

PUBLIC REPORT PROMTPRESS

Channel audit

112 KZ



@qr_tjm

ҚР Төтенше жағдайлар министрлігінің ресми телеграм каналы
ҚР Төтенше жағдайлар министрлігінің әлеуметтік...

SUBSCRIBERS

34 498

-166 per month

ERR (% WHO SEE
POSTS)

4.0%

in 24h **2.7%**

REACH/POST

1.3K

ad reach **916**/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.

 SUBSCRIBERS 34 498 —	 SUBS REACH 3.9% avg % subs see post	 VIEWS/POST 1.3K median 1.3K · 22 days	 POSTS/DAY 19.8 ~139 per week
 7D TREND +14.9% vs previous week	 REACTS/POST 224.8 total 100,929 reactions, 1,233 reposts, 1,072 comments	 POST LENGTH 915 chars. median 1000 · 22 days	 POSTS ANALYZED 449 22 days
 AD REACH 916 24h avg	 CHURN / MONTH -166 last month	 CITATION RATE 220 citation index · 615 channels mentioned all time	 CHANNEL AGE 5 years 5 months created 11.01.2021

AI EDITOR SUMMARY

Channel '112 KZ' — 34 498 subs. Each post averages 1.3K people (4% of subs), reach is low — consider expanding audience. Publishes 139 posts per week (~20/day) — very active. For week Jun 22–28 reach up +14.9% by week Jun 15–21 — positive trend.

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 **449** posts in 22 days.
- 02 Dominant format – **Video** (300/449 posts).
- 03 Avg post length – **915** chars (median 1000).
- 04 Audience peak – **Sunday**, 17:00 ALMT.
- 05 Top posts gather **4×** more views than the weakest (3.5K avg for top vs 787 for worst) – among 449 posts over 22 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 05:15 VIDEO ТЖМ қызметкерлері екі азаматқа жедел көмек көрсетті Қарағанды облысының Шахтинск қаласында Парковая көшесіндегі дүкен аумағында тазалау...	VIEWS 4 202 REPOSTS 10	REACTS 179 ER 12.2%
Nº2 21.06 · 12:55 VIDEO Capital's Emergency Department staff, together with the City Police Department, conducted preventive raid activities 'Free Passage'...	VIEWS 3 500 REPOSTS 3	REACTS 986 ER 10.1%
Nº3 20.06 · 03:11 VIDEO 14 people rescued in fire at residential complex in the capital Last night, in the Sarayshyk district, a nine-story building on A-91 street...	VIEWS 2 651 REPOSTS 4	REACTS 1 139 ER 7.7%

Nº4

25.06 · 13:36

PHOTO

Emergency Minister launches renovated fire station ♦ In Astana, fire station No. 8 has been put into operation after major repairs. S...

VIEWS

2 561

REPOSTS

4

REACTS

649

ER

7.4%

Nº5

28.06 · 04:26

PHOTO

Happy Media Workers' Day! @emergovkz / t.me / insta / tiktok / youtube Congratulations on the Day...

VIEWS

2 503

REPOSTS

6

REACTS

213

ER

7.3%

WORST 3

↓ 12.06 · 03:09 VIDEO Ізгі оқиға арқылы қауіпсіздік туралы маңызды білімге Шығыс Қазақстан облысы ТЖД қызметкерлері қазақ және орыс тілдерінде жарық көрген өз...	VIEWS 835 REPOSTS 1	REACTS 114 ER 2.4%
↓ 14.06 · 07:30 VIDEO Алматы қаласы мен Алматы облысының тауларында сел жағдайына аэровизуалды тексеру жүргізілді Кеше «Қазселденқорғау» ММ мамандары Алматы...	VIEWS 787 REPOSTS —	REACTS 127 ER 2.3%
↓ 13.06 · 13:22 VIDEO Шыңғыс Әрінов «Batur Team» жас спортшыларымен кездесті ♦ Қызылорда қаласында ведомство басшысы генерал-лейтенант Шыңғыс Әрінов №1...	VIEWS 740 REPOSTS 2	REACTS 151 ER 2.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

