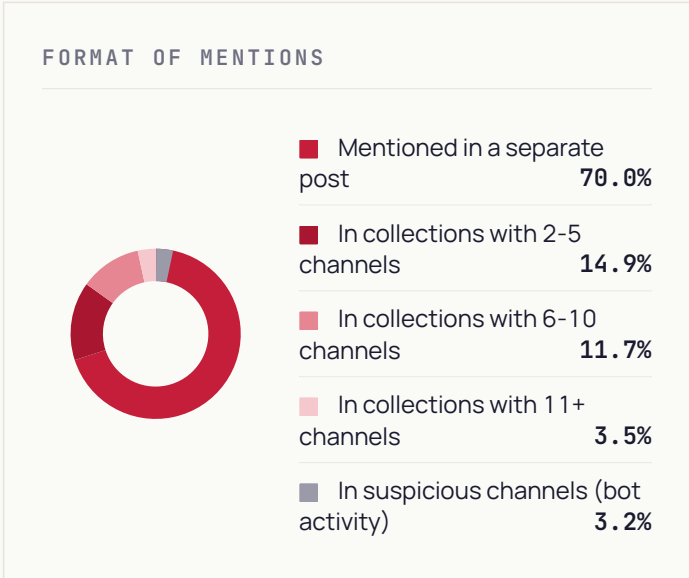
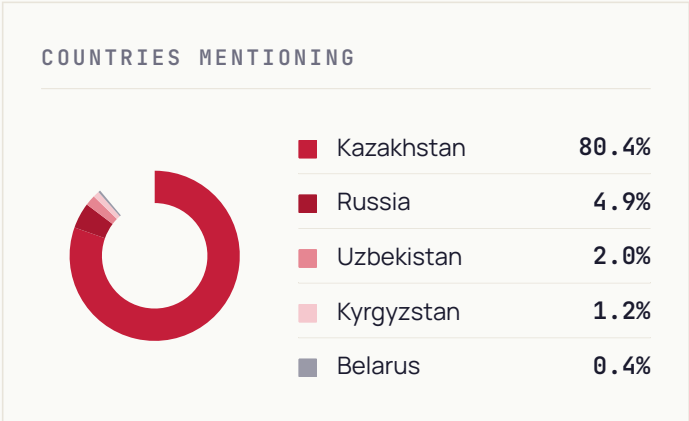
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

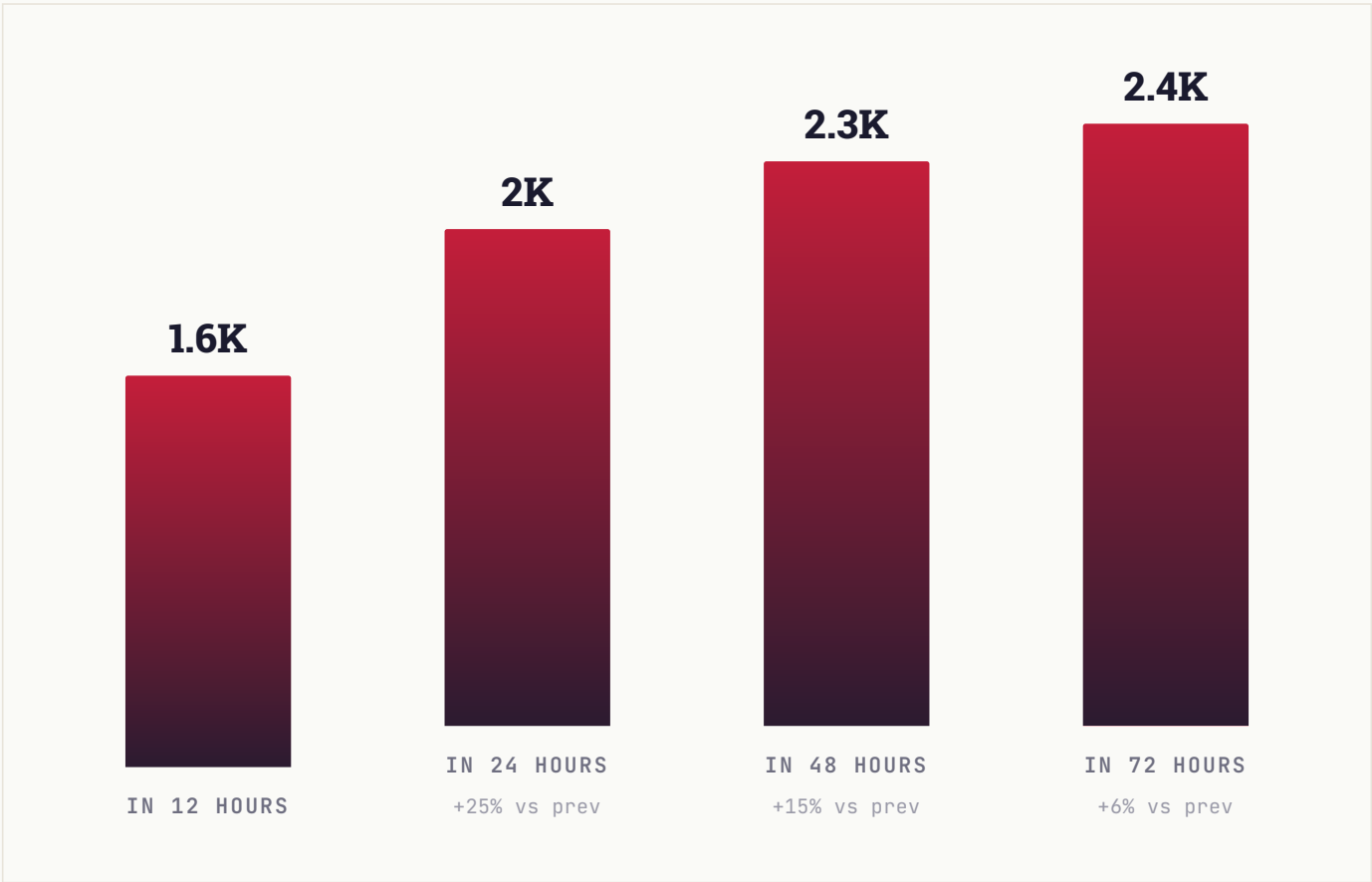
Citation index **354** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **794** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see where you stand among niche neighbors.

CHANNEL	SUBSCRIBERS
اخبارفوری خبرفوری جنگ امریکا فوری	5.5M
کانال اخبارفوری خبرفوری	4.4M
خبرفوری اخبارفوری جنگ فوری امریکا	4.4M
خبرفوری	4.2M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
TR Trukha < Ukraine	3.1M
I- Informburo.kz – Новости Kazakhstan	YOU 31.1K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (5.5M), top-98 median: 1.3M. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions **1 357**, they brought **768** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	286	52	36
Nov 2025	347	50	73
Oct 2025	156	40	37
Sep 2025	219	46	122
August 2025	166	38	65
July 2025	183	43	435

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
1 357	6	768

SECTION 08 · NICHE COMPARISON

Where the channel stands 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.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Saturday | EFFECT |
| | Audience is most active on this day at 13:00 ALMT. | Best window
for important
posts |
| 02 | Increase video post share | EFFECT |
| | Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | Video retains
audience
better |
| 03 | Systematic traffic buying | EFFECT |
| | Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | +1000-3000
subs |
| 04 | Test polls & interactive formats | EFFECT |
| | Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever. | +5-15% ER |
| 05 | Cross-promo with neighboring channels | EFFECT |
| | Cross-post with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily. | Growth from
relevant
audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
