

— PUBLIC PROMTPRESS REPORT

Channel audit

Tulpar.Media



@mediatulpar

Breaking news from Kazakhstan & daily analytics. Stay in the know with us! Ads, collabs, tips @mediatulparbot

SUBSCRIBERS

56 402

+17298 per month

ERR (% SEE POSTS)

20.0%

per day 20.6%

REACH/POST

11.3K

ad reach 11.4K/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 · takeaways

03 **Subscriber dynamics**

Year chart · growth

04 **Citation rate**

Who mentions the channel and how

05 **Ad potential**

How long a post brings reach

06 **Competitors**

Niche neighbors · your spot

07 **Mention dynamics**

6 months · monthly

08 **Niche comparison**

Rank in «News & Media»

09 **Strategy**

5 priority actions

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 56 402 —	 SUBS REACH 19.96% avg % of subs see a post	 VIEWS/POST 11.3K median 11.2K · 29 days	 POSTS/DAY 9.9 ~70 per week
 7D TREND -2.6% vs previous week	 REACTIONS/POST 4.9 only 1,439 reactions, 638 reposts, 0 comments	 POST LENGTH 545 chars median 534 · 29 days	 POSTS ANALYZED 293 29 days
 AD REACH 11.4K 24h average	 CHURN / MONTH +17298 last month	 CITATION RATE 23 citation index · 64 channels mentioned all time	 CHANNEL AGE 2 years 27 days created 07.06.2024

AI EDITOR SUMMARY

Channel «Tulpar.Media» — 56 402 subs. Each post averages 11.3K people (20% of subs), average reach — room to grow. Publishes 70 posts per week (~10/day) — active posting. For the week of June 22–28, reach stable (-2.6% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **293** posts over 29 days.
- 02 Dominant format — **Photo** (179/293 posts).
- 03 Avg post length — **545** chars (median 534).
- 04 Peak audience activity — **Monday**, 16:00 ALMT.
- 05 Top posts get **2×** more views than the weakest (16.2K avg for top vs 7.5K for worst) — among 293 posts over 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 13:12 VIDEO ⚡ Medical waste buried near river in Bayterek district In Bayterek district of West Kazakhstan region, unknown persons dumped hazardous...	VIEWS 16 667 REPOSTS 2	REACTIONS 5 ER 29.6%
Nº2 08.06 · 11:40 VIDEO 🗣️ Pashinyan declares victory amid disputed counts Armenia held parliamentary elections with high turnout: by 5 PM it was...	VIEWS 15 984 REPOSTS 1	REACTIONS 10 ER 28.3%
Nº3 09.06 · 08:00 PHOTO 💰 KZT to USD rate 06/09/2026 NBK official rate: \$1 = 484.78 tenge. #kztrate ♦ Tulpar.Media ♦	VIEWS 15 897 REPOSTS 1	REACTIONS 3 ER 28.2%

Nº4

09.06 · 08:38

VIDEO

 **Aktobe under water: rains continue for third week Social media shows huge puddles, 110+ crews deployed...**

VIEWS

15 271

REPOSTS

3

REACTIONS

6

ER

27.1%

Nº5

08.06 · 16:01

PHOTO

 **Rune Eaters – first Kazakh team at Tier-S Esports World Cup Team Rune Eaters secured a slot at Esports World Cup 2026 –...**

