

PUBLIC REPORT BY PROMTPRESS

Channel audit

Our Newspaper (Kostanay)



@nashagazetakst

 Kostanay & region news Official account <https://www.ng.kz/>

 Ads & contact @Ng_advert  Contact editor [https://wa.me/](https://wa.me/77479075792)

77479075792  Our other socials: Instagram - ...

SUBSCRIBERS

15 535

+23 per month

ERR (% SEE POSTS)

15.0%

in 24 hrs **11.0%**

REACH/POST

2.3K

ad reach **1.7K/24h**

— 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 «News & Media» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 15 535 —	 SUBSCRIBER REACH 14.67% avg % subs see post	 VIEWS/POST 2.3K median 2.3K · 29 days	 POSTS/DAY 11.9 ~83 per week
 7D TREND -6.2% vs previous week	 REACTIONS/POST 19.3 total 6,872 reactions, 1,490 reposts, 1,361 comments	 POST LENGTH 428 chars. median 366 · 29 days	 POSTS ANALYZED 356 29 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH +23 last month	 CITATION RATE 72 citation index · 185 channels mentioned all time	 CHANNEL AGE 8 years 11 months created 04.08.2017

AI EDITOR SUMMARY

Channel «Our Newspaper (Kostanay)» — 15 535 subs. Each post averages 2.3K people (15% from subs), reach low — need to grow audience. Publishes 83 posts per week (~12/day) — very active. Week Jun 22–28 reach dropped -6.2% by week Jun 15–21 — worth analyzing reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **356** posts over 29 days.
- 02 Dominant format – **Photo** (290/356 posts).
- 03 Avg post length – **428** chars (median 366).
- 04 Peak audience activity – **Tuesday**, 20:00 ALMT.
- 05 Strongest posts get **2x** more views than the weakest (3.2K avg for top vs 1.8K for worst) – among 356 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 07:48 PHOTO Car pile-up at Kazakhstan-Russia border explained by Kostanay Region DGD Queues at Kayrak and Bugristoye checkpoints...	VIEWS 3 273 REPOSTS 16	REACTIONS 17 ER 21.1%
Nº2 05.06 · 11:28 PHOTO IIN, phones and addresses: collectors found a database with data on almost all Kazakhstanis In Kazakhstan, a database of 16 million...	VIEWS 3 228 REPOSTS 19	REACTIONS 44 ER 20.8%
Nº3 07.06 · 12:35 PHOTO Kazakhstanis are being prepared a new tax that should extend their lives The Ministry of Health plans to introduce a number of measures aimed at reducing...	VIEWS 3 126 REPOSTS 12	REACTIONS 61 ER 20.1%

Nº4 09.06 · 15:51 VIDEO Heavy rain hit Kostanay today. Seems the weather unleashed all the early June storms that had been missing us. In the KZhBI area and...	VIEWS 3 054 REPOSTS 34	REACTIONS 43 ER 19.7%
Nº5 17.06 · 12:30 PHOTO 38 in the shade - extreme heat expected in Kostanay region Thursday morning and afternoon, rain in the west, north and southeast...	VIEWS 2 961 REPOSTS 16	REACTIONS 20 ER 19.1%

WORST 3

↓ 01.07 · 05:18 TEXT  Don't panic! - One of Kostanay's fountains will be down for a week Due to scheduled preventive maintenance, technical...	VIEWS 1 865 REPOSTS —	REACTIONS 5 ER 12.0%
↓ 01.07 · 05:22 PHOTO Two penalty shootouts and first playoff upset - results of day 19 of the FIFA World Cup The day's program opened with a match between the national teams...	VIEWS 1 838 REPOSTS 1	REACTIONS 3 ER 11.8%
↓ 01.07 · 05:54 VIDEO "Such asphalt doesn't exist" - Kostanay housing official mocked foreign tech In court over a pothole case...	VIEWS 1 832 REPOSTS 7	REACTIONS 38 ER 11.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