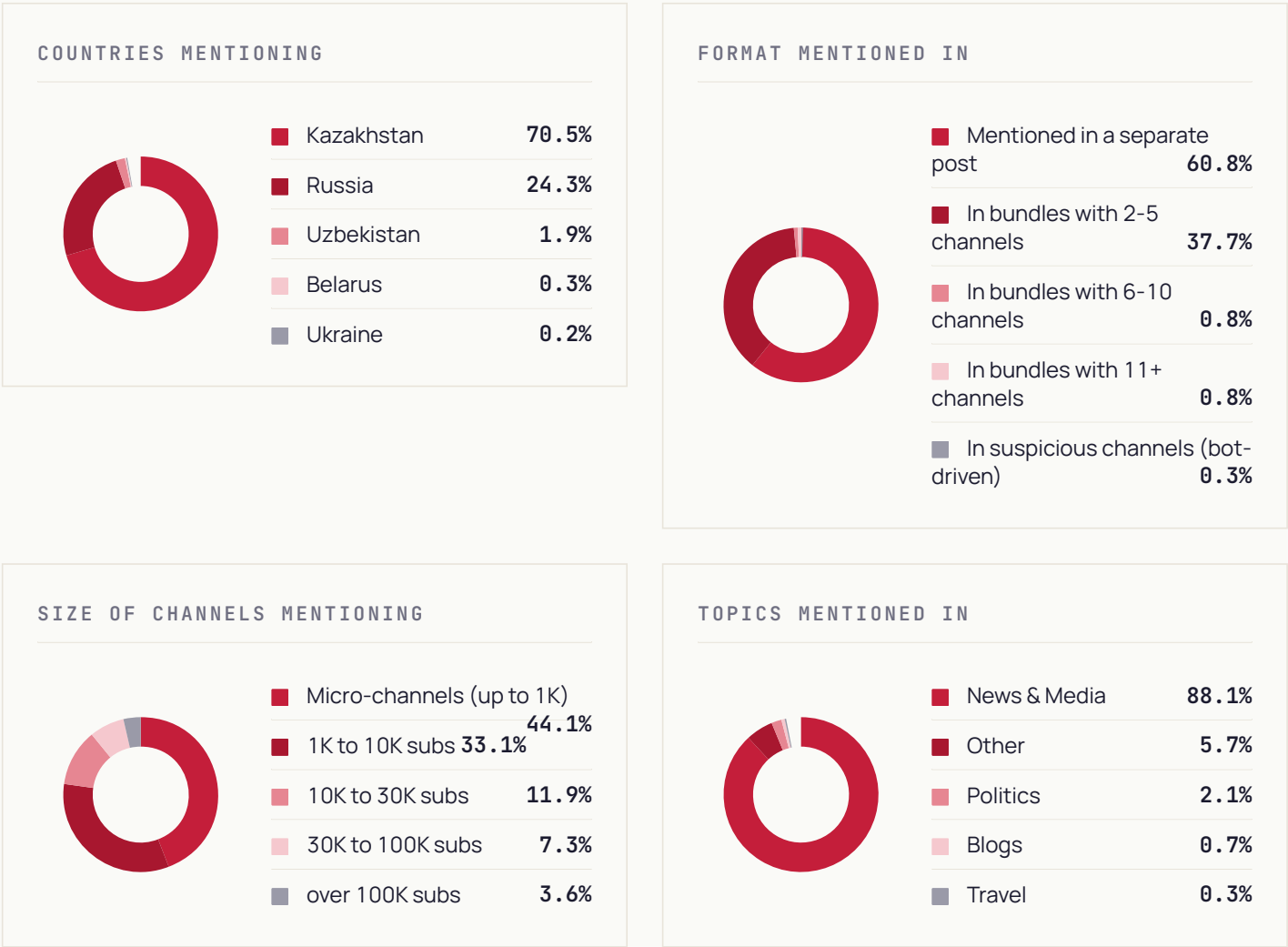
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

