

PUBLIC REPORT BY PROMTPRESS

Channel audit

NEKhabar



@nehabar

True news of Kazakhstan and the world, send all interesting to @tg1admin (WA +7 777 835 41 38).

SUBSCRIBERS

76 224

-753 per month

ERR (% SEE POSTS)

10.0%

last day 7.9%

REACH/POST

7.2K

ad reach 6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 76 224 —	 SUBSCRIBER REACH 9.51% avg % subs see post	 VIEWS/POST 7.2K median 7.3K · 29 days	 POSTS/DAY 7.3 ~51 per week
 7D TREND +7.9% vs previous week	 REACTIONS/POST 373.0 total 80,563 reactions, 2,480 reposts, 1,768 comments	 POST LENGTH 670 chars median 670 · 29 days	 POSTS ANALYZED 216 29 days
 AD REACH 6K 24h avg	 CHURN / MONTH -753 last month	 CITATION RATE 354 citation index · 930 channels mentioned all time	 CHANNEL AGE 7 years 9 months created 21.09.2018

AI EDITOR SUMMARY

Channel «NEKhabar» — 76 224 subs. Each post averages 7.2K people (10% of subs), reach is low — consider expanding audience. Publishes 51 posts per week (~7/day) — active posting. Week 22–28 Jun reach grew by +7.9% to week 15–21 Jun — positive trend.

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 **216** posts over 29 days.
- 02 Dominant format: **Text** (99/216 posts).
- 03 Avg post length — **670** chars (median 670).
- 04 Audience peak — **Thursday**, 19:00 ALMT.
- 05 Top posts gather **3×** more views than the weakest (14.3K avg for top vs 5.6K for worst) — among 216 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 14:28 TEXT In the age of rapid fake, deepfake and manipulative content spread, access to verified info is crucial...	VIEWS 21 193 REPOSTS 8	REACTIONS 6 ER 27.8%
Nº2 13.06 · 06:50 TEXT Law not for everyone? Deputy Bazarbek hasn't complied with court ruling for 3 years. As newtimes.kz reports, according to...	VIEWS 10 903 REPOSTS 9	REACTIONS 227 ER 14.3%
Nº3 27.06 · 16:39 VIDEO "I experienced the state's care firsthand": journalist gets apartment from the President. Correspondent of "Vremya" newspaper Yulia Zeng...	VIEWS 10 718 REPOSTS 4	REACTIONS 567 ER 14.1%

Nº4 30.06 • 07:35 PHOTO Kaspi Gold now in Apple Pay ⚡ We've all been waiting for this and here it is, a miracle. Have you added the card to Wallet yet? 📱	VIEWS 9 203 REPOSTS 304 REACTIONS 95 ER 12.1%
Nº5 22.06 • 11:40 PHOTO Country PR at its "finest". And, as per tradition, our valiant ministers and deputies are responsible. This time...	VIEWS 9 107 REPOSTS 11 REACTIONS 280 ER 11.9%

WORST 3

↓ 17.06 • 12:42 TEXT A business rep already appealed to Majilis Chairman Yerlan Koshanov but received a reply signed by MP M...	VIEWS 5 890 REPOSTS 3 REACTIONS 162 ER 7.7%
↓ 17.06 • 11:42 VIDEO So, we learned the plans of thousands of Kazakhs for June 26. At "Government for Citizens" they reported over 4,000 applications...	VIEWS 5 696 REPOSTS 15 REACTIONS 35 ER 7.5%
↓ 06.06 • 12:05 TEXT Mission accomplished? Yerlan Koshanov and the era of de-Nazarbayevization of the ruling party On June 12, the AMANAT party will hold its next congress. However...	VIEWS 5 278 REPOSTS 4 REACTIONS 484 ER 6.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

