

PROMTPRESS PUBLIC REPORT

Channel audit

Tengrinews.kz - Новости Kazakhstana



@tengrinews

Official channel of Tengrinews.kz. Kazakhstan news. Feedback & ads
→ @tengri_infobot Qazaqsha: @tengri_kz Feed: @tengri_feed Live:
@tengri_live Astana: @tengriastana Almaty:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
258 579	14.0%	35.2K
08.06.2026 -1547 per month	in 24 hours 9.5%	ad reach 24.6K/24h
HTTPS://PROMTPRESS.COM/AUDIT/TENGRINEWS		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 258 579 —	 SUBSCRIBER REACH 13.62% avg % subs see post	 VIEWS/POST 35.2K median 35.3K · 29 days	 POSTS/DAY 8.0 ~56 per week
 7D TREND +1.0% vs prev week	 REACTIONS/POST 494.4 total 114,215 reactions, 11,539 reposts, 0 comments	 POST LENGTH 489 chars median 454 · 29 days	 POSTS ANALYZED 231 29 days
 AD REACH 24.6K 24h avg	 CHURN / MONTH -1547 last month	 QUOTABILITY 678 citation index · 4,831 channels mentioned ever	 CHANNEL AGE 10 years 5 months created 10.12.2015

AI EDITOR SUMMARY

Channel «Tengrinews.kz - News of Kazakhstan» — 258 579 subs. Each post averages 35.2K people (14% from subs), reach is low — consider expanding audience. Publishes 56 posts per week (~8/day) — active posting. Week of May 25–31 reach stable (+1.0% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **231** posts in 29 days.
- 02 Dominant format – **Photo** (113/231 posts).
- 03 Avg post length – **489** chars (median 454).
- 04 Audience peak – **Saturday**, 15:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (47.2K avg for top vs 25.3K for worst) – among 231 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 13:04 VIDEO Today Astana residents posted videos of "stuck" LRT trains. Here's what CTS says: "LRT line has recorded...	VIEWS 50 272 REP. 210	REACTIONS 1 093 ER 19.4%
Nº2 10.05 · 13:45 VIDEO POV: You're riding the LRT and hear the next station is "Theater". Judging by emerging videos, Astana residents don't have long to wait.	VIEWS 46 036 REP. 90	REACTIONS 913 ER 17.8%
Nº3 16.05 · 10:09 VIDEO Astana residents, by the way, are already getting acquainted with the new product. Such a capital vibe.	VIEWS 45 333 REP. 101	REACTIONS 856 ER 17.5%

Nº4 10.05 • 07:45 PHOTO Astana residents, if you see fighters and smoke in the sky – don't worry. Pilots are preparing. On May 15, military aviation has a demonstration...	VIEWS 45 237 REACTIONS 594 REP. 102 ER 17.5%
Nº5 11.05 • 07:41 PHOTO Akorda is working today. The president received the recently appointed first deputy prime minister. Tokayev gave first instructions to Nalibayev on...	VIEWS 44 810 REACTIONS 527 REP. 17 ER 17.3%
WORST 3	
↓ 05.06 • 05:37 PHOTO Some say Gen Z prefers renting over buying. Experts say for some it's freedom and...	VIEWS 25 798 REACTIONS 151 REP. 53 ER 10.0%
↓ 05.06 • 05:09 PHOTO President signed a package of key constitutional laws – they launch a new political system after the adoption of the new Constitution. – In...	VIEWS 25 229 REACTIONS 490 REP. 31 ER 9.8%
↓ 05.06 • 07:24 VIDEO LRT no longer LRT? In Astana they want to rename transport to "Tarlan – Astana". A maslikhat deputy says in a video that he thinks such...	VIEWS 25 014 REACTIONS 310 REP. 31 ER 9.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

