

PUBLIC REPORT PROMTPRESS

Channel audit

Kursiv.Media



@kursivm

International business media. Covering world events: from politics to business. Share news and get feedback – @HelloKursiv_bot Ad inquiries – d.amrayeva@kursiv.media

SUBSCRIBERS

13 673

+538 per month

ERR (% SEE POSTS)

12.0%

per day 9.2%

REACH/POST

1.6K

ad reach 1.3K/24h

— TABLE OF CONTENTS · 2026

What's inside the report

01 **Channel snapshot**

12 key metrics · AI summary

02 **Content analysis**

Top-5 posts · worst 3 · insights

03 **Subscriber dynamics**

Yearly chart · growth

04 **Citation rate**

Who mentions the channel and how

05 **Ad potential**

How long a post generates reach

06 **Competitors**

Niche neighbors · your spot

07 **Mention dynamics**

6 months · monthly

08 **Niche comparison**

Position in category «News & Media»

09 **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 13 673 —	 SUBS REACH 11.96% avg % of subs see post	 VIEWS/POST 1.6K median 1.5K · 27 days	 POSTS/DAY 28.7 ~201 per week
 7D TREND +2.9% vs previous week	 REACTIONS/POST 17.9 total 13,964 reactions, 6,862 reposts, 920 comments	 POST LENGTH 625 chars median 600 · 27 days	 POSTS ANALYZED 782 27 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH +538 last month	 CITATION RATE 222 citation index · 658 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 22.01.2018

AI EDITOR SUMMARY

Channel «Kursiv.Media» — 13 673 subs. Each post averages 1.6K people (12% of subs), reach is low — consider expanding audience. Publishes 201 posts per week (~29 per day) — very active posting. For the week of Jun 22–28, reach stable (+2.9% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **782** posts over 27 days.
- 02 Dominant format – **Photo** (551/782 posts).
- 03 Avg post length – **625** chars (median 600).
- 04 Peak audience activity – **Tuesday**, 23:00 ALMT.
- 05 Top posts get **7×** more views than the weakest (9.2K avg for top vs 1.3K for worst) – among 782 posts in 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 18:46 PHOTO 💔 Yerbayan Mukhtar dies after long treatment for severe army injury Per family lawyer Inga Imanbay, in the evening...	VIEWS 10 842 REPOSTS 18	REACTIONS 190 ER 79.3%
Nº2 25.06 · 04:54 PHOTO 😱 Details emerge of brutal police murder in Almaty The victim was 37-year-old senior operative Aslan Alserov...	VIEWS 8 824 REPOSTS 26	REACTIONS 26 ER 64.5%
Nº3 30.06 · 08:34 PHOTO ✈️ Construction of second airport in Astana must begin 'as soon as possible,' Tokayev said President noted that in the country...	VIEWS 8 002 REPOSTS 24	REACTIONS 55 ER 58.5%

Nº4 12.06 · 09:00 PHOTO 🕶️ «Kursiv» launches contest on Telegram channel This week, keywords will appear in morning news digests. Task is to...	VIEWS 7 142 REPOSTS 16	REACTIONS 35 ER 52.2%
Nº5 12.06 · 08:44 VIDEO 🙏 Funeral held in Almaty for murdered 12-year-old boy Video of the procession from Almaty's Turksib district was posted by journalist Zhomart...	VIEWS 6 038 REPOSTS 6	REACTIONS 36 ER 44.2%

|

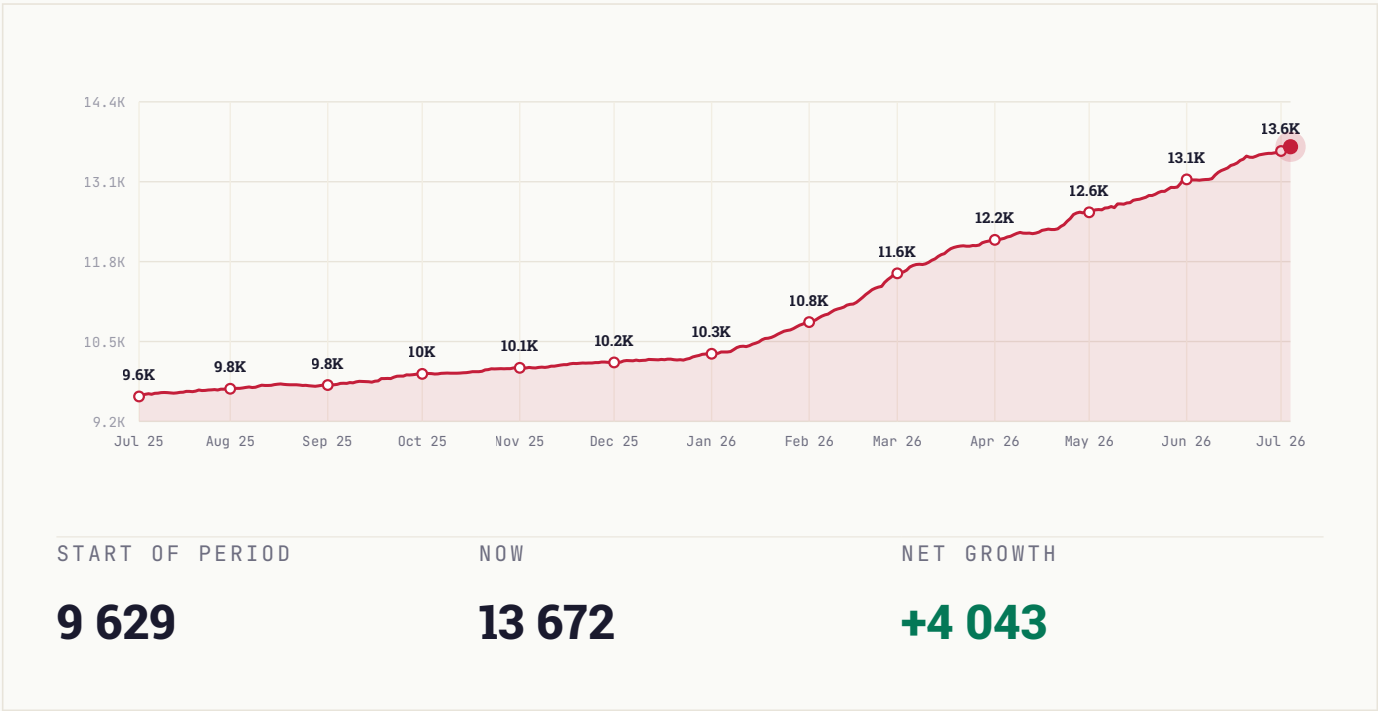
WORST 3

↓ 25.06 · 08:44 PHOTO 🌳 Shrubs and trees near Sayran have dried up. Likely because the irrigation system was never adjusted «The contractor is now completing final...»	VIEWS 1 296 REPOSTS 6	REACTIONS 20 ER 9.5%
↓ 01.07 · 03:37 PHOTO ⚽ Match Recap: World Cup 2026 – July 1 Past matches 👉 Ivory Coast – Norway. Score: 1-2 France – Sweden. Score: 3-0 Mexico – Ecuador...	VIEWS 1 293 REPOSTS 3	REACTIONS 3 ER 9.5%
↓ 25.06 · 09:09 PHOTO 😊🌻 Tokayev urges not to flaunt luxury on social media According to the president, showing off wealth and the cult of «easy money» misleads...	VIEWS 1 291 REPOSTS 7	REACTIONS 68 ER 9.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 • MENTIONS

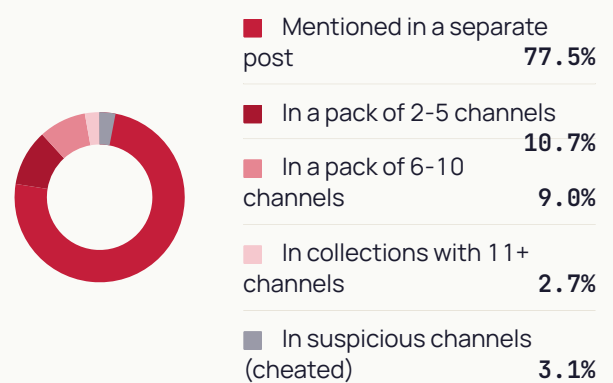
Who mentions the channel and how

Citation index **222** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **658** different channels.

MENTIONING COUNTRIES



FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



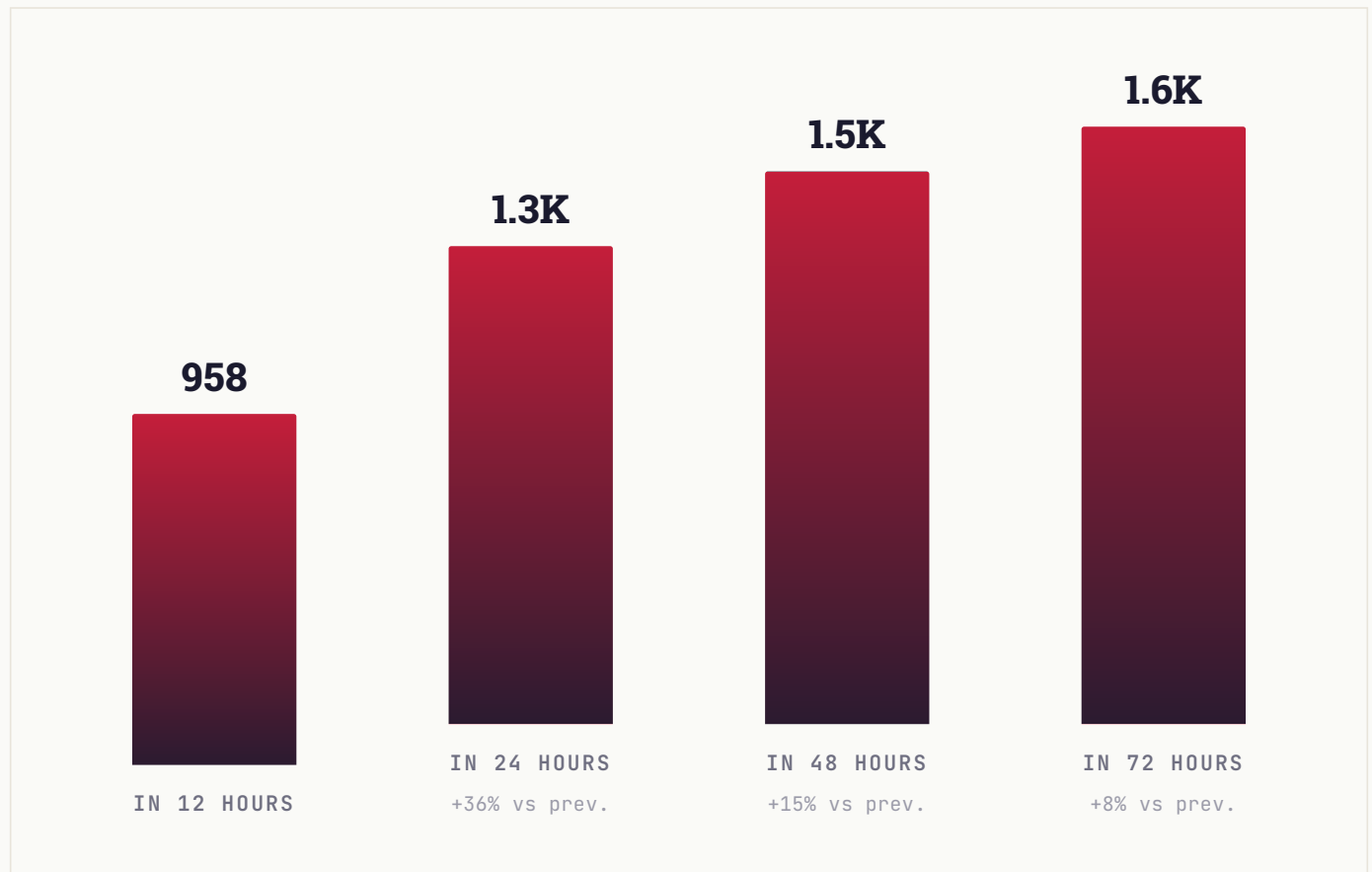
TOPICS OF MENTIONS



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

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and world	204.1K
ZN ZTB NEWS - News of Kazakhstan	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 - News of Kazakhstan	74.2K
KU Kursiv.Media YOU	13.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#78 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **6 708**, they brought **1 259** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1 061	47	519
December 2025	1 296	77	185
Nov 2025	1 228	73	115
Oct 2025	1 076	59	120
Sep 2025	1 057	48	206
August 2025	990	58	114

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
6 708	6	1 259

— SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

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

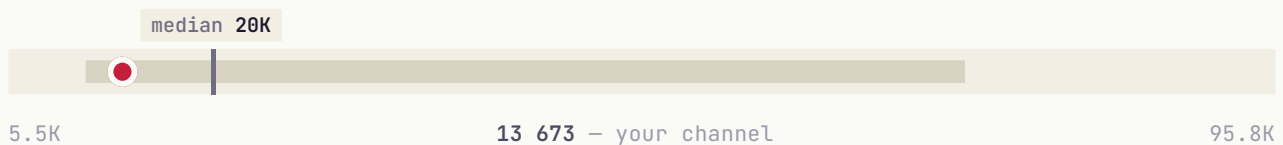
#78 /100

POSITION IN NICHE

Channel in bottom half of ranking

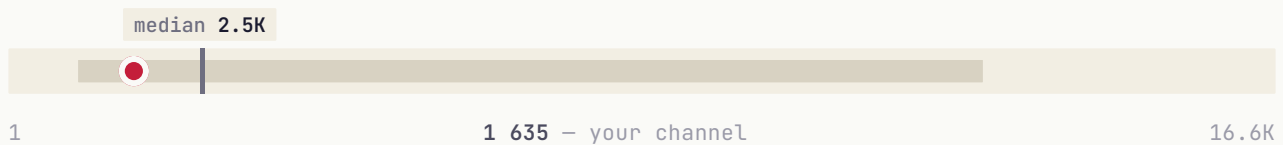
SUBSCRIBERS

32% below median



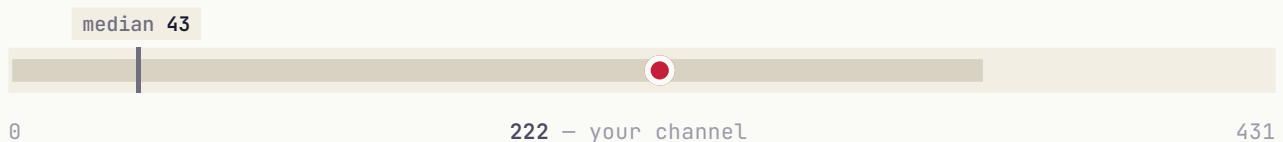
AVG REACH / POST

35% below median



CITATION INDEX

better than 74% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Tuesday**

On this day at 23:00 ALMT audience is most active.

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 picks sources for your niche.

EFFECT

**+1000-3000
subs****03****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**04****Cross-promo with neighboring channels**

Quarterly cross-posting with channels in the same segment. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