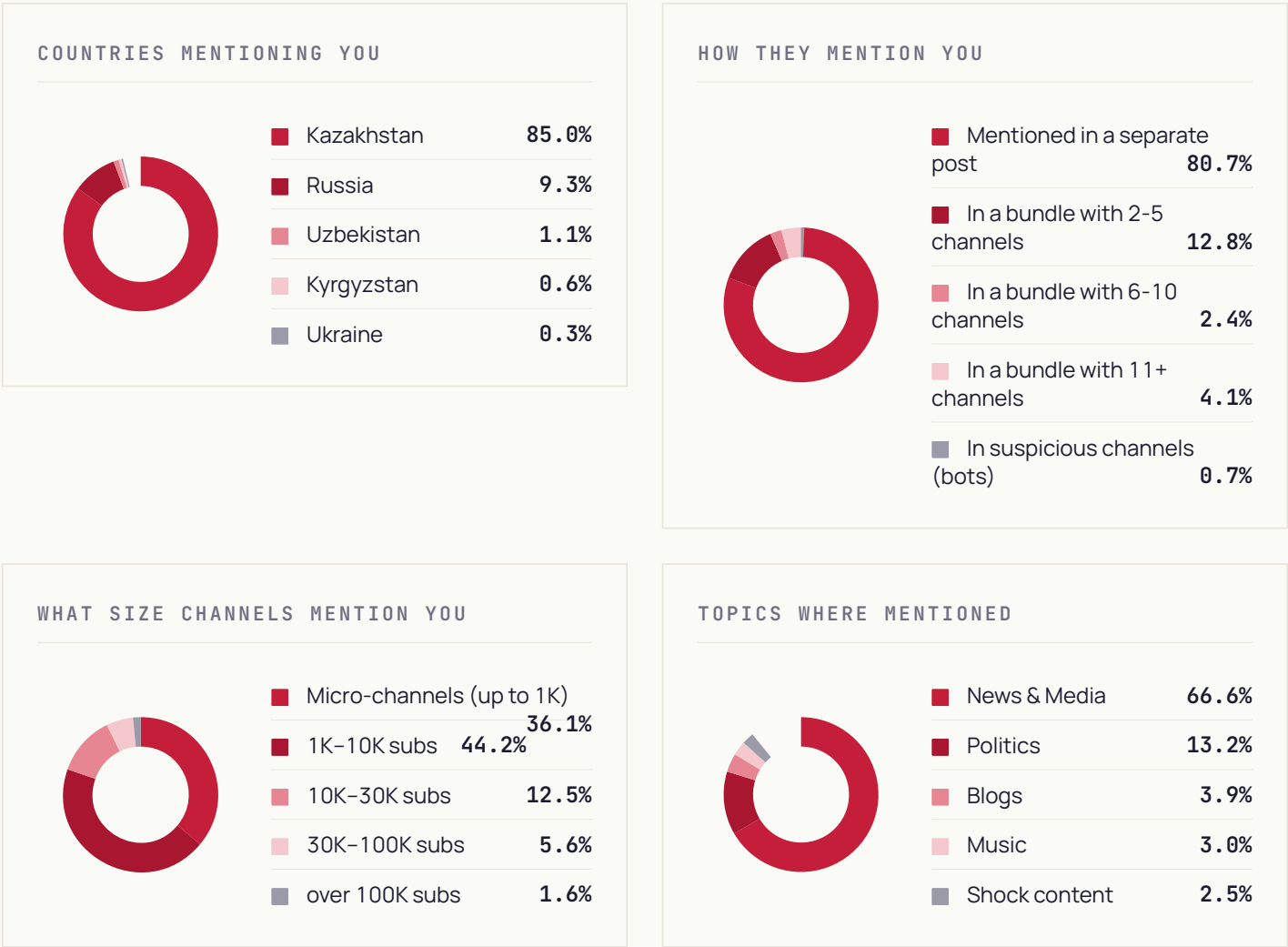
Yearly subscriber growth chart. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

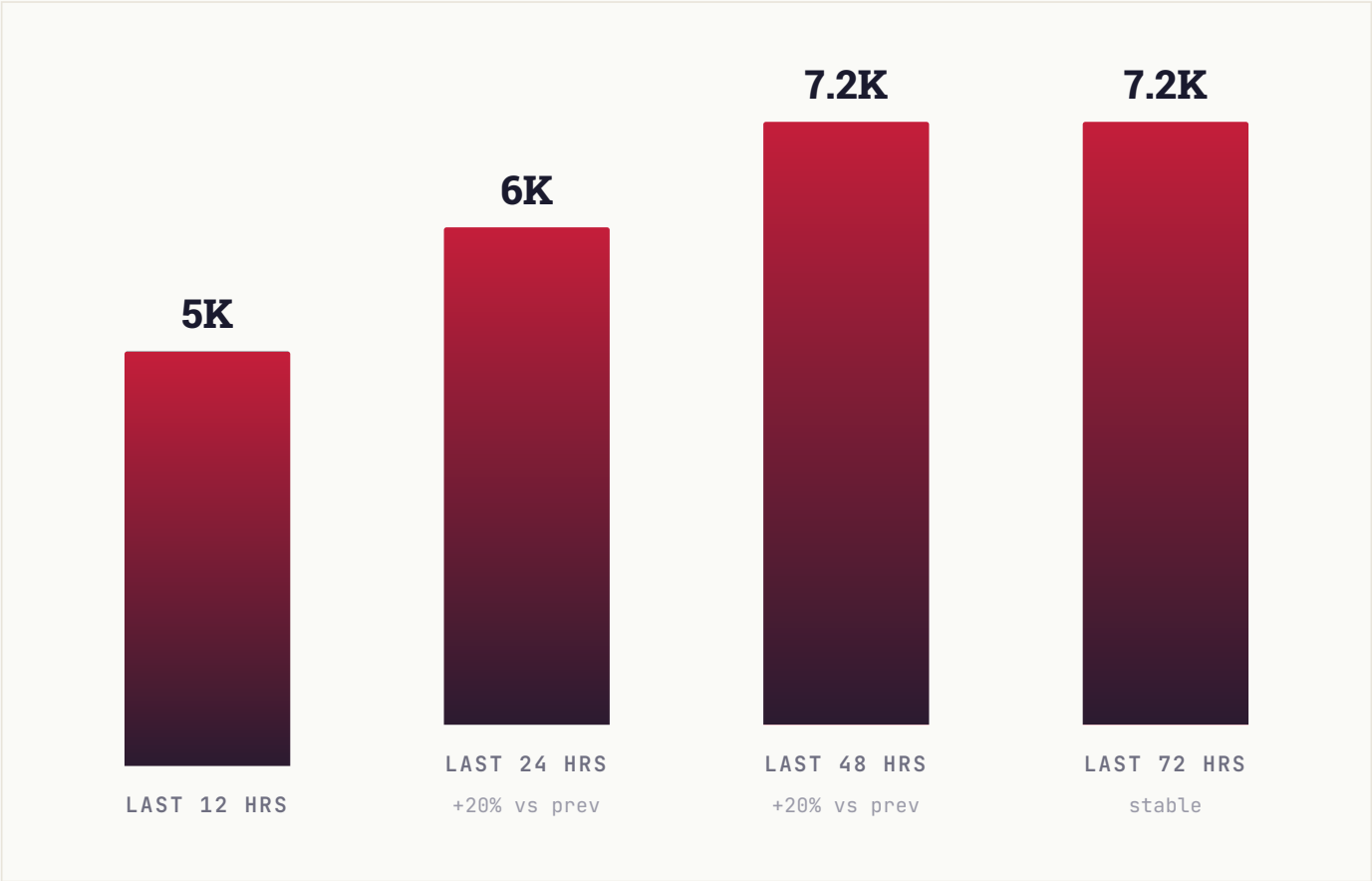
Citation index **354** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **930** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 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 YOU	76.2K
AB Atameken Business - Kazakhstan News	74.2K
N- NUR.KZ - Kazakhstan News	73.6K