VIEWS

14 599

REPOSTS

3

REACTIONS

7

ER

25.9%

|

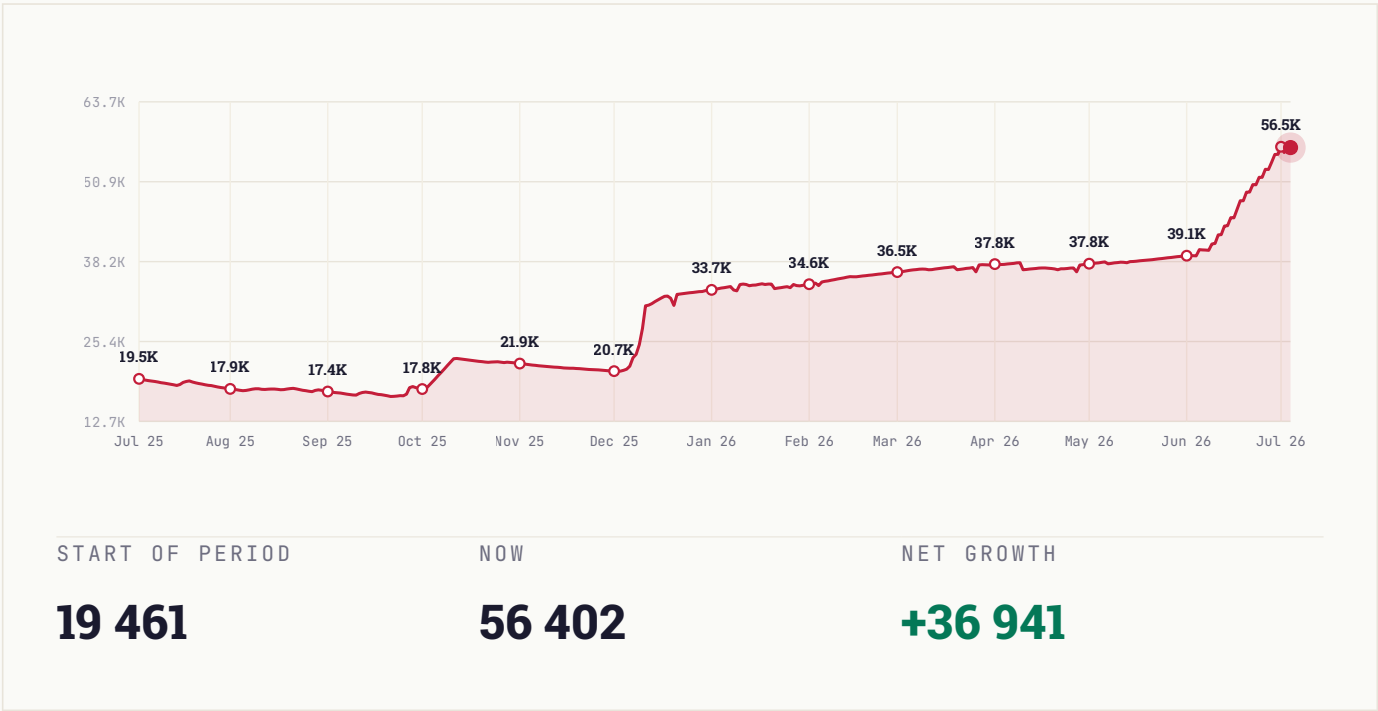
WORST 3

↓ 04.06 · 13:00 VIDEO  Teachers at new school in Zhibek Zholy turned into builders In Zhibek Zholy village (Almaty region), teachers complain that...	VIEWS 8 596 REPOSTS 5	REACTIONS 7 ER 15.2%
↓ 09.06 · 05:34 VIDEO  Through puddles! A resident filmed contractors in Petropavlovsk deliberately laying asphalt right into puddles, effectively devaluing...	VIEWS 7 829 REPOSTS 2	REACTIONS 1 ER 13.9%
↓ 09.06 · 07:02 TEXT  Kazakhstan's Culture Ministry tightens film screening rules Read more	VIEWS 6 179 REPOSTS —	REACTIONS 3 ER 11.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

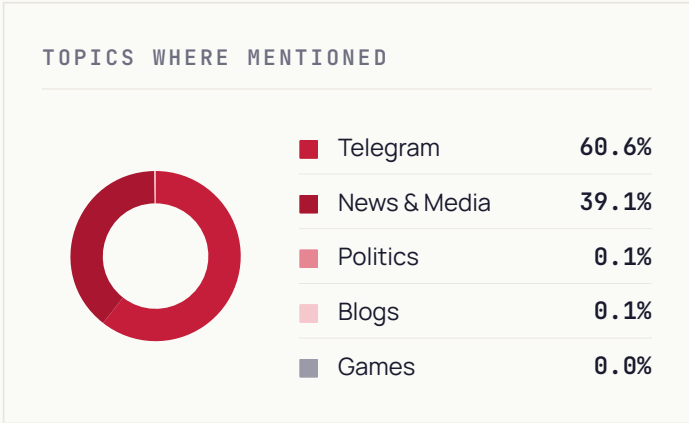
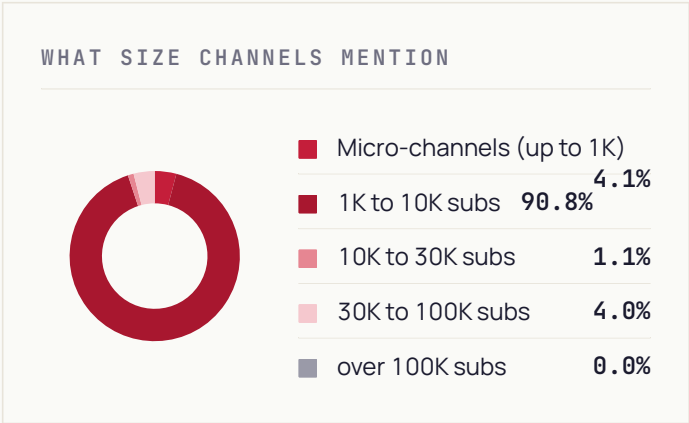
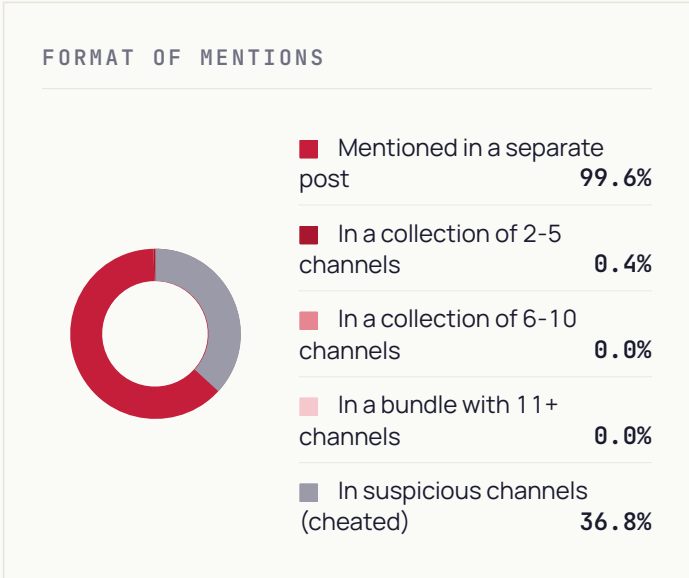
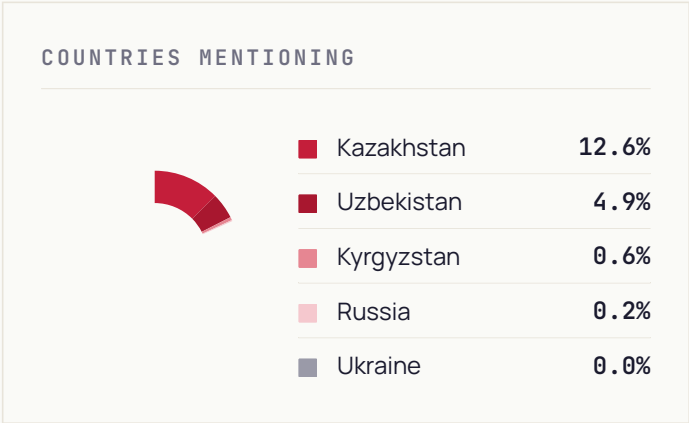
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

