

PUBLIC REPORT BY PROMTPRESS

Channel audit

RESPUBLIKA.KZ.m



@respublikakzmedianews

Important news of Kazakhstan and the world. Insider. Opinions. Investigations. Stories. The channel is run by journalists <https://respublika.kz.media>. Support: <https://paypal.me/CAARC>

SUBSCRIBERS

16 275

-24 per month

ERR (% SEE POSTS)

18.0%

in 24 hrs **11.0%**

REACH/POST

2.8K

ad reach **1.8K**/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 16 275 —	 SUBS REACH 17.13% avg % subs see post	 VIEWS/POST 2.8K median 2.3K · 29 days	 POSTS/WEEK 31.1 over period
 7D TREND -36.4% vs previous week	 REACTIONS/POST 30.1 total 4,004 reactions, 1,236 reposts, 107 comments	 POST LENGTH 587 chars median 593 · 29 days	 POSTS ANALYZED 133 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -24 last month	 CITATION RATE 77 citation index · 213 channels mentioned all time	 CHANNEL AGE 6 years 9 months created Sep 26, 2019

AI EDITOR SUMMARY

Channel «RESPUBLIKA.KZ.media» – 16 275 subs. Each post averages 2.8K people (17% of subs), average reach – room to grow. Publishes 31 posts per week (~4/day) – active posting. For week Jun 22–28 reach dropped -36.4% by week Jun 15–21 – worth analyzing why.

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 **133** posts over 29 days.
- 02 Dominant format — **Text** (52/133 posts).
- 03 Avg post length — **587** chars (median 593).
- 04 Peak audience activity — **Saturday**, 14:00 ALMT.
- 05 Top posts get **7x** more views than the weakest (14.6K avg top vs 2K worst) — among 133 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 07:32 TEXT #Insider As Kazakhstan prepares for the new Constitution to take effect, behind-the-scenes politics discuss the real reasons...	VIEWS 15 013 REPOSTS 63	REACTIONS 43 ER 92.2%
Nº2 18.06 · 10:45 TEXT Watch on our YouTube channel: https://youtu.be/o0ZpekMgeZ8	VIEWS 14 644 REPOSTS 12	REACTIONS 21 ER 90.0%
Nº3 16.06 · 19:29 TEXT The Insider investigation Kazakh-Russian businessman Yermek Suyundukov imported a record amount of fiber optic cable into Russia in 2025...	VIEWS 14 071 REPOSTS 32	REACTIONS 57 ER 86.5%

Nº4 18.06 • 10:44 VIDEO !! Exactly two years ago, an assassination attempt was made in Kyiv on Kazakh opposition politician and journalist Aidos Sadykov. After 13...	VIEWS 13 757 REACTIONS 31 REPOSTS 11 ER 84.5%
Nº5 20.06 • 09:23 VIDEO  Missed Natalya Sadykova's full interview? Here's a snippet. Full video on our YouTube channel...	VIEWS 12 836 REACTIONS 25 REPOSTS 10 ER 78.9%

