

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Almaty - Kazakhstan



@kazakhstan113

News & events of Almaty and Kazakhstan Contact @yutasc

SUBSCRIBERS

14 207

-1075 per month

ERR (% SEE POSTS)

15.0%

in 24h **8.9%**

REACH/POST

2.1K

ad reach **1.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 14 207 —	 SUBSCRIBER REACH 14.48% avg % subs see post	 VIEWS/POST 2.1K median 2.1K · 29 days	 POSTS/WEEK 36.5 for the period
 7D TREND -12.5% vs previous week	 REACTIONS/POST 13.6 total 2,129 reactions, 398 reposts, 324 comments	 POST LENGTH 578 chars median 593 · 29 days	 POSTS ANALYZED 156 29 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH -1075 for the last month	 CITATION RATE 1 citation index · 5 channels mentioned ever	 CHANNEL AGE 1 year 11 months created 20.07.2024

AI EDITOR SUMMARY

Channel «Almaty - Kazakhstan» – 14 207 subs. Each post avg views 2.1K people (14% of subs), low reach – expand audience. Publishes 36 posts/week (~5/day) – active. Week 22–28 Jun reach dropped -12.5% by week 15–21 Jun – worth analyzing.

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 TOP POSTS SHARE

- 01 Analysis based on 156 posts in 29 days.
- 02 Dominant format – Photo (138/156 posts).
- 03 Avg post length – 578 chars (median 593).
- 04 Audience peak activity – Sunday, 22:00 ALMT.
- 05 Top posts drive 2× more views than the weakest (2.7K avg for top vs 1.6K for worst) – among 156 posts in 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 04.06 · 16:05 PHOTO Labor Minister comments on working teens in Kazakhstan The Minister of Labor of Kazakhstan commented on the situation with working...	VIEWS 2 667 REPOSTS 2	REACTIONS 25 ER 18.8%
Nº2 05.06 · 13:05 PHOTO New teacher training model to be developed in Kazakhstan Kazakhstan is discussing a reform of pedagogical education and...	VIEWS 2 658 REPOSTS 1	REACTIONS 11 ER 18.7%
Nº3 05.06 · 10:05 PHOTO About a quarter of Kazakhstan's healthcare spending goes to children's treatment Kazakhstan continues to develop its healthcare...	VIEWS 2 630 REPOSTS 1	REACTIONS 14 ER 18.5%

Nº4 05.06 · 07:06 PHOTO In July 2026, Kazakhstan residents get long weekends for Capital Day. Since July 6 falls on Monday, with a 5-day workweek...	VIEWS 2 573 REPOSTS 4	REACTIONS 13 ER 18.1%
Nº5 18.06 · 16:05 PHOTO Kazakhstan Interior Ministry denied rumors of a ban on parking in courtyards starting July 1. The ministry stated...	VIEWS 2 572 REPOSTS 3	REACTIONS 16 ER 18.1%

WORST 3

↓ 30.06 · 13:06 PHOTO Almaty Mayor Darkhan Satybaldy awarded writer and playwright Sopy Smataev the Order of Otan for contribution to Kazakh...	VIEWS 1 703 REPOSTS 2	REACTIONS 7 ER 12.0%
↓ 29.06 · 09:05 VIDEO ! ALERT ! Massive attacks across all Russian regions. Russian air defenses shoot down THOUSANDS of drones per day. Everyone strongly...	VIEWS 1 609 REPOSTS —	REACTIONS 14 ER 11.3%
↓ 29.06 · 10:05 PHOTO The Ministry of Internal Affairs continues to adopt modern tech to improve road safety. One such...	VIEWS 1 578 REPOSTS 1	REACTIONS 10 ER 11.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