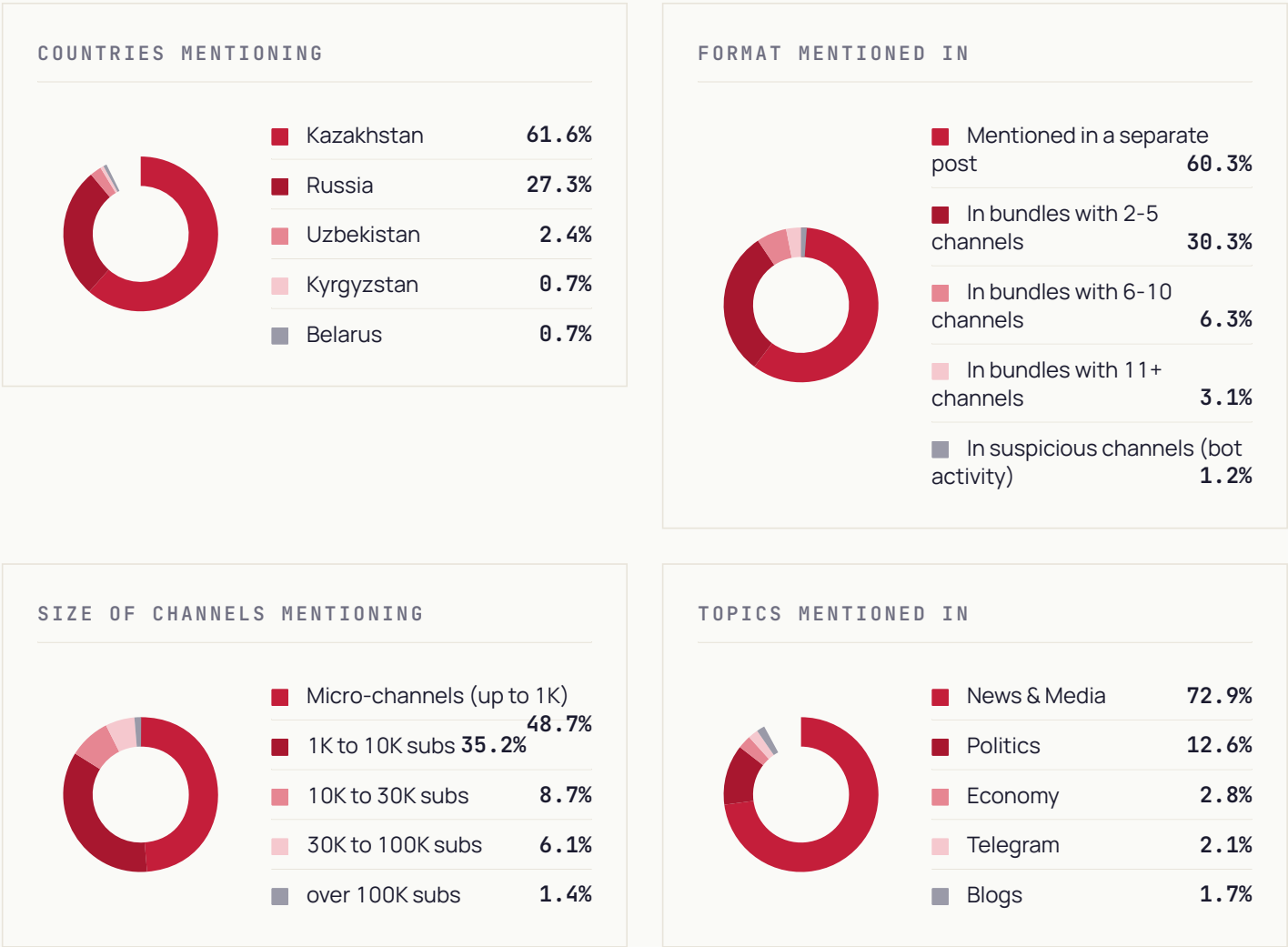
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

