

PUBLIC REPORT PROMTPRESS

Channel audit

NewTimes.kz - Новости Kazakhstana



@newtimes_media

Send news, photos, video, audio, collaboration: +7 700 402 3292
(WhatsApp) We cover complex and sensitive topics through
people's stories, produce exclusive photo reports and travel to...

SUBSCRIBERS

14 441

08.06.2026 ⁻⁸³³ per month

ERR (% SEE POSTS)

11.0%

in 24h ^{7.0%}

REACH/POST

1.6K

ad reach ^{1K}/24h

[HTTPS://PROMTPRESS.COM/AUDIT/NEWTIMES-MEDIA](https://promptpress.com/audit/newtimes-media)

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 14 441 —	 SUBS REACH 10.76% avg % subs see post	 VIEWS/POST 1.6K median 1.5K · 29 days	 POSTS/DAY 9.5 ~66 per week
 7D TREND -25.6% vs previous week	 REACTIONS/POST 17.1 only 4,714 reactions, 1,036 reposts, 457 comments	 POST LENGTH 334 chars median 329 · 29 days	 POSTS ANALYZED 276 29 days
 AD REACH 1K 24h avg	 CHURN / MONTH -833 last month	 CITATION RATE 39 citation index · 118 channels mentioned all time	 CHANNEL AGE 5 years 6 months created 17.11.2020

AI EDITOR SUMMARY

Channel «NewTimes.kz - News of Kazakhstan» – 14 441 subs. Avg views per post 1.6K people (11% of subs), low reach – expand audience. Publishes 66 posts/week (~9/day) – active. Week 25–31 May reach dropped -25.6% to week 18–24 May – worth analyzing.

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 SHARE

- 01 Analysis based on 276 posts in 29 days.
- 02 Dominant format — Video (169/276 posts).
- 03 Avg post length — 334 chars (median 329).
- 04 Peak audience activity — Thursday, 14:00 ALMT.
- 05 Strongest posts get 14x more views than the weakest (6.1K avg for top vs 420 for worst) — among 276 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 10:24 PHOTO 2GIS now shows LRT route in Astana from NQZ international airport to Nurly Zhol station. Route displayed as 3D model and...	VIEWS	REACTIONS
	8 548	16
	REPOSTS	ER
	15	59.2%
Nº2 15.05 · 04:54 VIDEO One news worse than another... a video appeared on social media where a man hits a disabled person and, judging by what's happening, abuses...	VIEWS	REACTIONS
	4 843	36
	REPOSTS	ER
	23	33.5%
Nº3 21.05 · 09:47 VIDEO We don't know how to describe this news. In Aktobe, a couple had sex in broad daylight near railroad tracks and got caught on camera. Police reported...	VIEWS	REACTIONS
	4 828	47
	REPOSTS	ER
	37	33.4%

Nº4 21.05 • 09:00 VIDEO Russia did not offer Kazakhstan compensation for AZAL crash victims in Aktau. Kazakh Deputy PM Kanat...	VIEWS 3 803 REACTIONS 12 REPOSTS 3 ER 26.3%
Nº5 21.05 • 10:31 TEXT Info about dog meat supply to Astana eateries denied by Astana Vetservice. They stated this info refers to events...	VIEWS 3 792 REACTIONS 20 REPOSTS 1 ER 26.3%

