

— PUBLIC REPORT BY PROMTPRESS

Channel audit

NUR.KZ - News of Kazakhstan



@newsnurkz

Official channel of NUR.KZ. Top news of Kazakhstan.

editor@corp.nur.kz News KAZ.NUR.KZ → <https://t.me/kaznurkz>

SUBS

75 058

-364 per month

ERR (% SEE POSTS)

12.0%

in 24h **8.4%**

REACH/POST

8.4K

ad reach **6.3K**/24h

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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.

 SUBS 75 058 —	 SUBS REACH 11.24% avg % subs see post	 VIEWS/POST 8.4K median 8.4K · 29 days	 POSTS/DAY 11.7 ~82 per week
 7D TREND -3.8% vs previous week	 REACTIONS/POST 102.3 34,990 reactions, 4,624 reposts, 0 comments	 POST LENGTH 544 chars median 521 · 29 days	 POSTS ANALYZED 342 29 days
 AD REACH 6.3K 24h avg	 CHURN / MONTH -364 last month	 CITATION RATE 262 citation index · 788 channels mentioned all time	 CHANNEL AGE 8 years 6 months created 28.11.2017

AI EDITOR SUMMARY

Channel «NUR.KZ - News of Kazakhstan» – 75 058 subs. Each post averages 8.4K people (11% subs), low reach – consider expanding audience. Publishes 82 posts/week (~12/day) – very active. Week of May 25–31 reach stable (-3.8% vs week of May 18–24).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **342** posts in 29 days.
- 02 Dominant format — **Video** (177/342 posts).
- 03 Avg post length — **544** chars (median 521).
- 04 Peak audience activity — **Saturday**, 15:00 ALMT.
- 05 Top posts get **5x** more views than the weakest (14.9K avg for top vs 3.1K for worst) — among 342 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 09.05 · 10:10 VIDEO Akorda published photo of Tokayev at Moscow Victory Parade Akorda press service on Telegram showed photos of Kazakhstan's president...	VIEWS 16 419 REP. 20	REACTIONS 345 ER 21.9%
Nº2 06.05 · 08:35 PHOTO "Check for Involvement": Relatives of Nurzai Serikbai's Murder Suspect Speak Out in Ministry of Internal Affairs Vice Minister of Internal Affairs Sanzhar Adilov...	VIEWS 16 147 REP. 6	REACTIONS 31 ER 21.5%
Nº3 24.05 · 10:54 VIDEO Scandal at MMA tournament in Atyrau: fans brawl	VIEWS 12 073 REP. 9	REACTIONS 96 ER 16.1%

Nº4

03.05 · 14:51

VIDEO

Almaty Airport flooded after downpour Airport press service reported that due to heavy rainfall in some areas of terminals T1 and T2...

VIEWS

11 931

REACTIIONS

169

REP.

32

ER

15.9%

Nº5

17.05 · 11:23

VIDEO

Rocks painted at a waterfall in Ile-Alatau Park: authors had to clean it themselves

VIEWS

11 554

REACTIIONS

131

REP.

12

ER

15.4%

WORST 3

↓ 01.06 · 11:48 VIDEO Big win closer than you think Know what a regular morning and a lucky day have in common? You just buy a LOTO SZ ticket and...	VIEWS 3 134 REACTIIONS 18 REP. — ER 4.2%
↓ 01.06 · 12:13 TEXT Kazakhstan's Foreign Ministry commented on claims of readiness to accept uranium from Iran...	VIEWS 3 070 REACTIIONS 25 REP. 2 ER 4.1%
↓ 01.06 · 12:30 TEXT A selection of our financial news ☒ Several Kazakh banks lowered deposit rates. Average rate on most popular deposits...	VIEWS 2 962 REACTIIONS 11 REP. 3 ER 3.9%

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

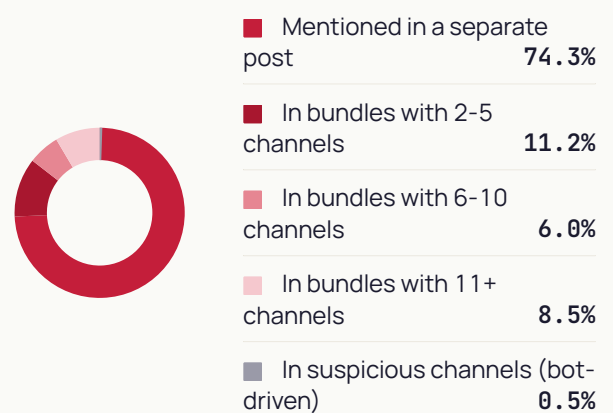
Who mentions the channel and how

Citation index **262** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than one with 1k. All-time mentions: **788** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



