

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Kazinform

**@kazinform_news**

Official channel of MIA "Kazinform" — a platform for professional journalism. Authors are our correspondents in Kazakhstan and abroad. We broadcast what we see ourselves. News in Kazakh:...

SUBSCRIBERS

31 440

+420 per month

ERR (% SEE POSTS)

3.0%

per day 2.7%

REACH/POST

938

ad reach 879/24h

— CONTENT · 2026

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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 31 440 —	 SUBS REACH 2.98% avg % subs see post	 VIEWS/POST 938 median 918 · 17 days	 POSTS/DAY 48.6 ~340 per week
 7D TREND +4.8% vs previous week	 REACTIONS/POST 12.2 total 10,654 reactions, 2,902 reposts, 96 comments	 POST LENGTH 623 chars median 608 · 17 days	 POSTS ANALYZED 870 17 days
 AD REACH 879 24h avg	 CHURN / MONTH +420 last month	 CITATION RATE 303 citation index · 821 channels mentioned all time	 CHANNEL AGE 8 years 8 months created 06.09.2017

AI EDITOR SUMMARY

Channel «Kazinform» – 31 440 subs. Each post gets avg 938 people (3% of subs), reach is low – consider expanding audience. Posts 340 posts per week (~49/day) – very active. Week 25–31 May reach stable (+4.8% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **870** posts over 17 days.
- 02 Dominant format — **Photo** (723/870 posts).
- 03 Avg post length — **623** chars (median 608).
- 04 Peak audience activity — **Friday, 09:00 ALMT**.
- 05 Top posts get **19×** more views than the weakest (4.8K avg top vs 256 worst) — among 870 posts in 17 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 04:05 PHOTO ☒ Government approved construction of a pharmaceutical plant in Karaganda region for 42.5 billion tenge ☒ The corresponding resolution...	VIEWS 8 440 REPOSTS 12	REACTIONS 3 ER 26.8%
Nº2 25.05 · 09:10 PHOTO ☒☒Kazakhstan expands railway network and increases capacity ☒ Kazakhstan is building 900 km of new tracks and modernizing 3000 km...	VIEWS 3 041 REPOSTS 16	REACTIONS 10 ER 9.7%
Nº3 18.05 · 09:55 PHOTO ☒ Akim of Almaty, on behalf of the Head of State, congratulated Olzhas Suleimenov on his 90th birthday Darkhan Satybaldy visited the national writer of Kazakhstan...	VIEWS 2 910 REPOSTS 19	REACTIONS 26 ER 9.3%

Nº4 30.05 · 07:56 PHOTO ✈️ Direct flight from Almaty to Warsaw launches May 31 Air connectivity between Kazakhstan and Poland will become more accessible with the opening...	VIEWS 2 380 REPOSTS 14	REACTIONS 7 ER 7.6%
Nº5 18.05 · 08:05 PHOTO 🇰🇿 What specialists will Kazakhstan's first AI university train 🇰🇿 The Ministry of Science and Higher Education announced that from 1...	VIEWS 2 349 REPOSTS 20	REACTIONS 10 ER 7.5%

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WORST 3

↓ 01.06 · 14:31 PHOTO ✈️ Astana Airport switched to normal operations on June 1 after completing planned runway repairs 🇰🇿 Flights...	VIEWS 371 REPOSTS 1	REACTIONS 2 ER 1.2%
↓ 01.06 · 15:04 PHOTO 🇰🇿🇰🇿 Malaysia restricts social media access for children under 16 🇰🇿 New requirements apply to social platforms with an audience...	VIEWS 258 REPOSTS 2	REACTIONS 1 ER 0.8%
↓ 01.06 · 15:30 PHOTO 🇰🇿🇰🇿 Kazakhstan's team won 14 medals at the Asian Youth Wrestling Championship 🇰🇿 In Da Nang (Vietnam), the Asian Championship in...	VIEWS 139 REPOSTS 2	REACTIONS 3 ER 0.4%

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 grew and which it lost subs.