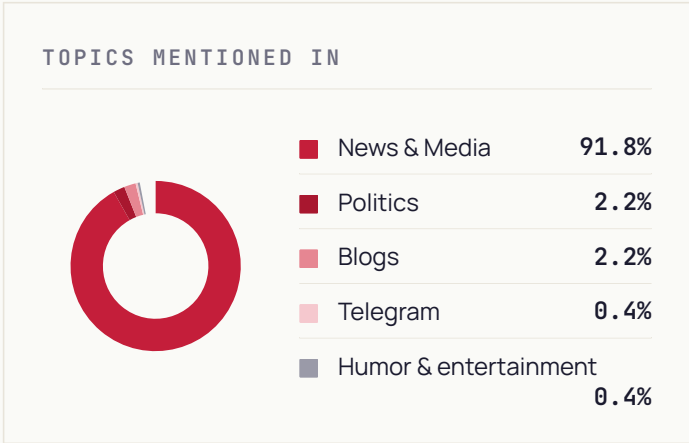
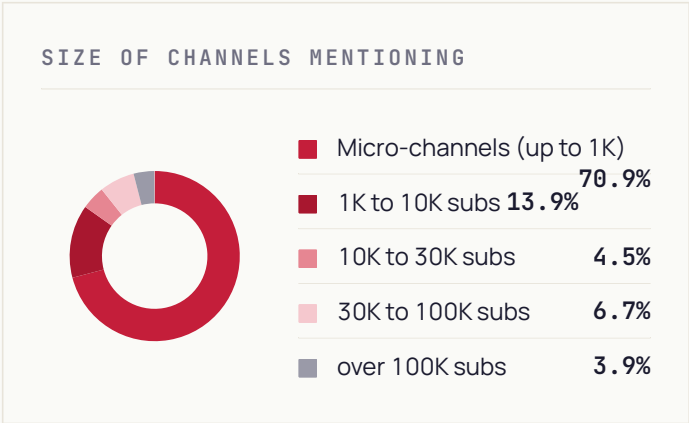
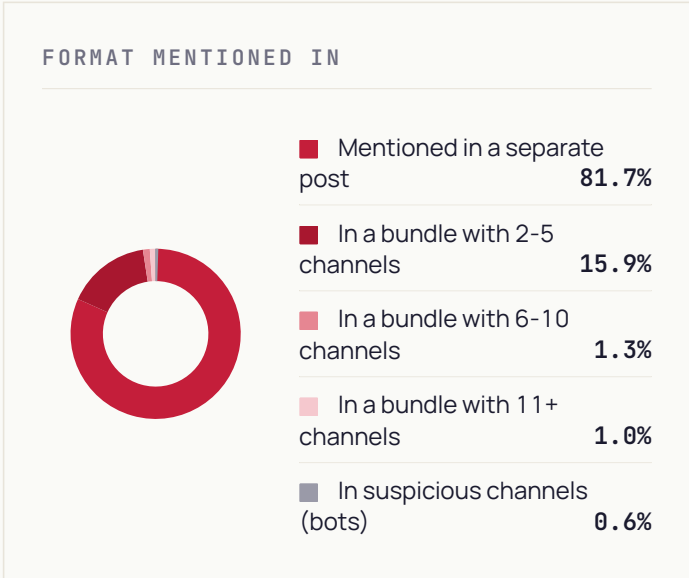
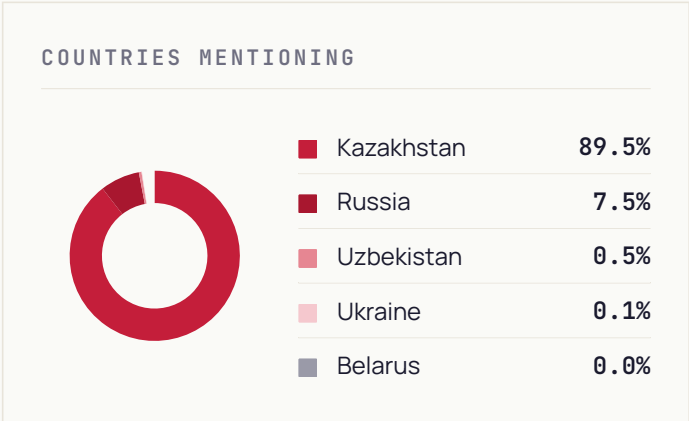
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows when the channel gained or lost subscribers.