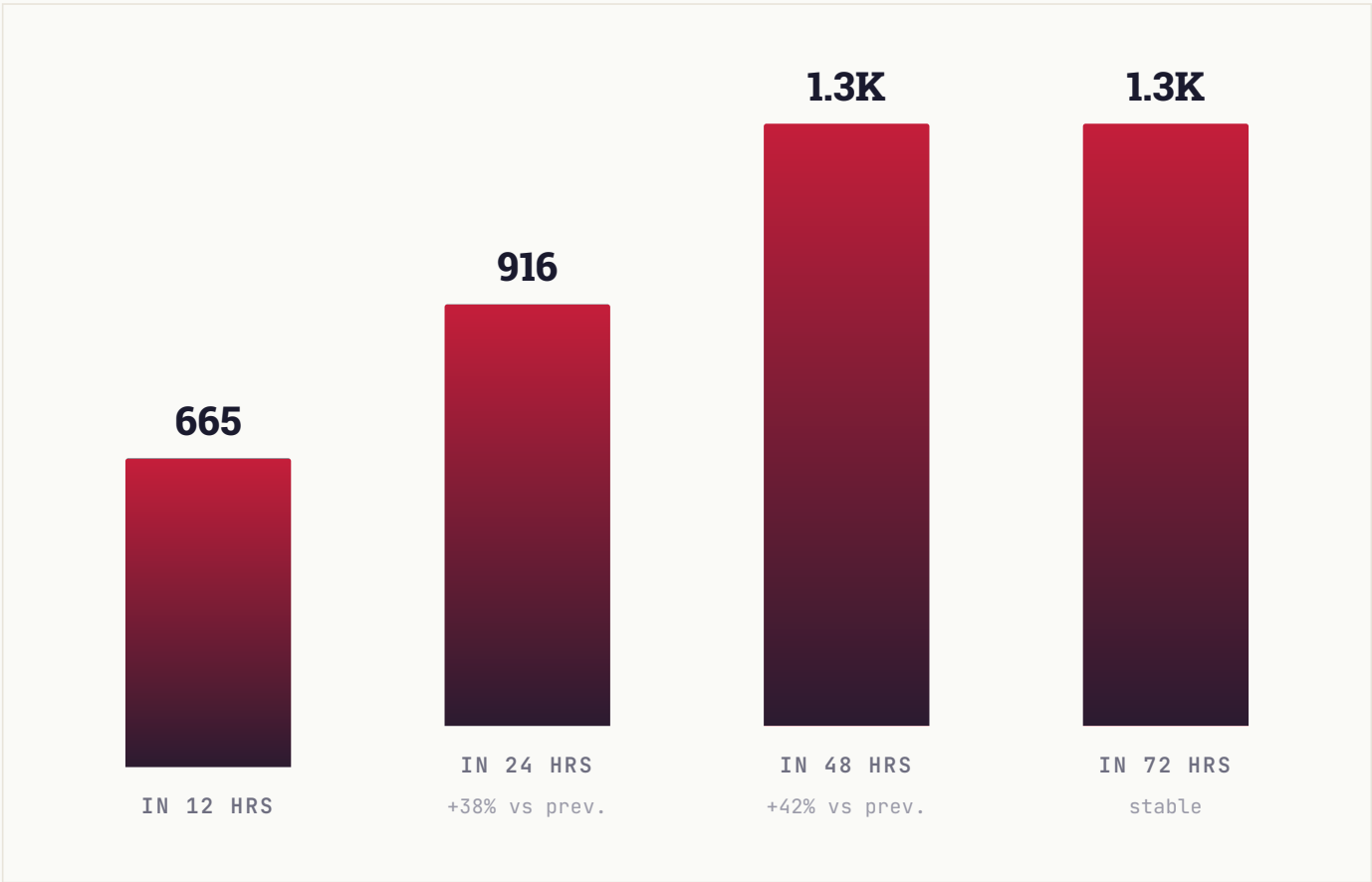
Citation index **220** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **615** different channels.



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 peers.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan & 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 NOT Khabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
1K 112 KZ YOU	34.5K

COMPARATIVE CONCLUSION

Channel in upper half of niche (#31 of 99). Niche leader — Dauletten (342.4K), median subs 20.2K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **691**, they brought **16 827** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	128	22	292
December 2025	138	29	4 544
Nov 2025	91	24	10 727
Oct 2025	112	31	171
September 2025	159	41	158
August 2025	63	21	935

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
691	6	16 827

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» and compared your channel.
Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

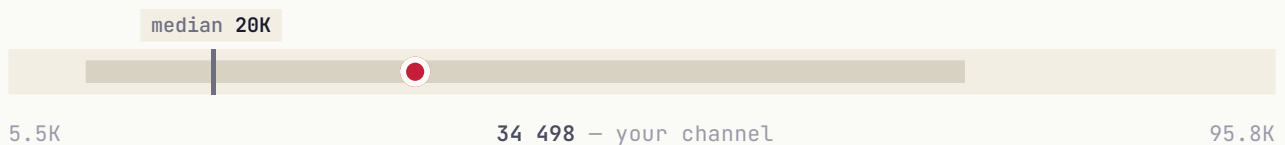
#31/100

RANK IN NICHE

Channel in the top half of the ranking

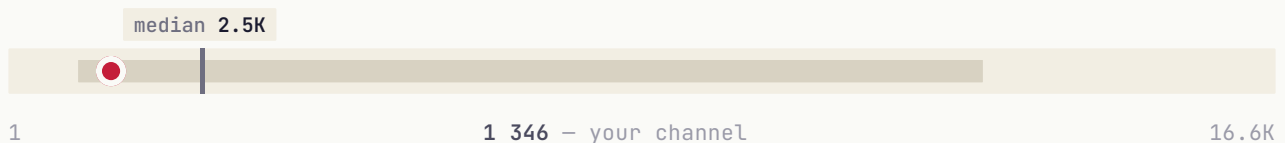
SUBSCRIBERS

better than 60% of niche



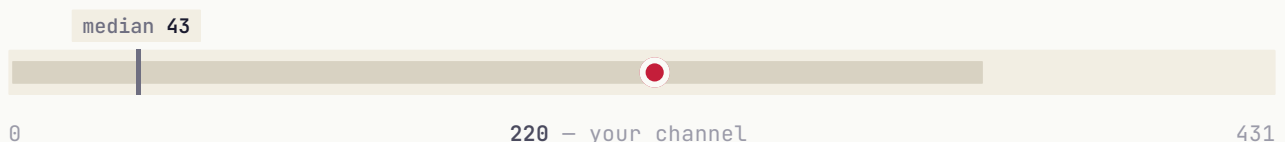
AVG REACH / POST

46% below median



CITATION INDEX

better than 74% of niche



— 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

Top post of the week — on Sunday

Audience is most active on this day at 5:00 PM ALMT.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.9% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.6pp ER

03

System traffic purchase

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth plan 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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