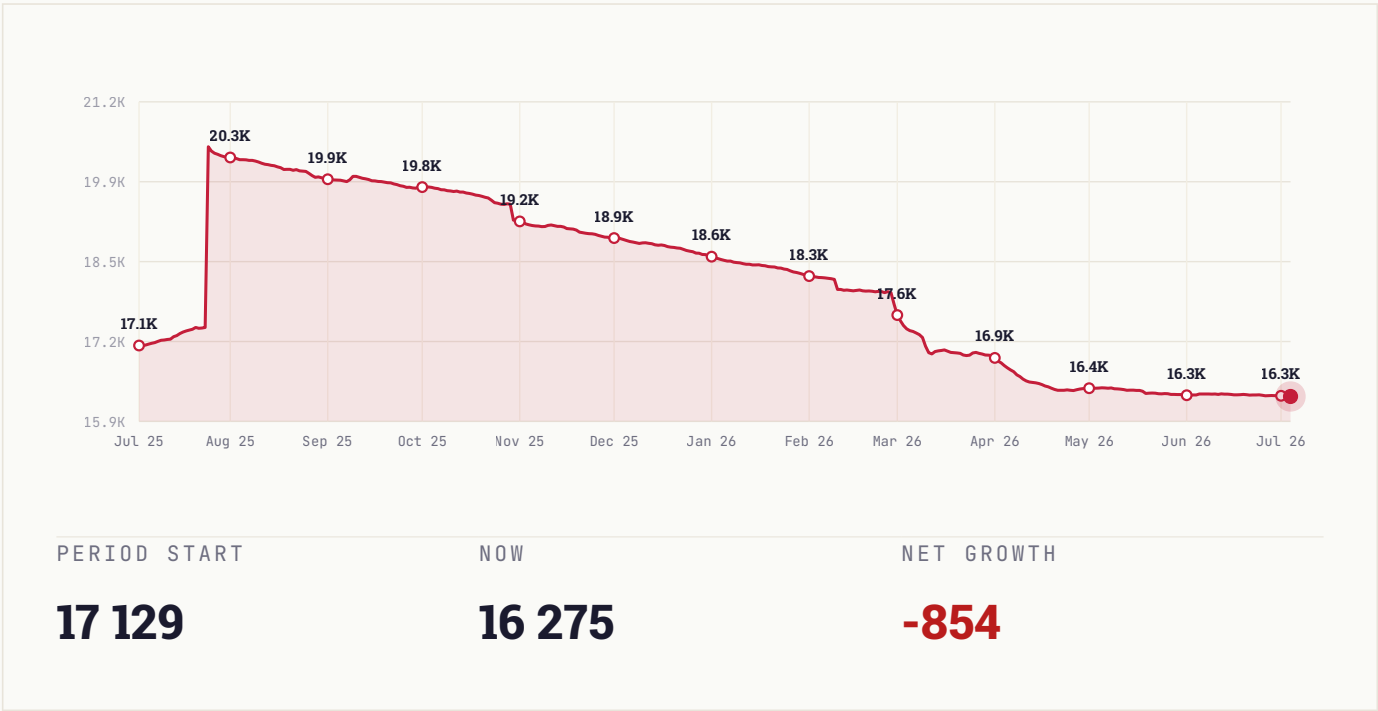
WORST 3

↓ 22.06 • 06:25 TEXT  Hearing postponed to June 29: judge says KazTAG case sessions will be held on Mondays.  Motion to involve...	VIEWS 1 983 REACTIONS 10 REPOSTS 4 ER 12.2%
↓ 22.06 • 07:00 VIDEO  Attorney Elena Zhigalenok comments on Amir Kasenov's situation and the widely shared photo of him drinking in hospital...	VIEWS 1 983 REACTIONS 13 REPOSTS 5 ER 12.2%
↓ 16.06 • 05:44 VIDEO Here's a modest little house for sale in Astana. Only \$1,800,000 (880 million tenge). The house has 3 golden floors and 10...	VIEWS 1 940 REACTIONS 43 REPOSTS 13 ER 11.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

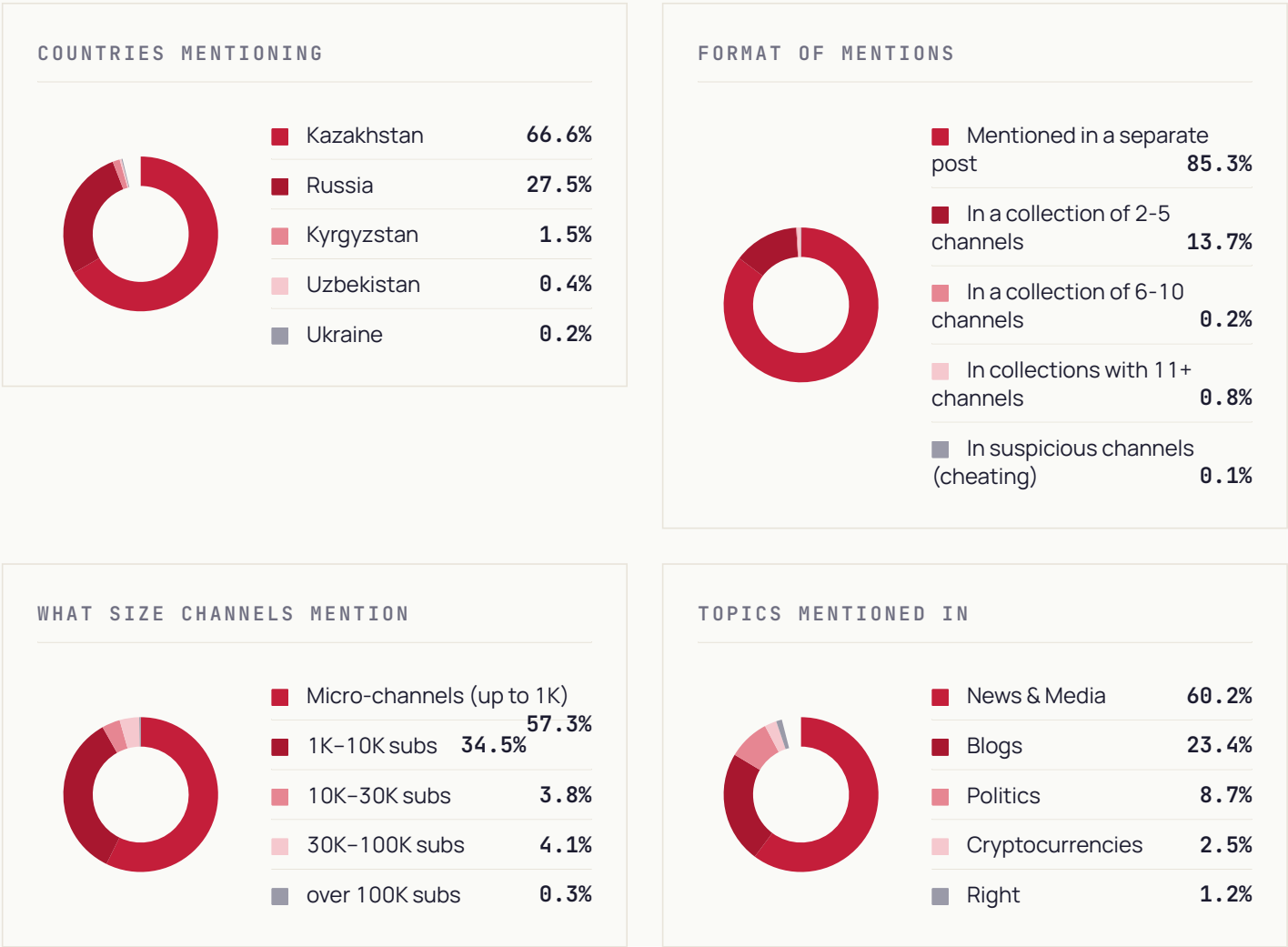
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