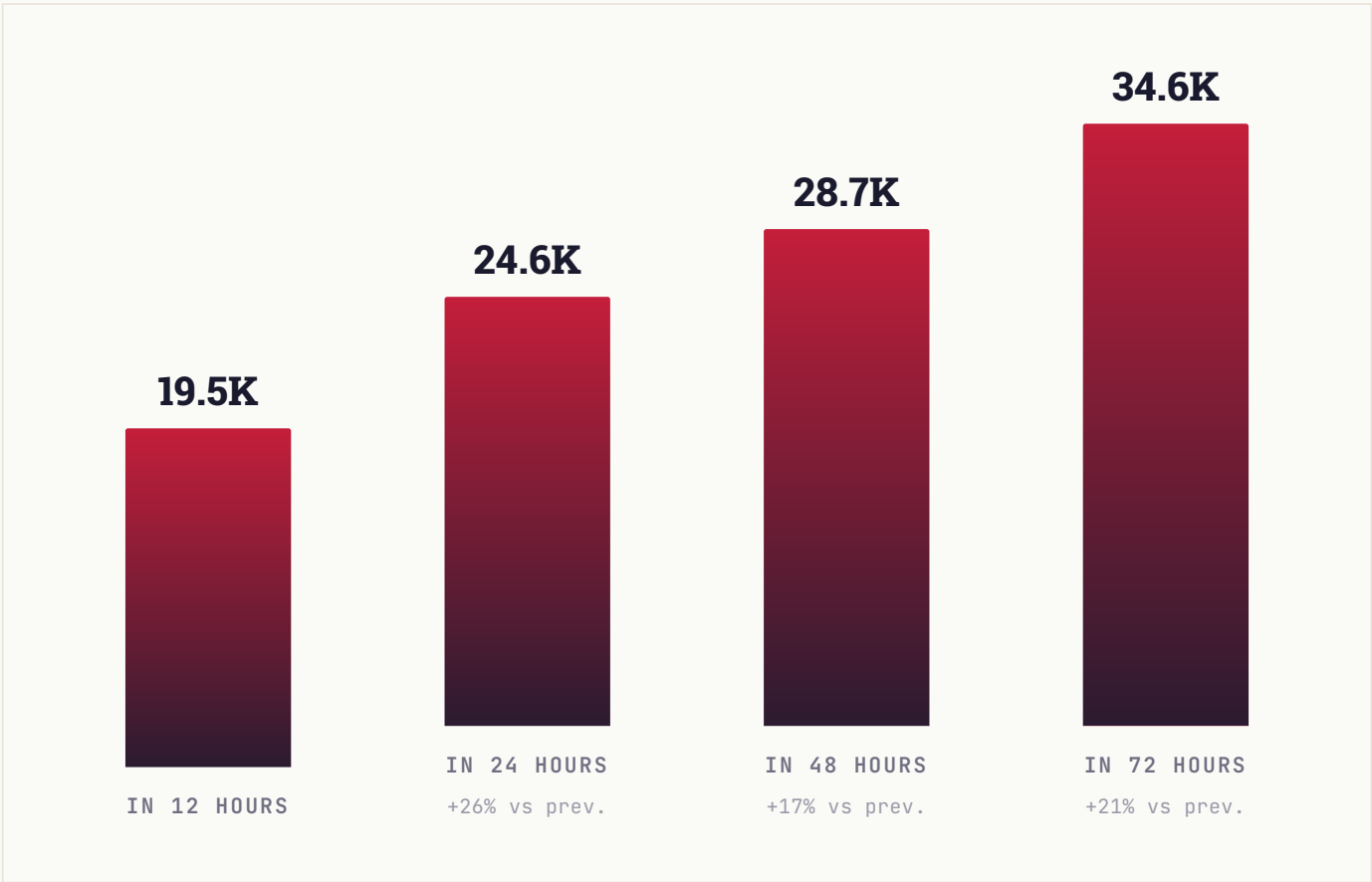
Citation index **678** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **4 831** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should "live".



SECTION 06 · COMPETITORS

Who you compete with

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

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• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
TP Trukha < Ukraine	3.1M
T- Tengrinews.kz - Новости Kazakhstan	258.6K

COMPARATIVE INSIGHT

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

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 **539**, they brought **14 970** new subs.