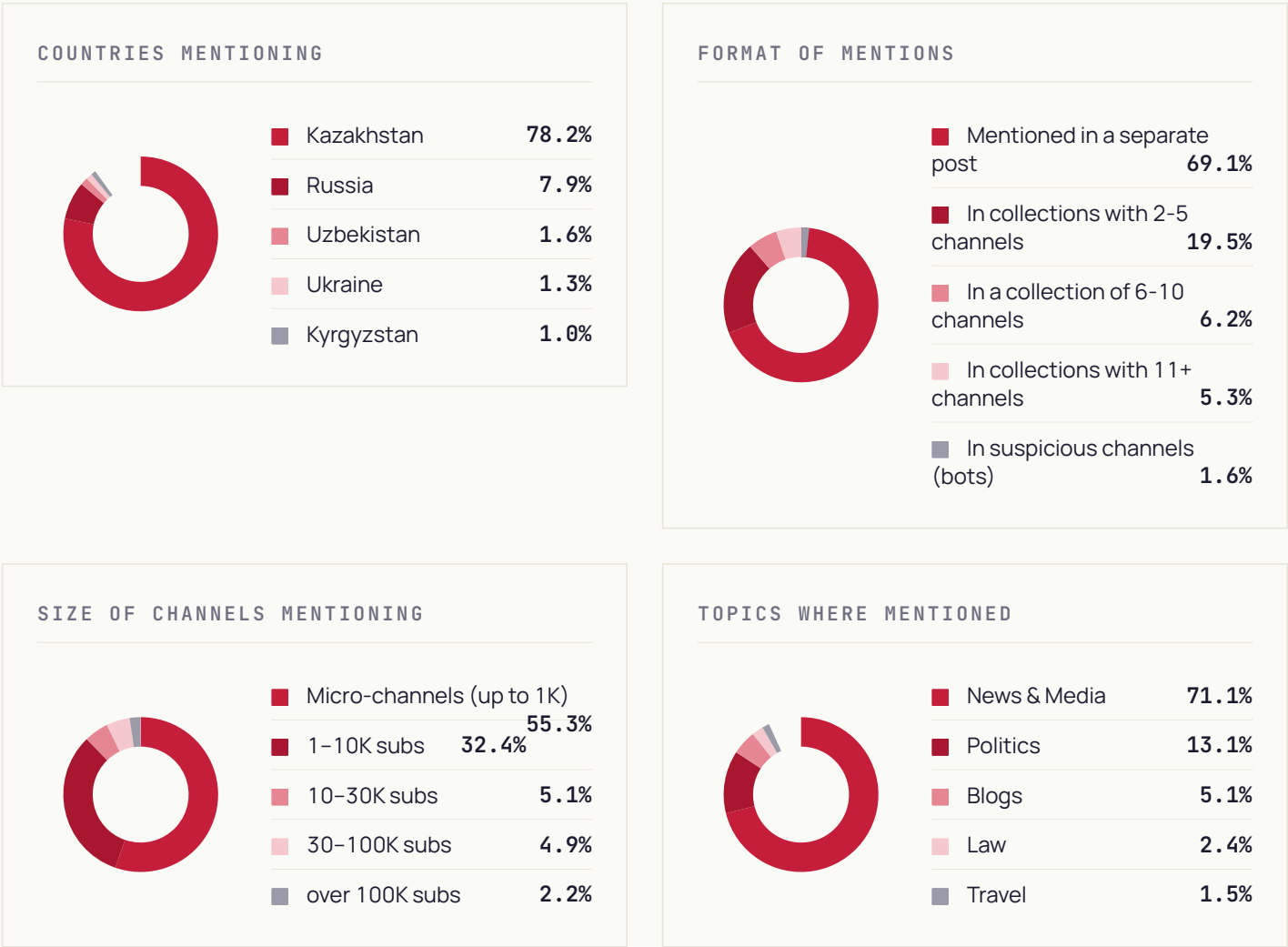


PERIOD START	NOW	NET GROWTH
21 461	31 441	+9 980

SECTION 04 · CITATIONS

Who mentions the channel and how

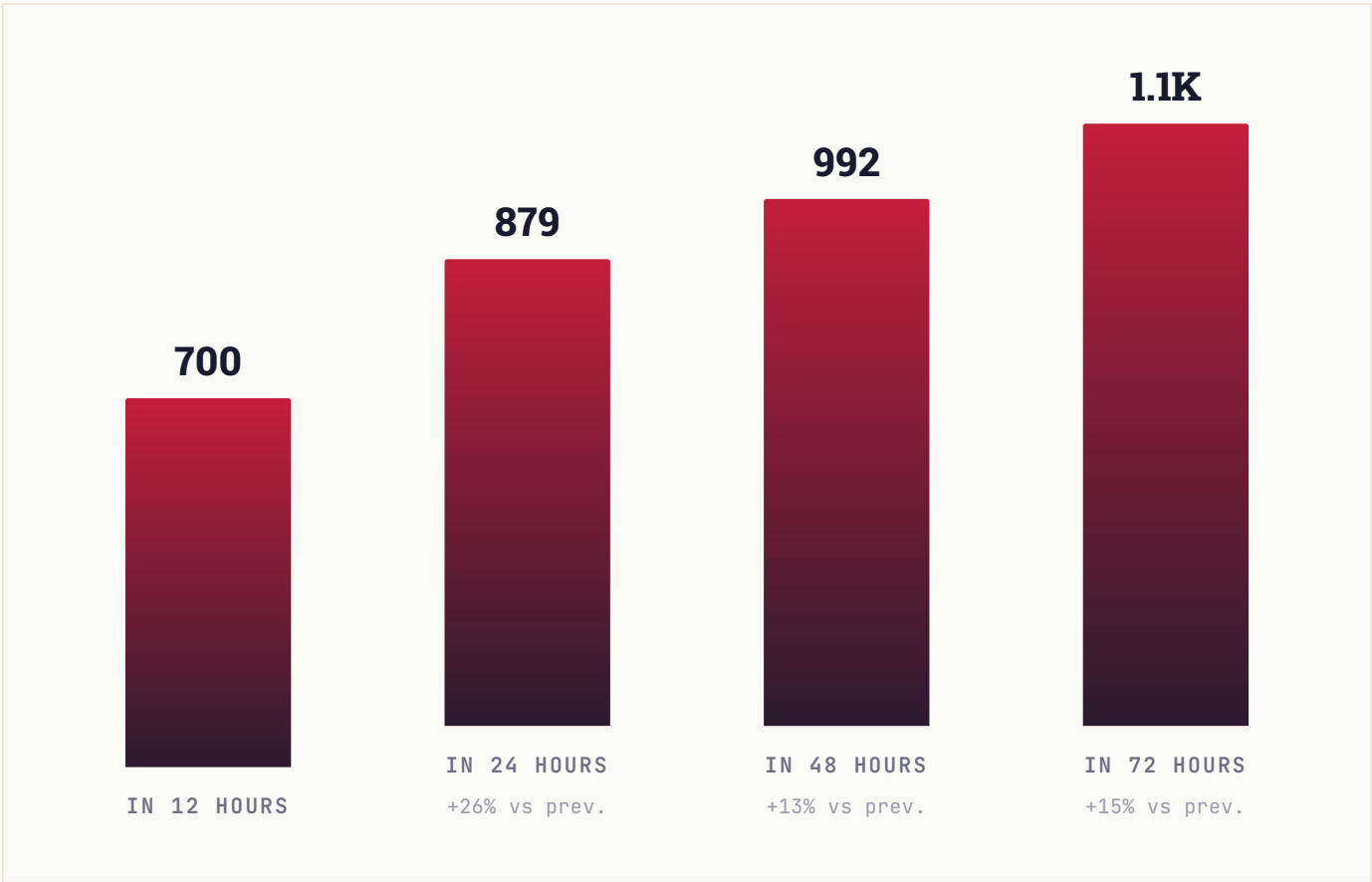
Citation index **303** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **821** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

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• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
TP Труха<Україна	3.1M
CA Kazinform YOU	31.4K

COMPARATIVE INSIGHT

Channel is 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 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 275**, they brought **13 627** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	201	55	647
Nov 2025	158	54	415
Oct 2025	235	106	2 627
Sep 2025	211	47	3 578
August 2025	198	44	3 085
July 2025	272	59	3 275

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
1 275	6	13 627

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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

Main post of the week — on Friday

On this day at 09:00 ALMT the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 2.98% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.5pp ER

04

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**

05

Test polls and interactive formats

Posts with polls/reactions typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager