

PROMTPRESS PUBLIC REPORT

Channel audit

LogiStan.

Еconomy

ЦентрАзии



@logistan

Logistics, industry, infrastructure, foreign trade in Central Asia and beyond. Site: <https://logistan.info/> Max: <https://max.ru/logistan>
Collaboration and ads: Editor-in-chief Grigory Mikhailov...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH / POST
10 336	15.0%	1.4K
04.07.2026 +23 per month	per day 9.4%	ad reach 968/24h
	HTTPS://PROMTPRESS.COM/AUDIT/LOGISTAN	

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period.

SUBSCRIBERS 10 336 —	SUBS REACH 13.93% avg % subs see post	VIEWS / POST 1.4K median 1.3K · 28 days	POSTS / WEEK 38.9 over the period
7D TREND -2.0% vs previous week	REACTIONS / POST 8.5 only 1,362 reactions, 1,686 reposts, 0 comments	POST LENGTH 881 chars median 958 · 28 days	POSTS ANALYZED 161 28 days
AD REACH 968 24h avg	CHURN / MONTH +23 over the last month	QUOTABILITY 210 citation index · 647 channels mentioned all time	CHANNEL AGE 3 years 8 months created 12.10.2022

AI EDITOR SUMMARY

Channel «LogiStan. Central Asia Economy» – 10 336 subs. Each post averages 1.4K people (14% of subs), reach is low – consider expanding audience. Publishes 39 posts per week (~6/day) – active posting. Week of Jun 22–28 reach stable (-2.0% 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **161** posts over 28 days.
- 02 Dominant format – **Photo** (155/161 posts).
- 03 Avg post length – **881** chars (median 958).
- 04 Peak audience activity – **Monday**, 10:00 ALMT.
- 05 Top Posts Get **4×** more views than the weakest (3.7K avg for top vs 1K for worst) – among 161 posts over 28 days. Worth analyzing what top posts share: topic, format, publish time.

TOP 5 POSTS

Nº1 19.06 · 07:15 PHOTO  Trans-Afghan railway estimated at \$7 bln Feasibility study for the Termez–Mazar-i-Sharif–Kabul–... railway project...	VIEWS 4 832 REPOSTS 67	REACTIONS 12 ER 46.7%
Nº2 23.06 · 14:22 PHOTO  Results of Kazakhstan-China cooperation in 2025 In 2025, 35.6M tons of cargo were transported by rail between Kazakhstan and China...	VIEWS 3 286 REPOSTS 24	REACTIONS 8 ER 31.8%
Nº3 30.06 · 06:41 PHOTO  Two checkpoints on Kazakhstan-Uzbekistan border to open for third-country traffic Senate (upper house of parliament) of Kazakhstan...	VIEWS 3 003 REPOSTS 24	REACTIONS 7 ER 29.1%

Nº4

10.06 · 04:34

PHOTO

🌟

Alstom: Depots under construction in Kazakhstan to service Russian and Chinese locomotives French company Alstom is building in Kazakhstan...

VIEWS

2 862

REACTIONS

14

REPOSTS

25

ER

27.7%

Nº5

08.06 · 11:20

PHOTO

🇰🇷

Shavkat Mirziyoyev proposes turning Central Asia into Eurasia's industrial hub Interesting shifts in the leadership's approach...

VIEWS

2 843

REACTIONS

12

REPOSTS

24

ER

27.5%

WORST 3

↓ 30.06 · 11:46 PHOTO 🇰🇷 Kazakhstan increased uranium exports by 7% In 2025, Kazakhstan supplied 30K tons of uranium abroad, reports LS aqparat. 📈 That's 1.9...	VIEWS 1 059 REACTIONS 8 REPOSTS 5 ER 10.2%
↓ 01.07 · 11:09 PHOTO 🇰🇷🇷🇺 Over 24% of remittances to Kazakhstan come from Russia In May 2026, 15.1B tenge arrived in Kazakhstan from abroad...	VIEWS 1 057 REACTIONS 3 REPOSTS 9 ER 10.2%
↓ 01.07 · 08:17 PHOTO 🇷🇺🇰🇷 Rail freight between Russia and Kazakhstan up 5.7% In the first five months of 2026, between Russia and Kazakhstan...	VIEWS 1 009 REACTIONS 5 REPOSTS 5 ER 9.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

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

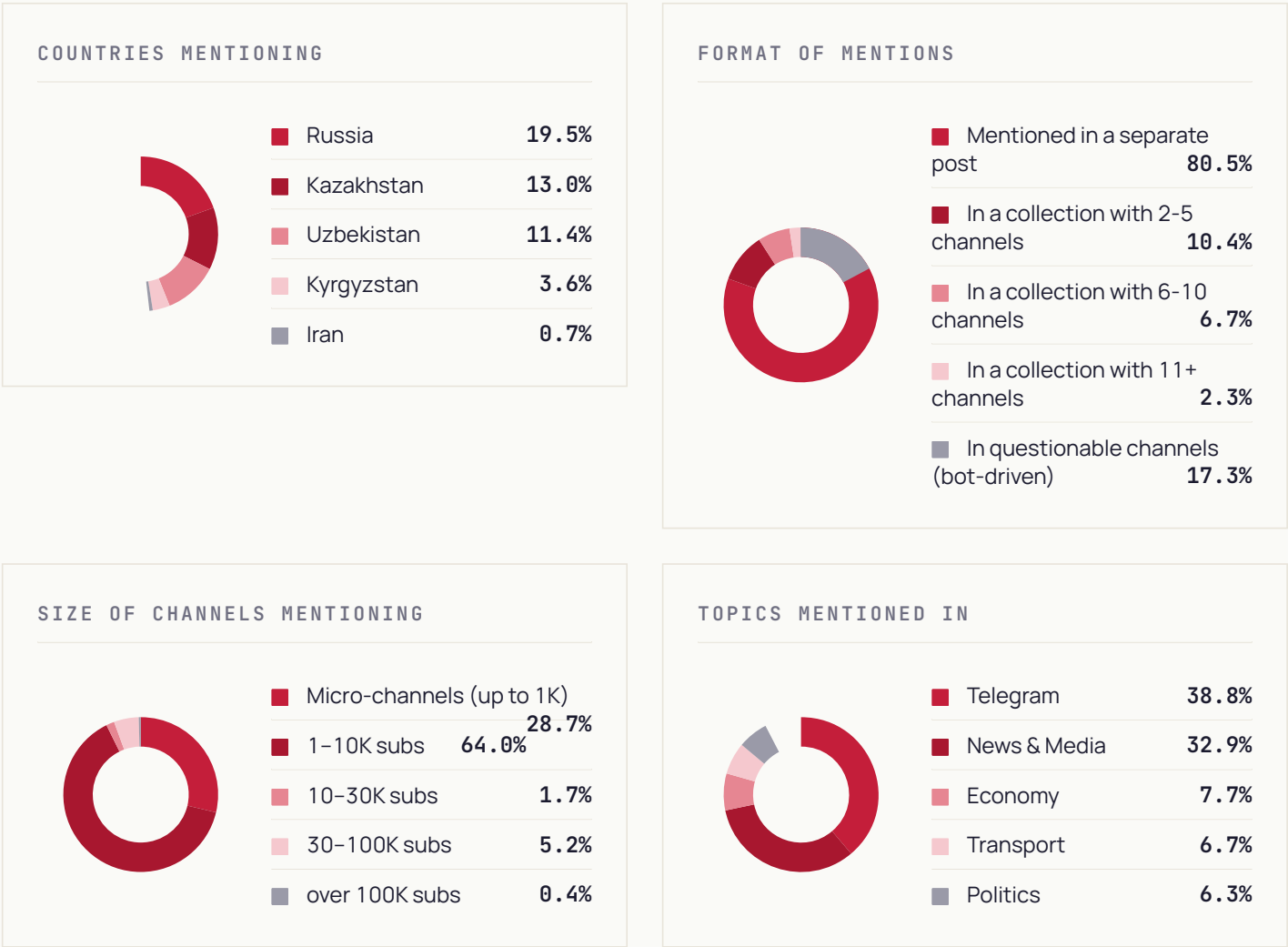


START OF PERIOD	NOW	NET GROWTH
8 904	10 336	+1 432

SECTION 04 · MENTIONS

Who and how mentions the channel

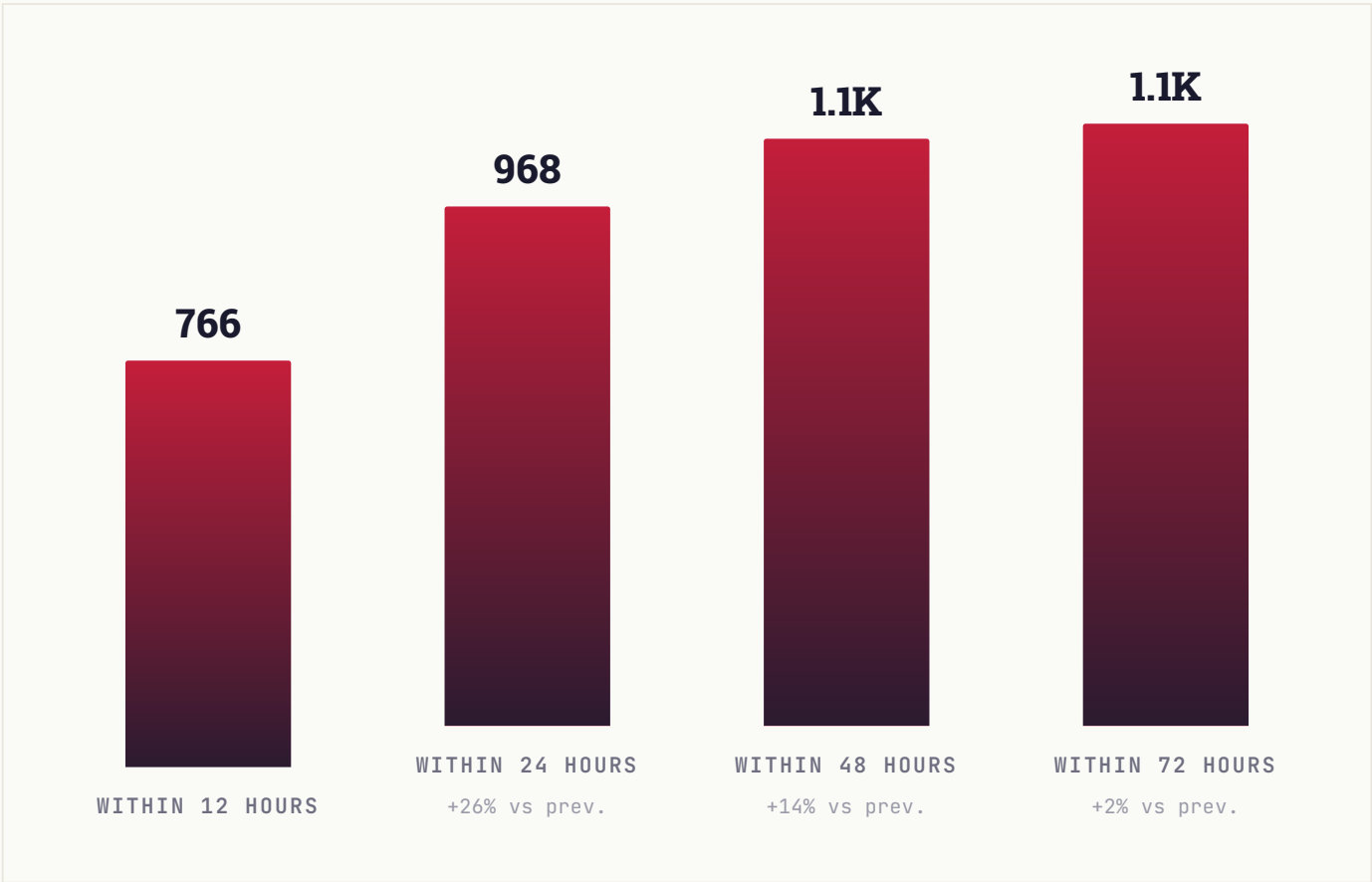
Citation index **210** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **647** different channels.



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

CHANNEL	SUBSCRIBERS
TE TENGENOMIKA	72K
KF  FINANCE.kz	63.9K
TL Tengri Live - Новости Kazakhstana	47.1K
B Bugin.info   	34K
PA Paydabar	32.7K
KA Kaspi.kz	27.4K
AЖ Алибек Жалгаспаев Про инвестиции в РК 	25.2K
ҚС Қаржылық сауаттылық	24.7K
FB Freedom Broker	21.2K
BUT Finance News	21K
LЭ LogiStan. Economy ЦентрАзии YOU	10.3K

COMPARATIVE INSIGHT

Channel in top half of the niche (#28 of 99). Niche leader — TENGENOMIKA (72K), median subs 3.5K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **6 040**, they brought **912** new subs.

PERIOD	MENTIONS	CHANNELS	NEW SUBS	
Jan 2026	1 639	57	53	
December 2025	1 494	56	78	
November 2025	1 920	72	191	
October 2025	547	60	225	
September 2025	231	61	186	
August 2025	209	53	179	

TOTAL MENTIONS	MONTHS OF DATA	NEW SUBS
6 040	6	912

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#28/100

RANK IN NICHE

Channel in the top 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 Monday
On this day at 10:00 ALMT audience is most active.

EFFECT
Best window for an important post
- 02

Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

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 get +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Cross-post 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 — what we can do in minutes using 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
