

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Zakon.kz - Новости Kazakhstanа и мира



@zakonkz

News you can trust News in Kazakh: t.me/zakonkz_kaz Photos, videos, inquiries and ad questions — @zakonkz_bot Contact moderator: @mod_chatkz

SUBSCRIBERS

203 938

ERR (% SEE POSTS)

9.0%

REACH/POST

17.4K

-598 per month

past day 6.6%

ad reach 13.4K/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 203 938 —	SUBSCRIBER REACH 8.52% avg % subs see a post	VIEWS/POST 17.4K median 17.8K · 29 days	POSTS/DAY 21.7 ~152 per week
7D TREND -12.3% vs previous week	REACTIONS/POST 421.2 total 274,227 reactions, 11,983 reposts, 5,372 comments	POST LENGTH 695 chars median 700 · 29 days	POSTS ANALYZED 651 29 days
AD REACH 13.4K 24h avg	CHURN / MONTH -598 last month	CITATION RATE 600 citation index · 1 590 channels mentioned all time	CHANNEL AGE 9 years 4 months created 04.01.2017

AI EDITOR SUMMARY

Channel «Zakon.kz - News of Kazakhstan and the world» — 203 938 subs. Each post averages 17.4K people (9% from subs), reach is low — consider expanding audience. Publishes 152 posts per week (~22/day) — very active. For week 25–31 May reach dropped -12.3% to week 18–24 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **651** posts over 29 days.
- 02 Dominant format – **Text** (253/651 posts).
- 03 Avg post length – **695** chars (median 700).
- 04 Peak audience activity – **Monday**, 21:00 ALMT.
- 05 Top posts get **5x** more views than the weakest (28.2K avg for top vs 5.1K for worst) – among 651 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.05 · 16:25 TEXT Fatal crash in Kokshetau: police detain driver, open two criminal cases In Kokshetau, after a 52-year-old woman died...	VIEWS 29 745 REACTIONS 227 REP. 70 ER 14.6%
Nº2 10.05 · 11:10 TEXT Investigation into family murder case completed in Atyrau The main suspect in the high-profile murder of a family from the village...	VIEWS 28 053 REACTIONS 153 REP. 8 ER 13.8%
Nº3 09.05 · 10:58 PHOTO Almaty residents laid flowers at the Memorial of Glory in the park of 28 Panfilov Guardsmen In Almaty, the main Victory Day events took place in the park...	VIEWS 26 784 REACTIONS 1 006 REP. 20 ER 13.1%

Nº4 03.05 • 04:04 VIDEO Teenager fell off a cliff in the mountains of Almaty In the Bostandyk district, in the Alma-Arasan gorge, near the Terra clearing, a teenager fell off...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>26 153</td><td>117</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>20</td><td>12.8%</td></tr> </table>	VIEWS	REACTIONS	26 153	117	REP.	ER	20	12.8%
VIEWS	REACTIONS								
26 153	117								
REP.	ER								
20	12.8%								
Nº5 21.05 • 17:56 VIDEO Kuata Khamitov fined after filming in Atyrau Footage appeared on social media. In the video, a girl greets the fighter from a window...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>25 778</td><td>215</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>16</td><td>12.6%</td></tr> </table>	VIEWS	REACTIONS	25 778	215	REP.	ER	16	12.6%
VIEWS	REACTIONS								
25 778	215								
REP.	ER								
16	12.6%								

WORST 3

↓ 01.06 • 11:48 VIDEO Foreign Ministry gave recommendations to Kazakhs before traveling to the FIFA World Cup The official representative of the Kazakh Foreign Ministry urged fans to follow...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>7 400</td><td>481</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>6</td><td>3.6%</td></tr> </table>	VIEWS	REACTIONS	7 400	481	REP.	ER	6	3.6%
VIEWS	REACTIONS								
7 400	481								
REP.	ER								
6	3.6%								
↓ 01.06 • 14:02 VIDEO Drug business fully moved online – Ministry of Interior Minister of Internal Affairs Yerzhan Sadenov spoke about the drug situation in the country at a meeting...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>6 439</td><td>665</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>11</td><td>3.2%</td></tr> </table>	VIEWS	REACTIONS	6 439	665	REP.	ER	11	3.2%
VIEWS	REACTIONS								
6 439	665								
REP.	ER								
11	3.2%								
↓ 01.06 • 15:05 PHOTO Zangar Nurlanuly advanced to the third round of the junior Roland Garros The 17-year-old Kazakh tennis player confidently defeated American Agassi...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>1 556</td><td>24</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>4</td><td>0.8%</td></tr> </table>	VIEWS	REACTIONS	1 556	24	REP.	ER	4	0.8%
VIEWS	REACTIONS								
1 556	24								
REP.	ER								
4	0.8%								

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.