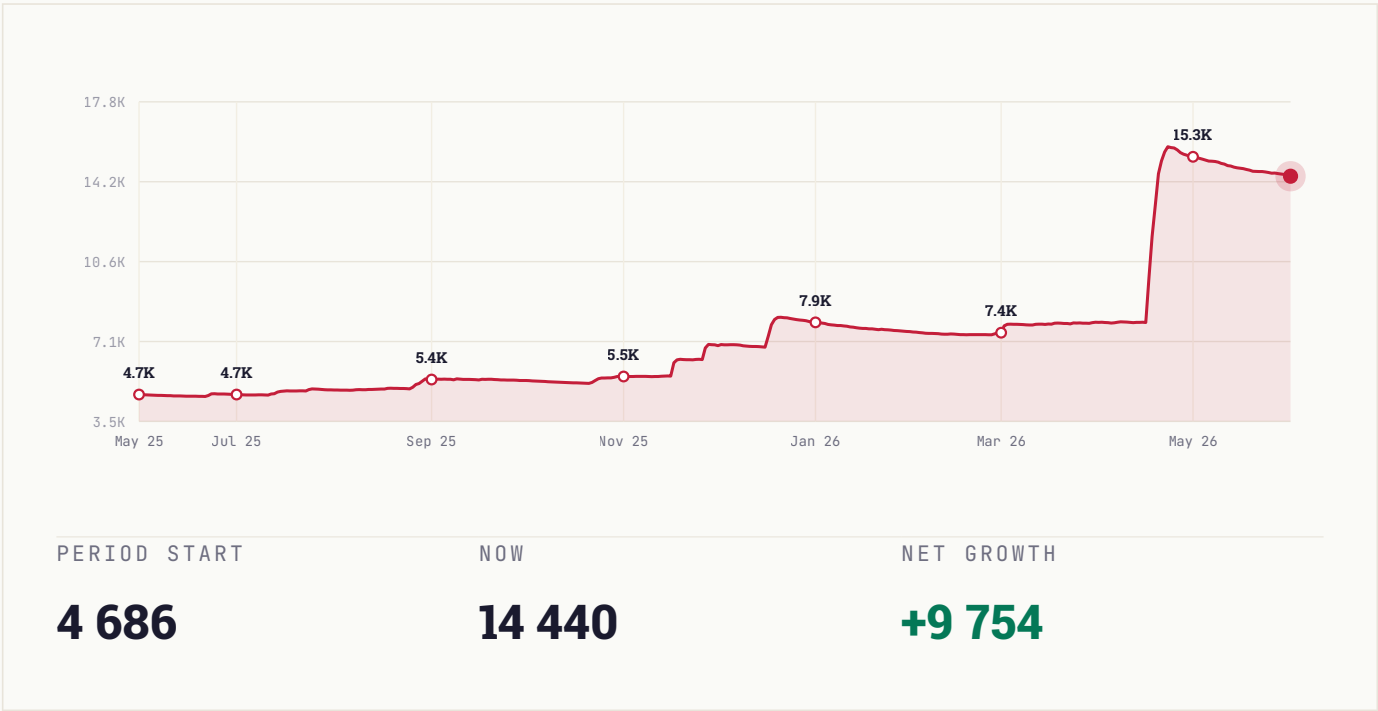
WORST 3

↓ 01.06 • 11:42 VIDEO We don't know what upset the mother of a 2-year-old, but this is how she attacked a medic in Almaty. It happened at night...	VIEWS 518 REACTIONS 6 REPOSTS 1 ER 3.6%
↓ 01.06 • 13:11 VIDEO Foreign Ministry reported blogger Kaysar Kamza is detained in Vietnam. Extradition is being handled via Prosecutor General's Office...	VIEWS 399 REACTIONS 4 REPOSTS 4 ER 2.8%
↓ 01.06 • 13:43 VIDEO In Öskemen, driver hit cyclists. Video is graphic. Police said he tried to change lanes but didn't check safety...	VIEWS 344 REACTIONS 8 REPOSTS 3 ER 2.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