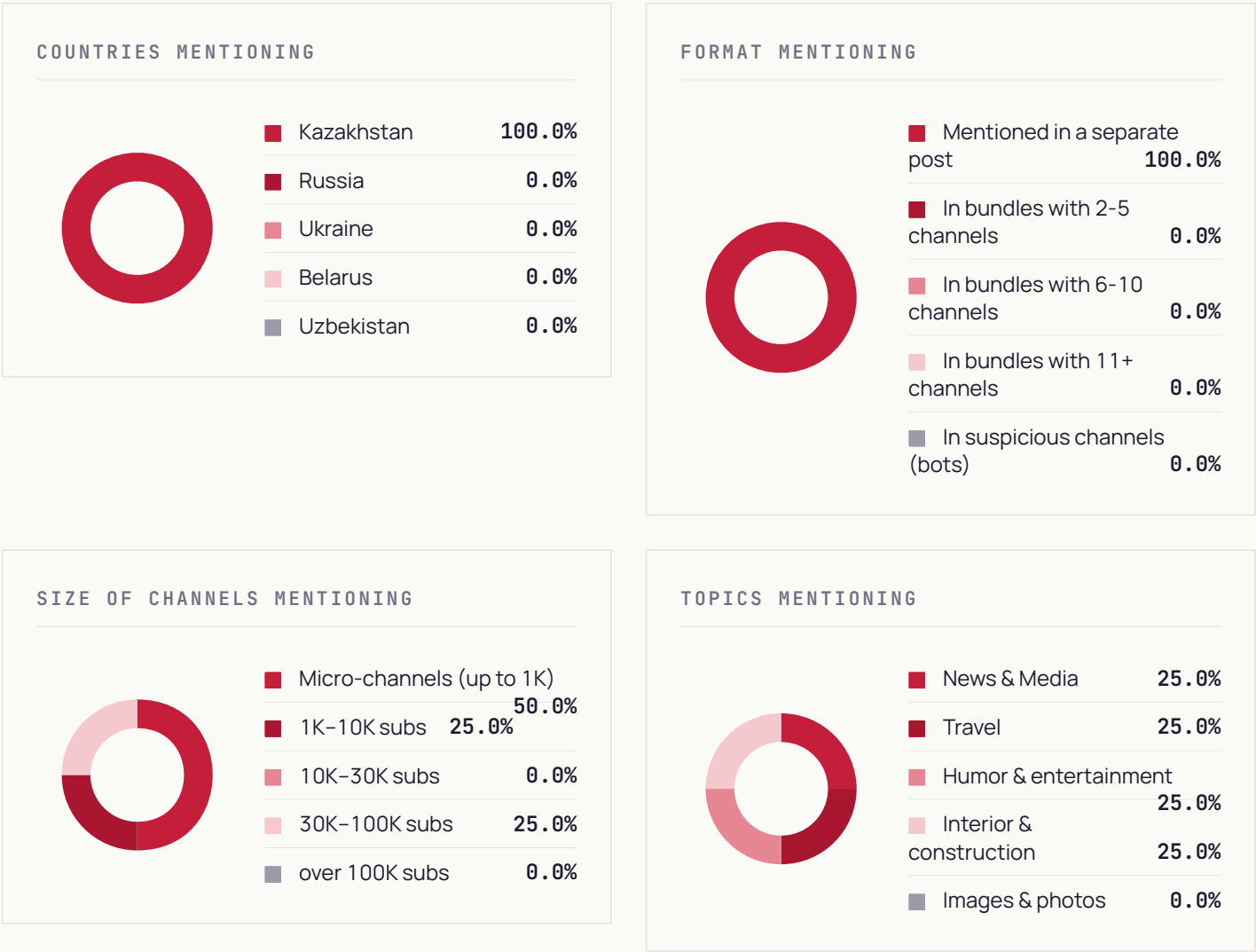
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