SECTION 04 • CITATIONS

Who mentions the channel and how

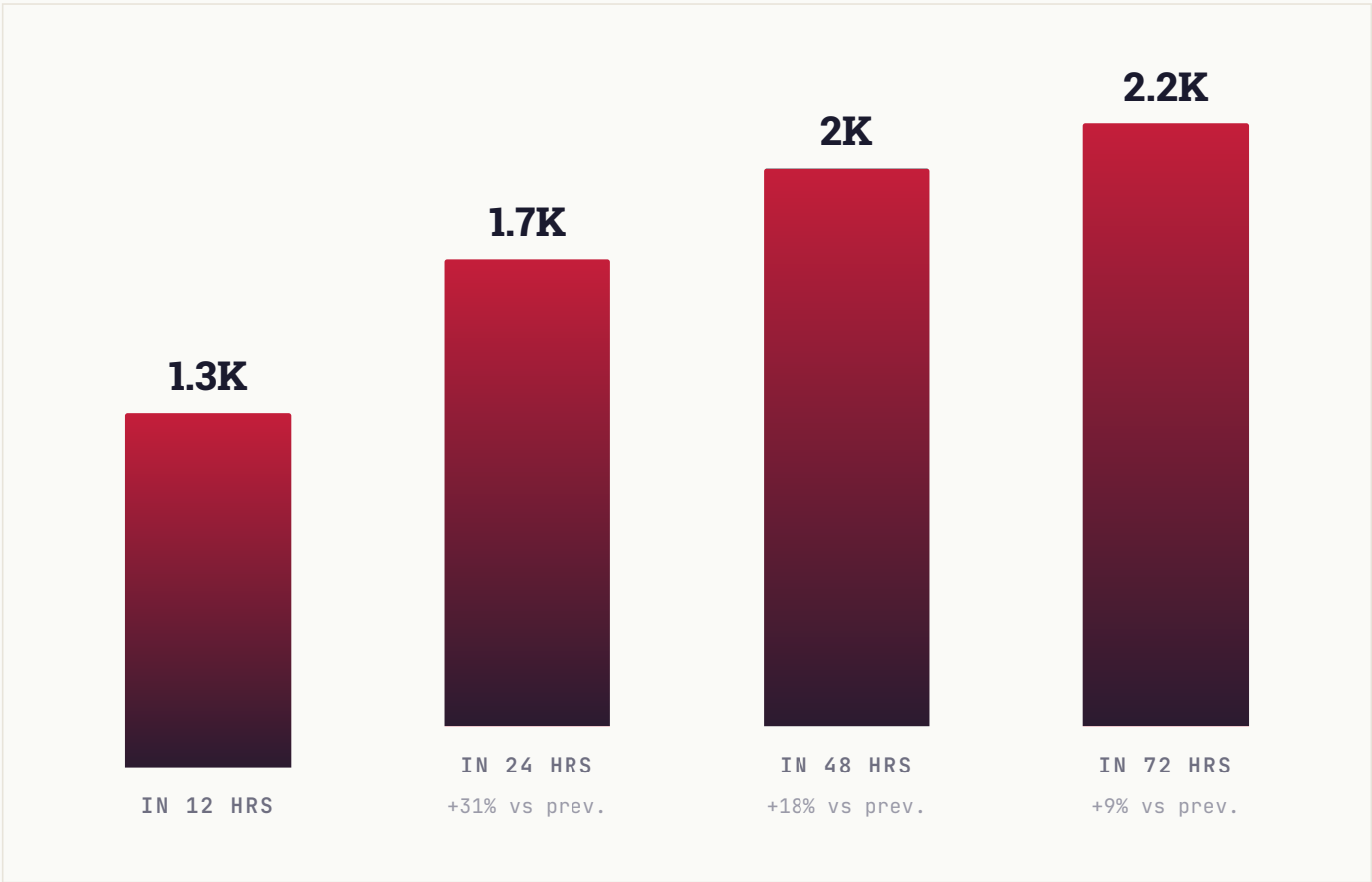
Citation index **72** – channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All-time channel mentions: **185** different channels.