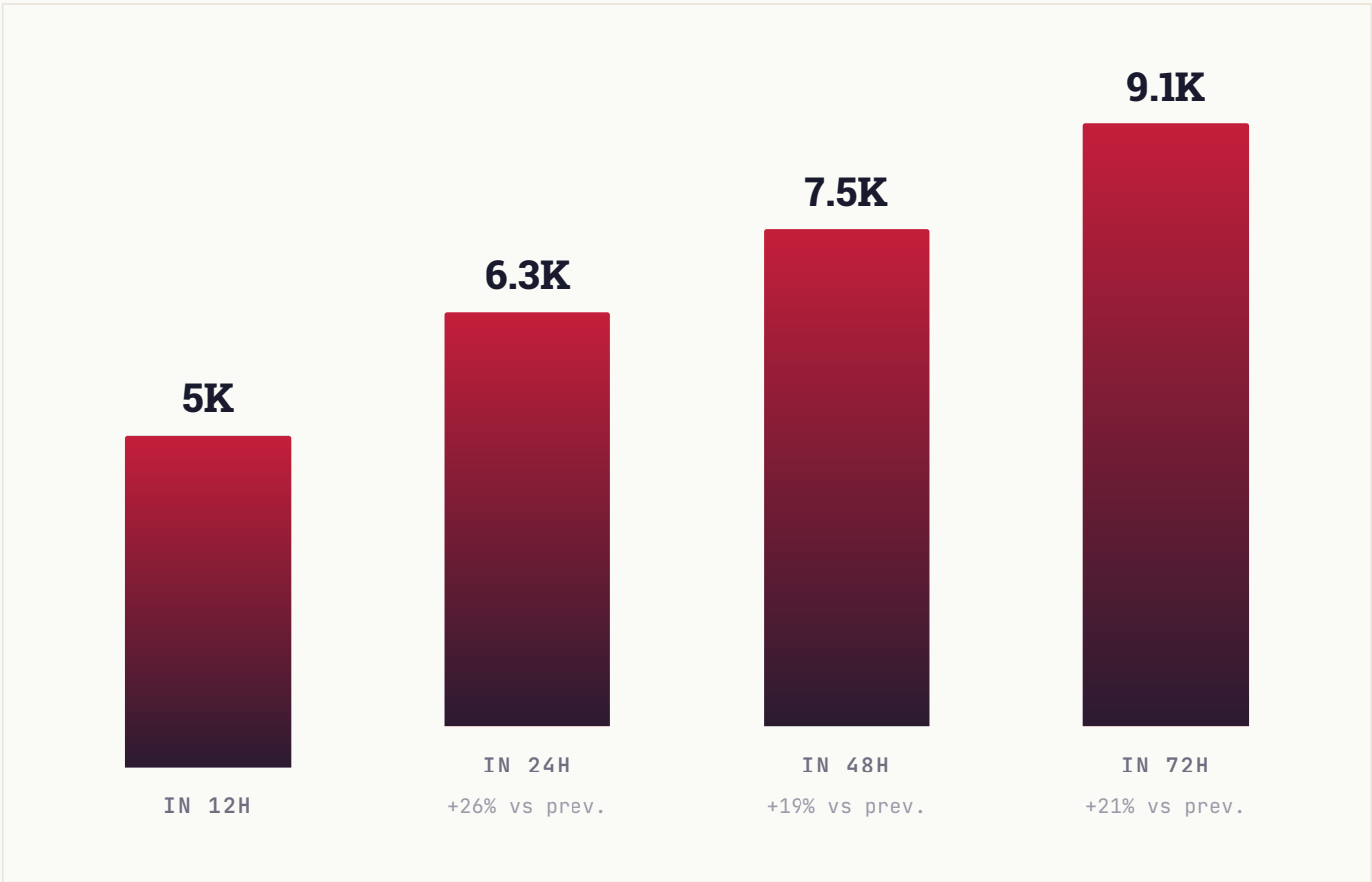
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
اخبارفوری خبرفوری جنگ امریکا فوری	5.5M
کانال اخبارفوری خبرفوری	4.4M
خبرفوری اخبارفوری جنگ فوری امریکا	4.4M
خبرفوری	4.2M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
TR Trukha < Ukraine	3.1M
N- NUR.KZ - News of Kazakhstan	75.1K

COMPARATIVE INSIGHT

Channel not yet outside niche top 98 — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (5.5M), median top-98: 1.3M. First goal: enter top-98 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **435**, they brought **3 110** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	108	13	493	
November 2025	73	21	738	
October 2025	92	38	553	
September 2025	77	22	418	
August 2025	45	12	888	
July 2025	40	14	20	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
435	6	3 110

— 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 where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.



— 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 Saturday

Audience is most active on this day at 15:00 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 & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy growth lever.

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 us to do this PromptPress?

This audit is what we can do in minutes from public data. To go further — run ads with 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