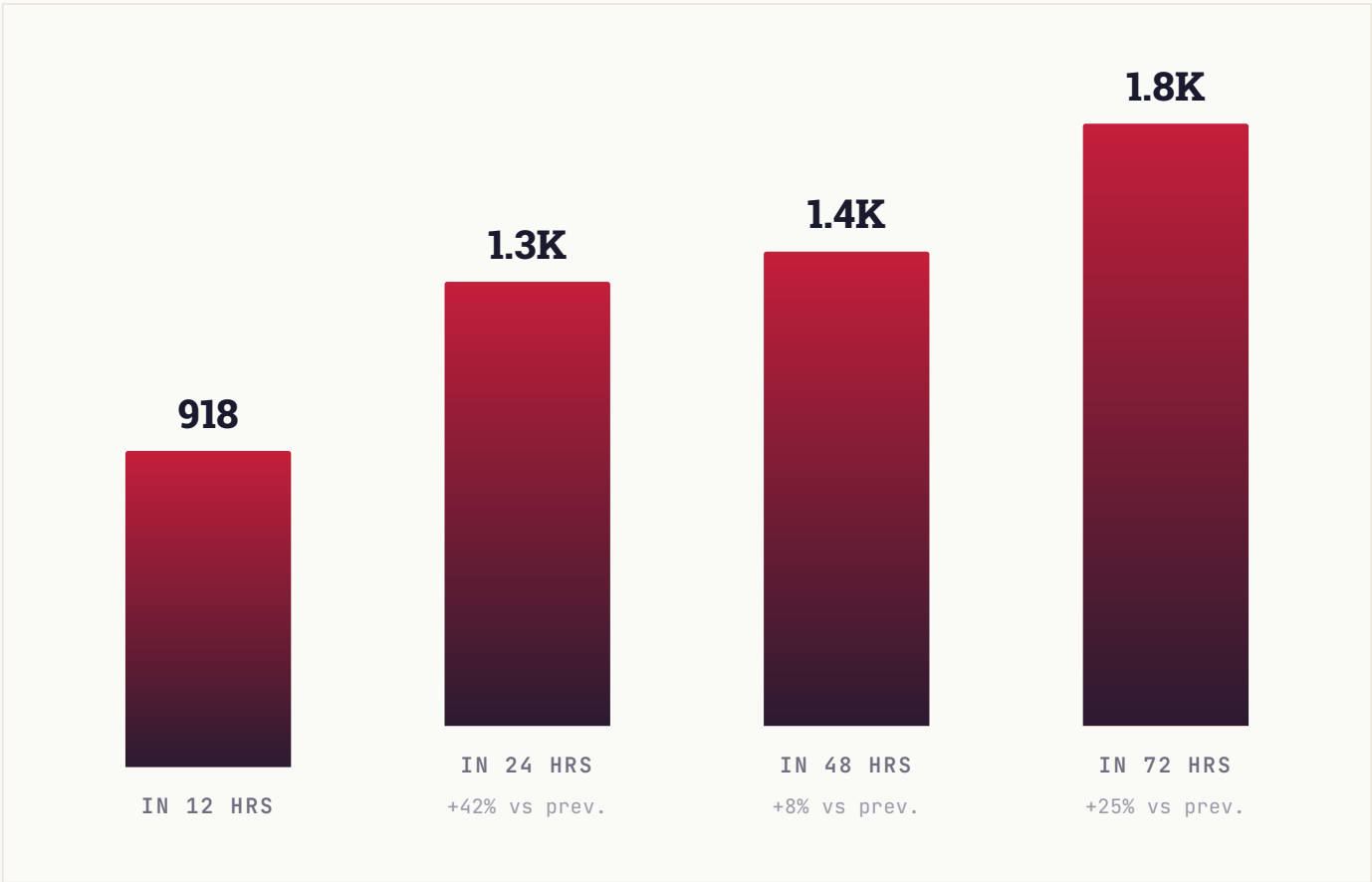
Citation index 1 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: 5 different channels.



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 — see 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
A- Almaty - Kazakhstan YOU	14.2K

COMPARATIVE INSIGHT

Channel inbottom half of top-100 niche (#73 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 **3**, they brought **22 870** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	1	1	102	
November 2025	1	1	14 892	
October 2025	1	1	7 876	
September 2025	0	0	0	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
3	6	22 870