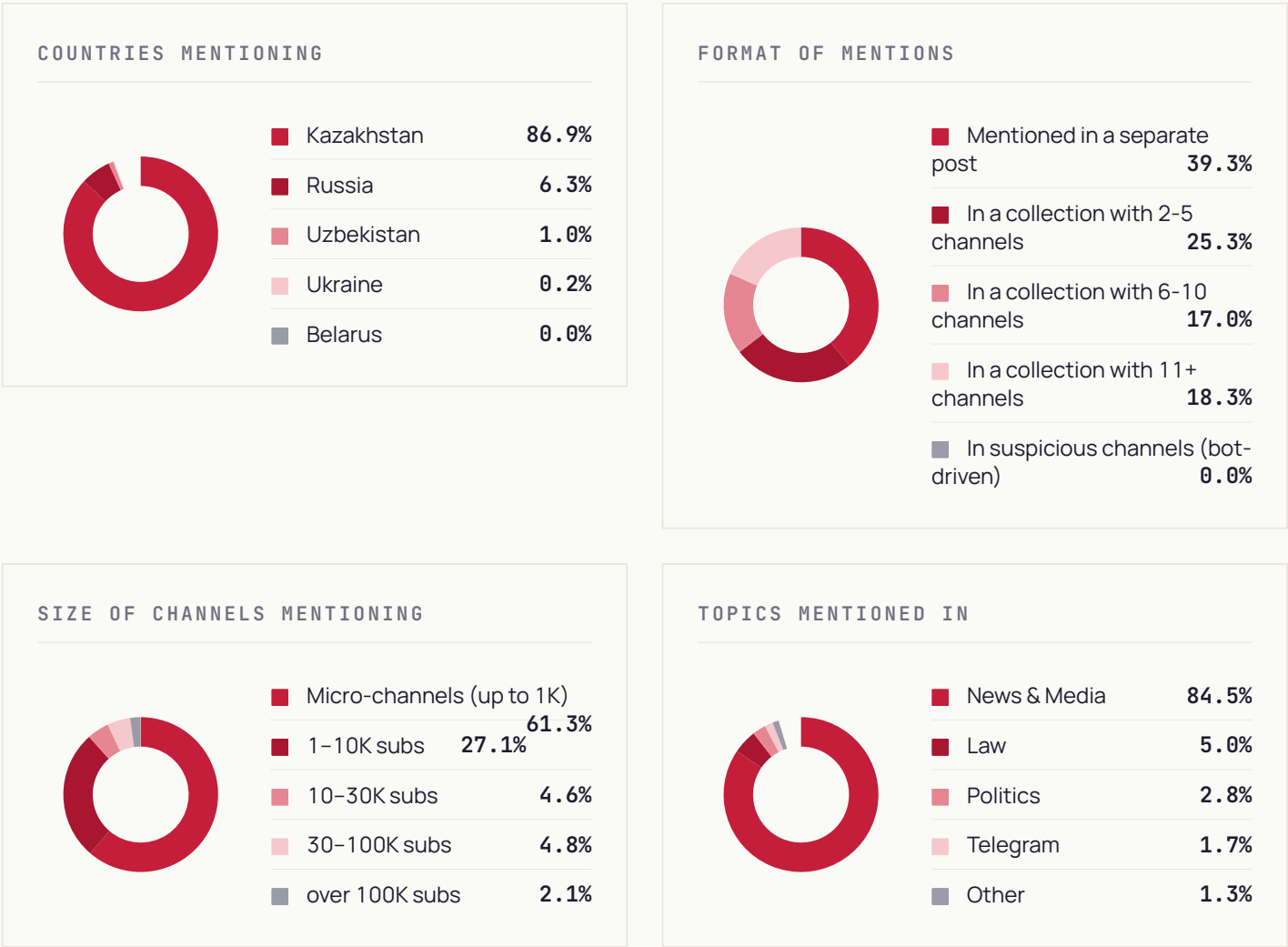
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