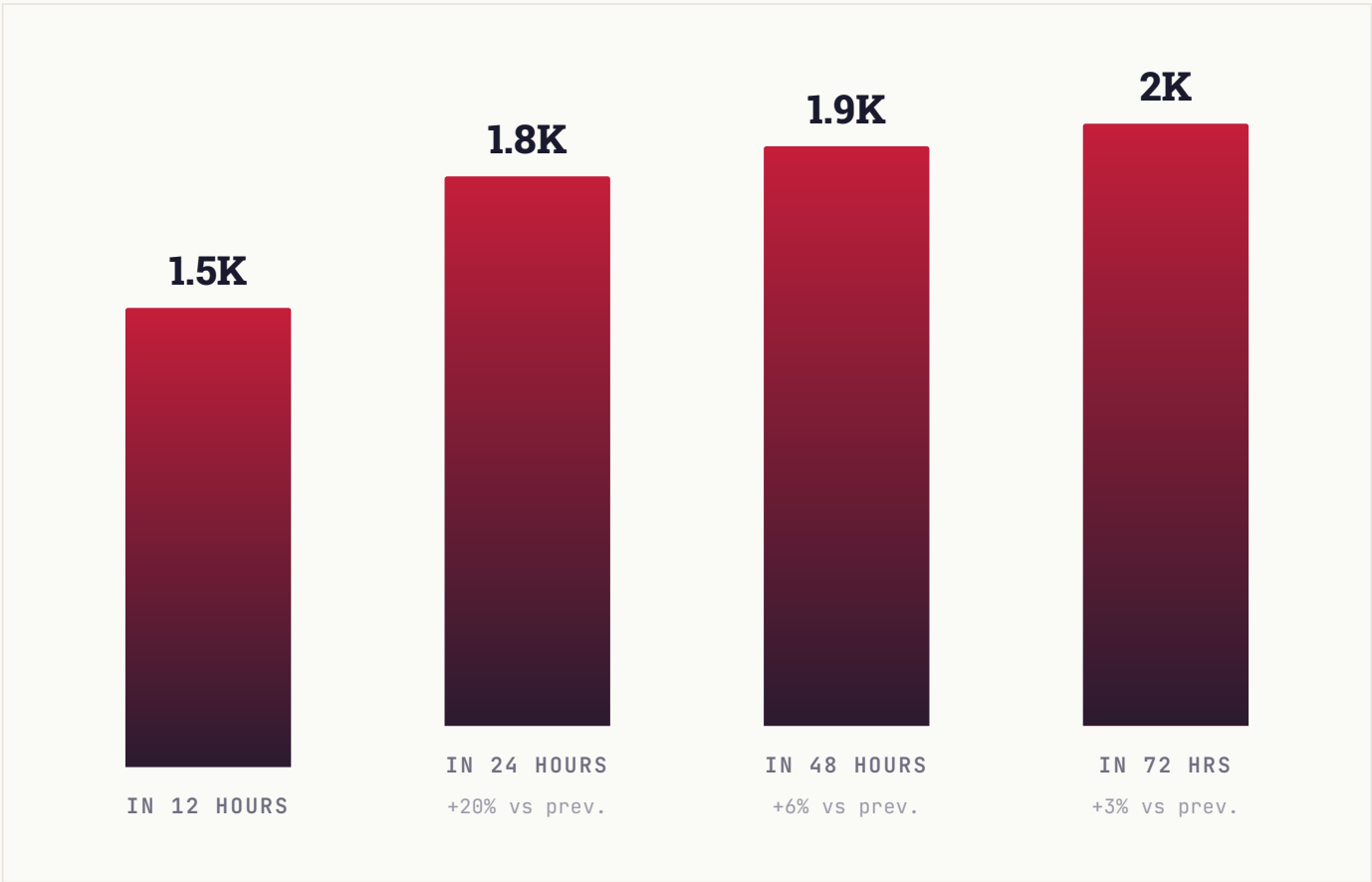
Citation index **77** — channel popularity rating based on mentions. Considers both mention count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **213** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge 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
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
RE RESPUBLIKA.KZ.media YOU	16.3K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#59 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 **88**, they brought **229** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	6	3	3
December 2025	8	7	31
Nov 2025	24	10	29
Oct 2025	19	8	28
Sep 2025	16	7	117
August 2025	15	6	21