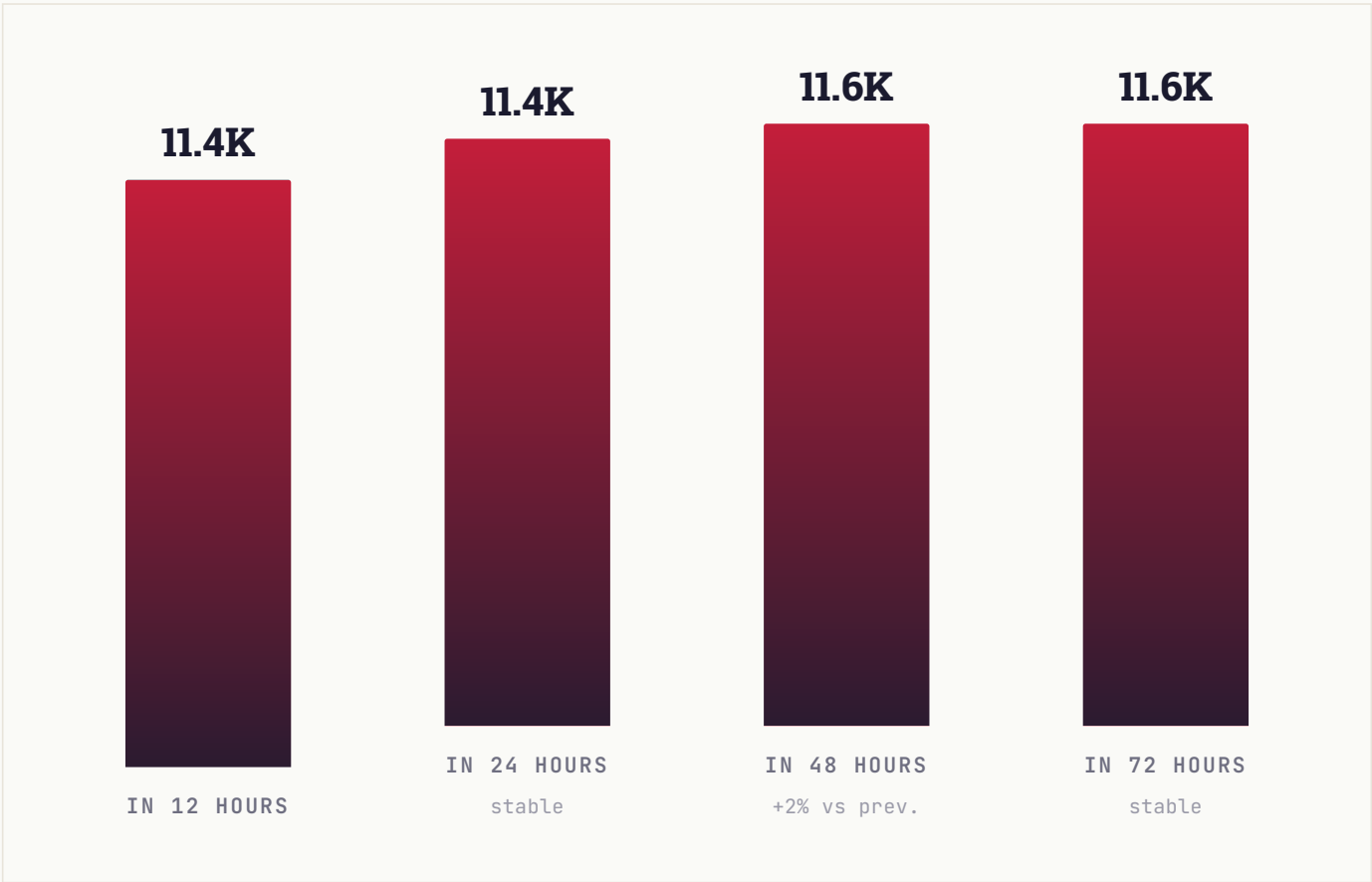
Citation index **23** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **64** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by 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 neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan and 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
TU Tulpar.Media YOU	56.4K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#17 of 99). Leader — Dauletten (342.4K). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **8 454**, they brought **25 579** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	2 569	15	3 038
December 2025	2 712	14	14 460
Nov 2025	2 839	14	0
Oct 2025	308	13	5 057
Sep 2025	11	3	2 099
August 2025	15	5	925