PERIOD START

176 069

NOW

203 944

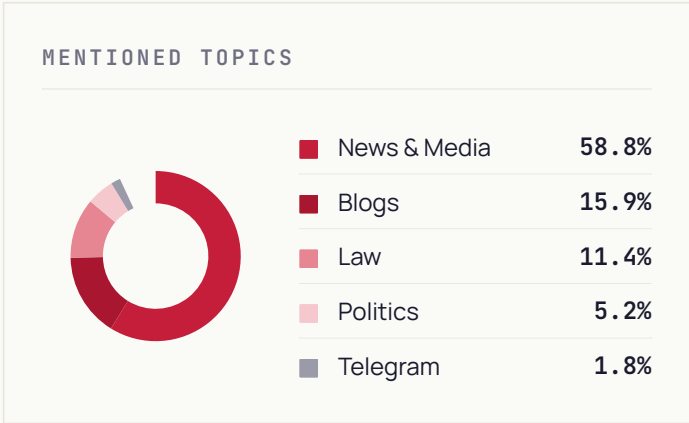
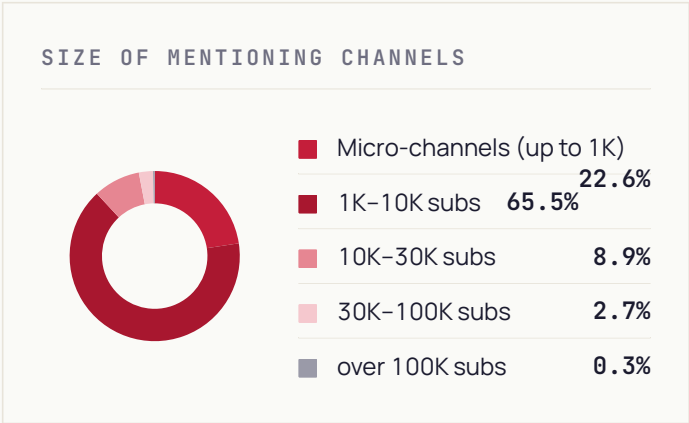
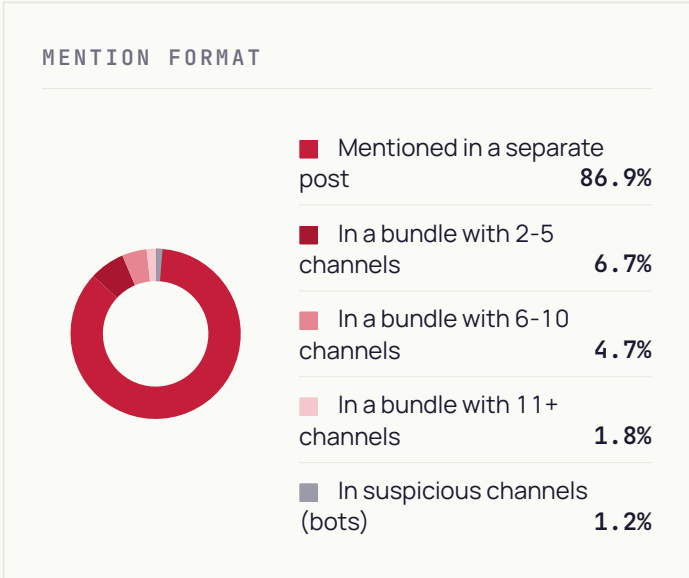
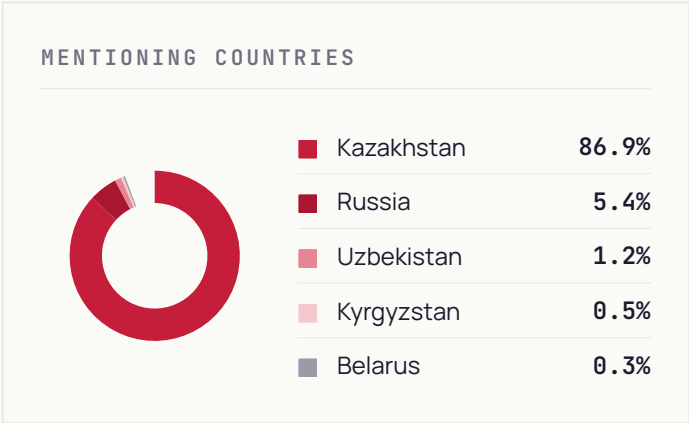
NET GROWTH