— SECTION 08 • NICHE COMPARISON

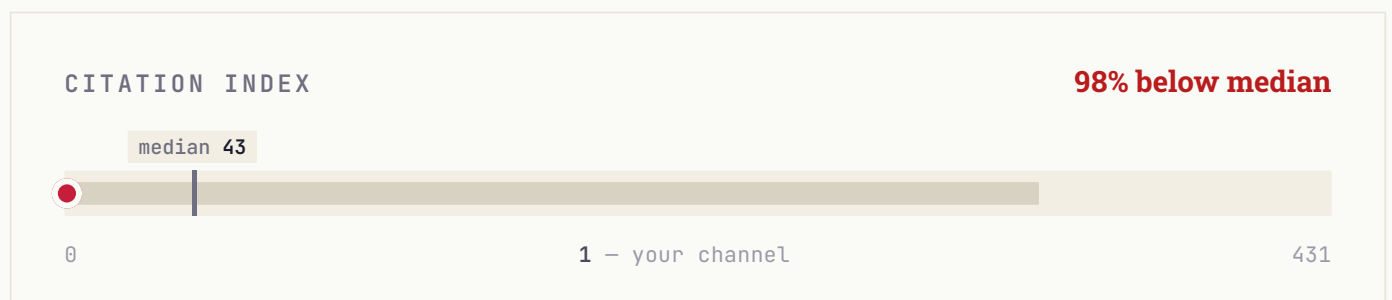
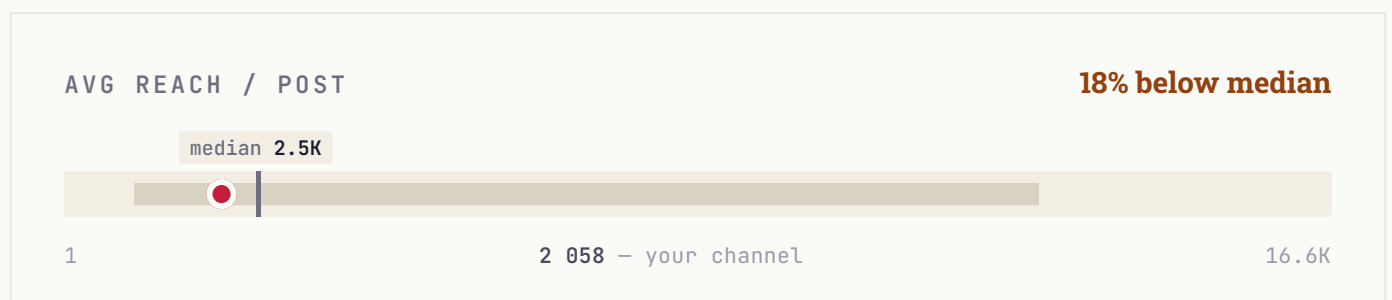
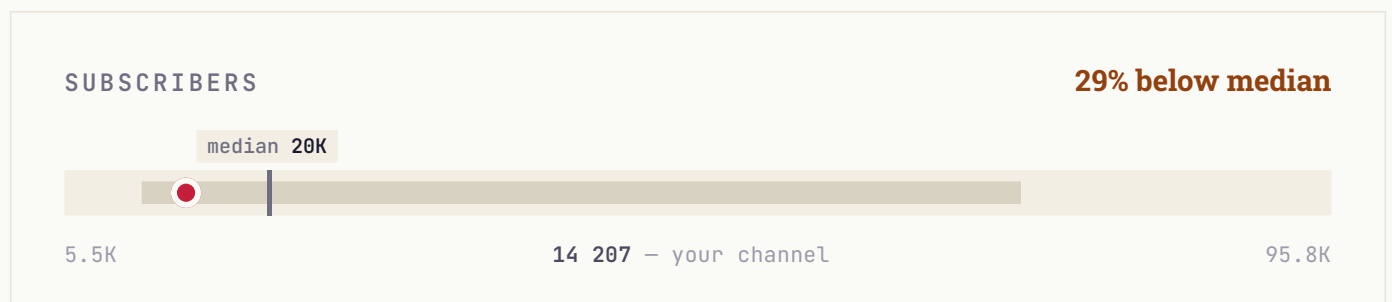
Where the channel ranks in its league

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

#73/100

POSITION IN NICHE

Channel in the bottom 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 Sunday

Audience is most active on this day and at 22:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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