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
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
NE NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
NG Our Newspaper (Kostanay) YOU	15.5K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#66 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **23**, they brought **1 836** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	5	2	151
December 2025	1	1	225
November 2025	2	2	57
October 2025	5	5	1 276
Sep 2025	6	6	64
August 2025	4	4	63

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
23	6	1 836

SECTION 08 · NICHE COMPARISON

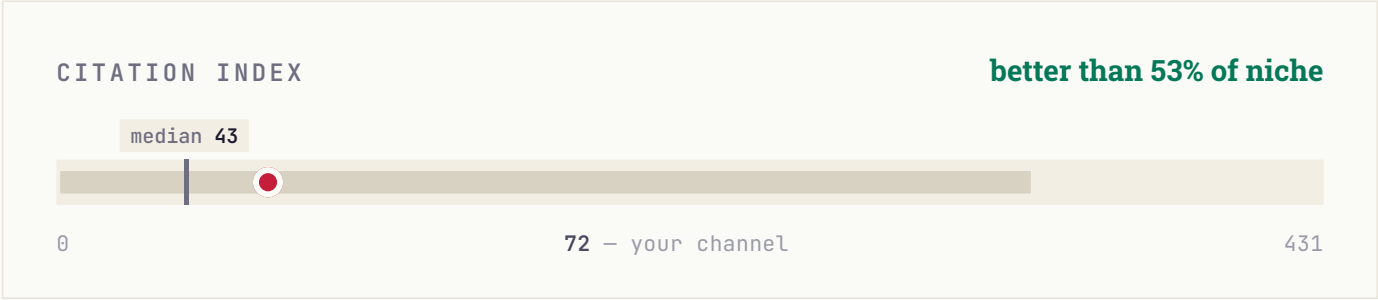
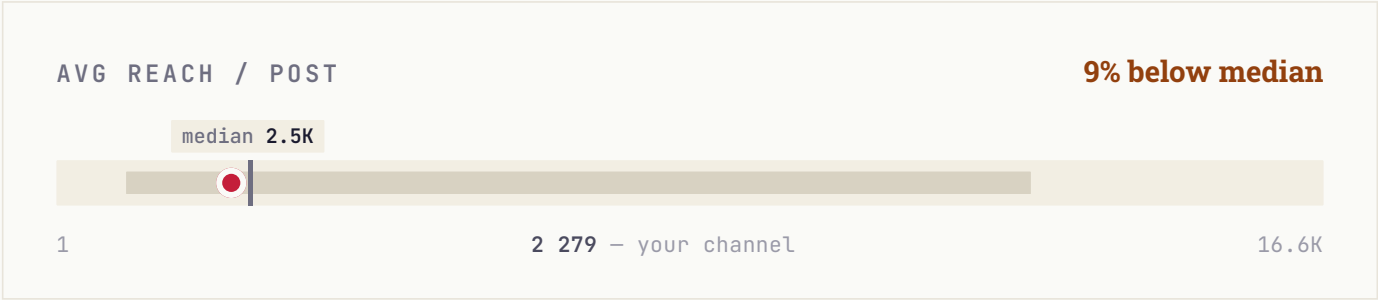
Where the channel ranks in its league

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

#66/100

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 Tuesday**

Audience is most active on this day at 20:00 ALMT.

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 and 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**

Swap posts with channels in the same segment once a quarter. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