+27 875

SECTION 04 · MENTIONS

Who mentions the channel and how

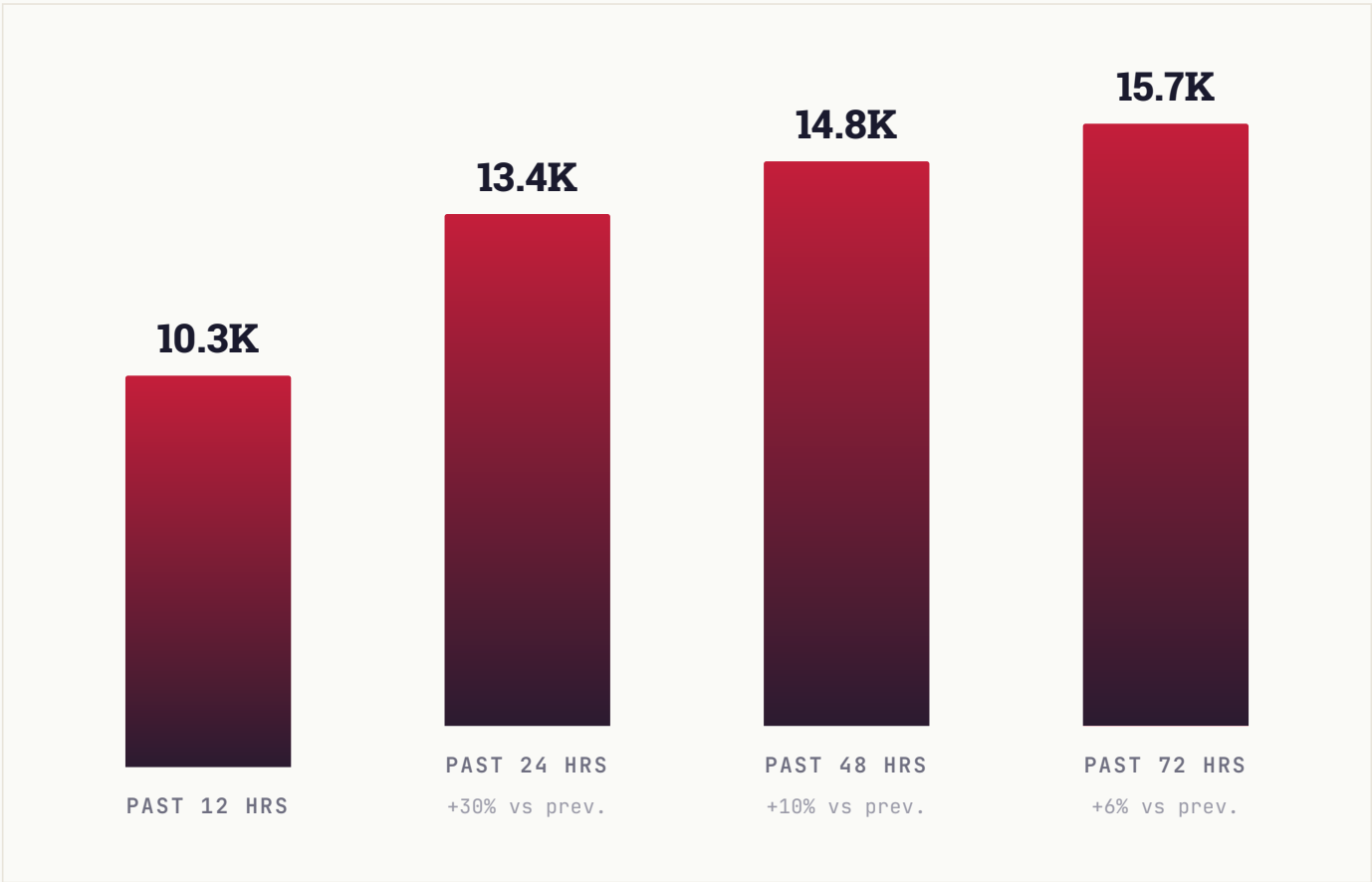
Citation index **600** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel 'weighs' more than from 1k. All-time channel was mentioned **1 590** different channels.



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 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• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
TP Trukha < Ukraine	3.1M
Z- Zakon.kz - Новости Kazakhstan и мира	203.9K

COMPARATIVE INSIGHT

Channel is still outside top 98 of niche — 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **3 858**, they brought **22 386** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1 403	86	7 227	
November 2025	1 209	119	1 654	
October 2025	477	103	2 248	
September 2025	322	61	4 702	
August 2025	232	47	4 120	
July 2025	215	66	2 435	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3 858	6	22 386

SECTION 08 • NICHE COMPARISON

Where 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 Monday**

Audience is most active on this day at 21:00 ALMT.

EFFECT

**Best window
for an
important post****02****System 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 looks at description. 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 using public data. Want to go further? Run ads with us and close your growth plan in a month.

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

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