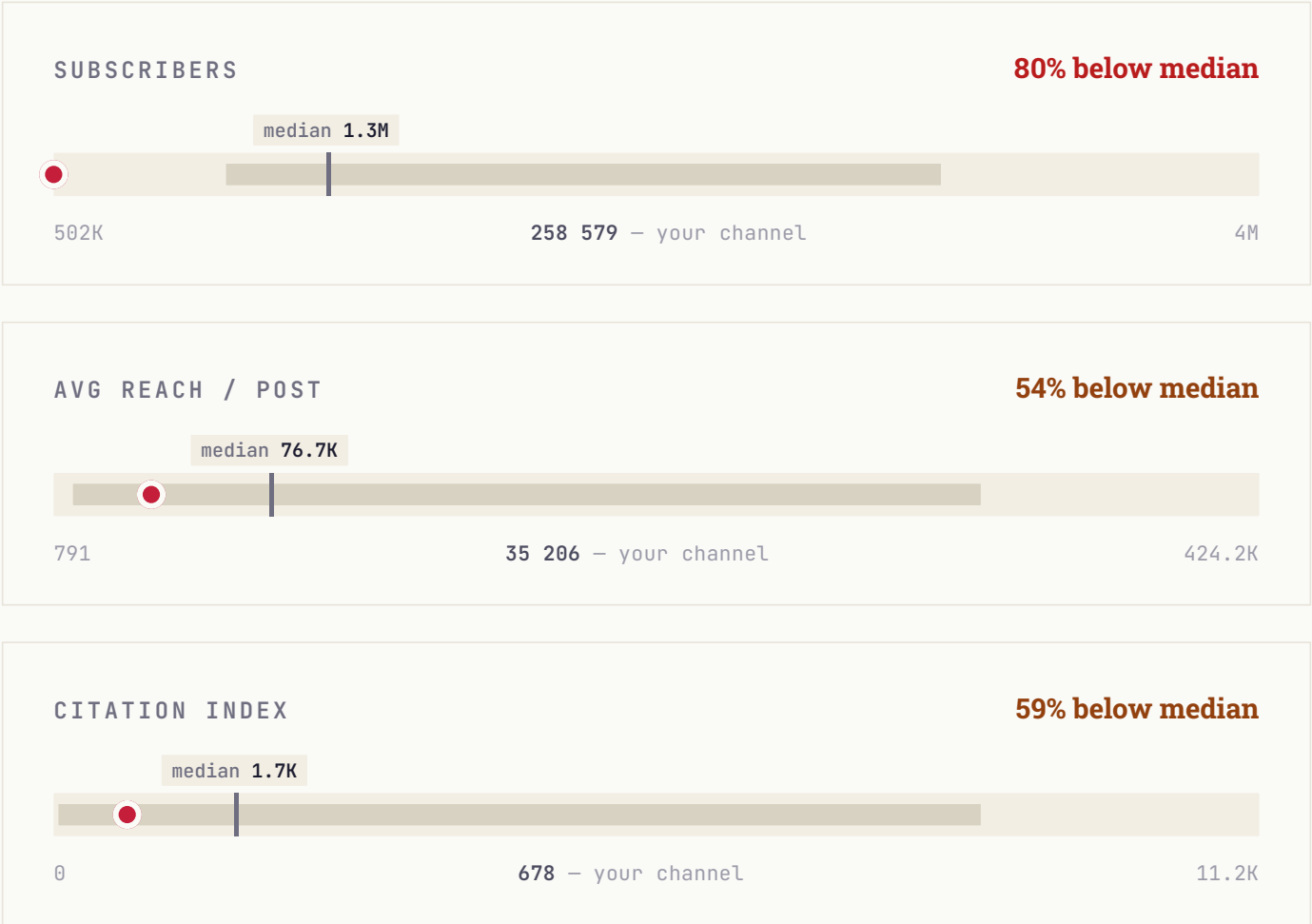
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	93	32	1 340
November 2025	112	56	1 784
October 2025	61	28	1 710
September 2025	71	30	3 282
August 2025	95	44	4 417
July 2025	107	31	2 437

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
539	6	14 970

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 covering 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 sorted by expected impact. Check off and revisit this report in a month.

01**Top post of the week — on Saturday**

Audience 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 give +5-15% to ER.
One poll per week on a hot topic — easy growth lever.

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 every day — 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 this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us & close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