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
8 454	6	25 579

SECTION 08 · NICHE COMPARISON

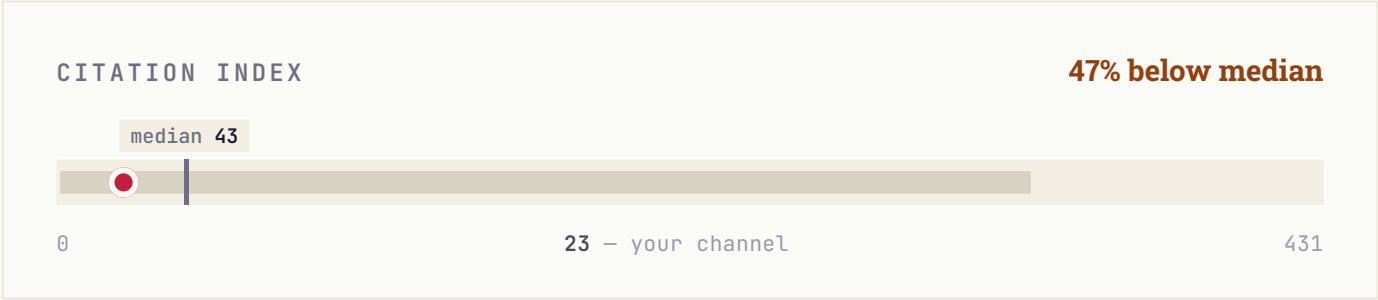
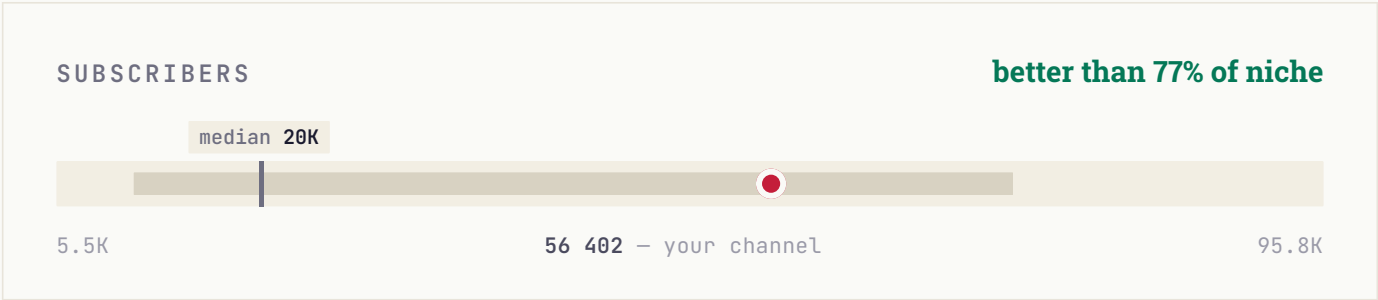
Where the channel ranks in its league

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.

#17/100

RANK IN NICHE

Channel in top 17% – strong position



— 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 Monday
 On this day at 16:00 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 give +5-15% ER. One weekly poll on a hot topic is an easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts quarterly 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 a few minutes using public data.
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