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
88	6	229

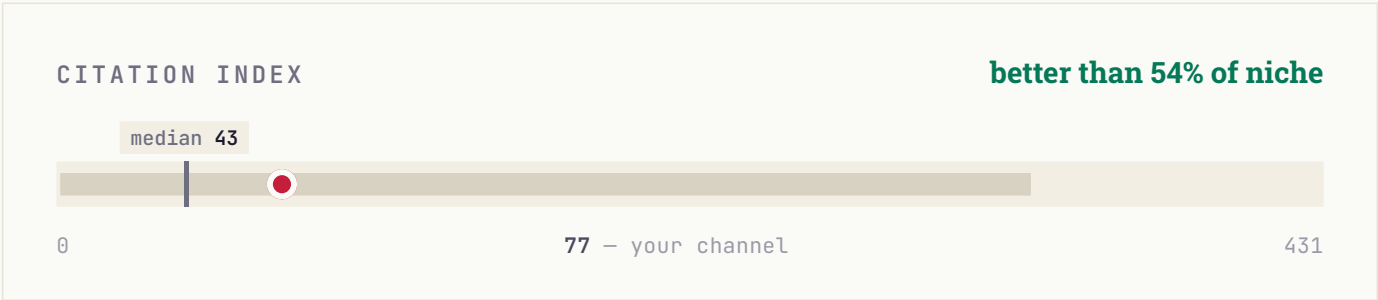
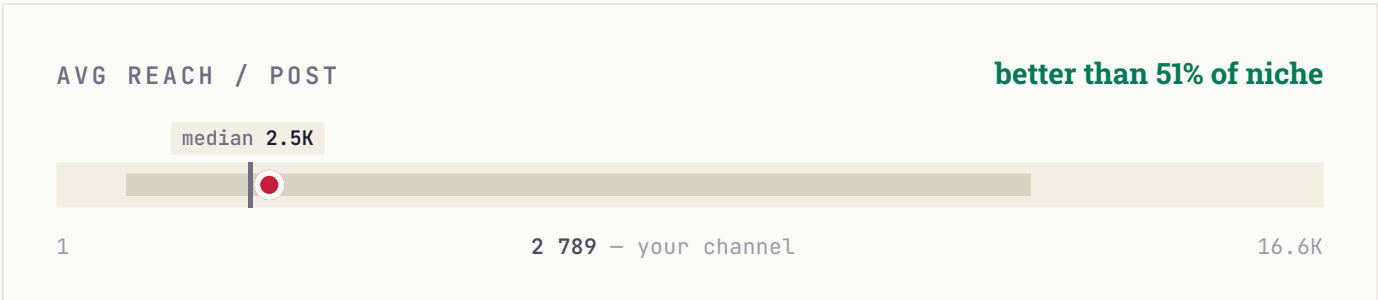
SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «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.

#59/100

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 return to this report in a month.

01

Main post of the week — on Saturday

On this day at 14:00 ALMT audience is most active.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes from public data. To go further — run ads through us and hit your growth plan in a month.

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

02 **Contact manager** t.me/PromptPress_manager