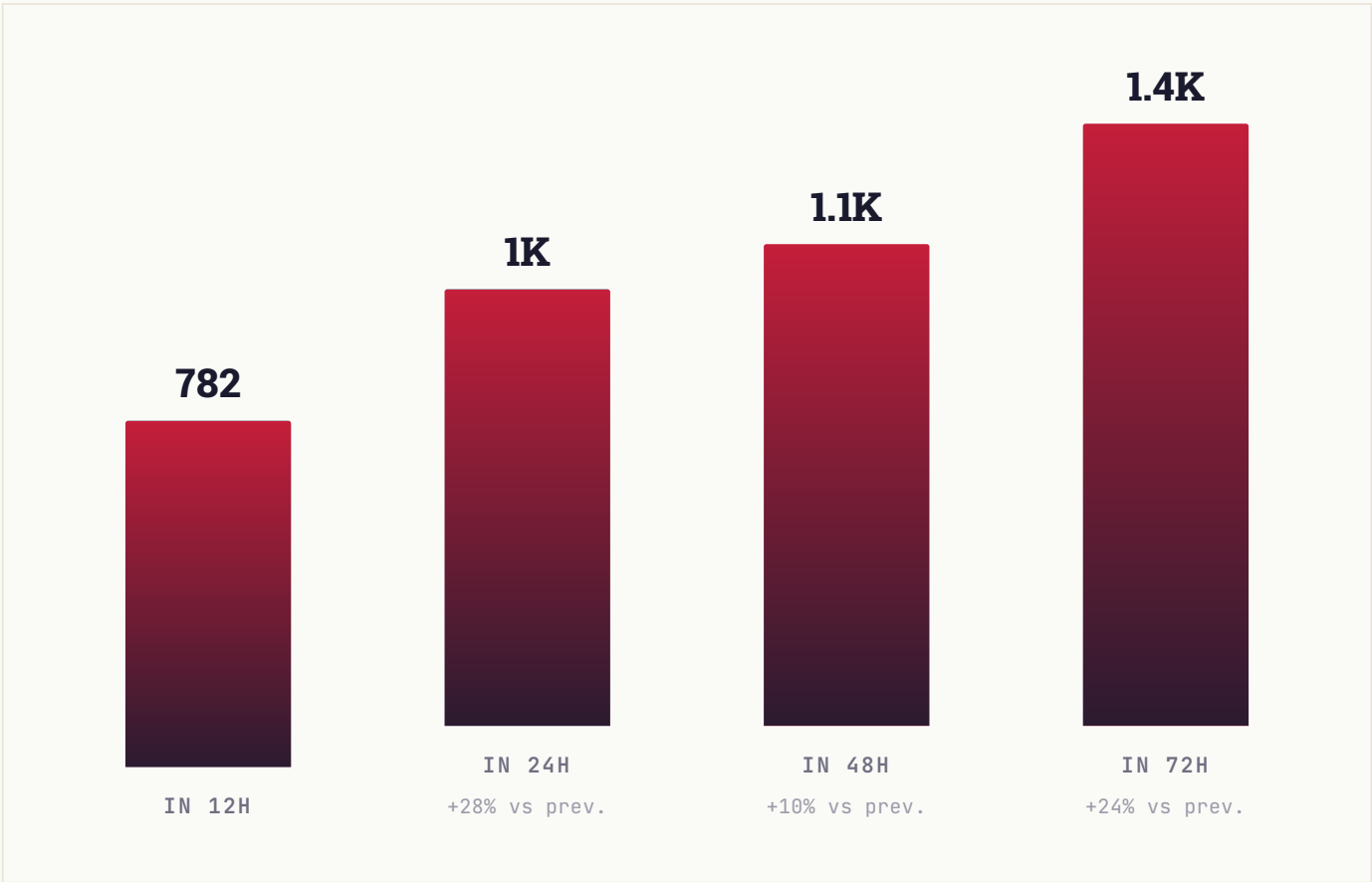
Citation index **39** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel was mentioned **118** different channels.



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

CHANNEL	SUBSCRIBERS
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
TP Trukha < Ukraine	3.1M
N- NewTimes.kz - Новости Kazakhstan YOU	14.4K

COMPARATIVE INSIGHT

Channel not yet outside niche top 98 — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (5.5M), top-98 median: 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 record posts in other channels that mention your channel. Over the last **6 months** such mentions **101**, they brought **4 144** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	16	5	1 385
November 2025	39	23	1 506
October 2025	19	9	309
September 2025	8	5	101
August 2025	13	9	547
July 2025	6	4	296

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
101	6	4 144

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Thursday

On this day at 14:00 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% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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 plan in a month.

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

02 Contact manager t.me/PromptPress_manager