COMPARATIVE CONCLUSION

Channel intop 10 of niche (#9 of 99). Strong position. Niche leader — Dauletten (342.4K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **217**, they brought **12 722** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	17	11	5 980
December 2025	49	26	628
Nov 2025	44	19	4 982
Oct 2025	17	9	227
Sep 2025	44	18	422
August 2025	46	20	483

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
217	6	12 722

SECTION 08 · NICHE COMPARISON

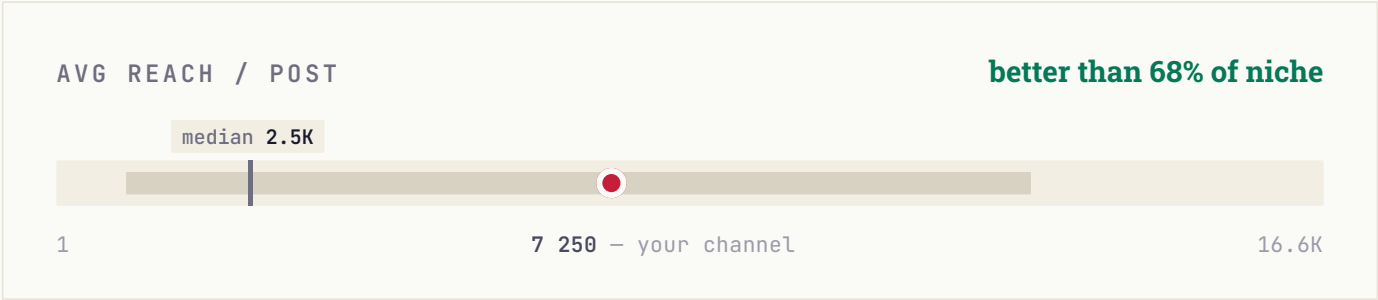
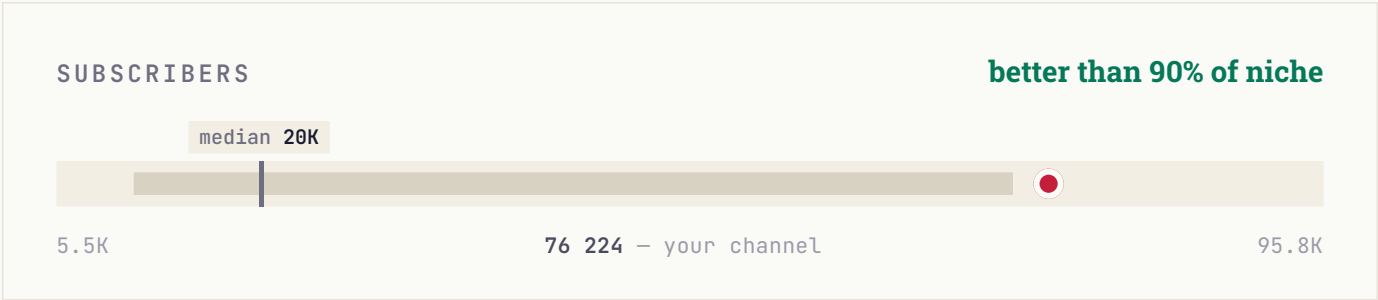
Where the channel ranks in its league

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

#9/100

RANK IN NICHE

Channel in top 9% news & media



— 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**Best post day: Thursday**

Audience is most active on this day at 19:00 ALMT.

EFFECT

**Best window
for important
posts****02****System traffic purchase**

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 point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with same-segment channels 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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