

# NEWS AGENCY



## KAZAKHSTAN TODAY



**Kazakhstan Today (KT) News Agency** occupies one of the leading places in the information market of the country.

**KT** offers a coverage of a wide range of events taking place in Kazakhstan, Central Asia, the CIS, countries of near and far abroad.

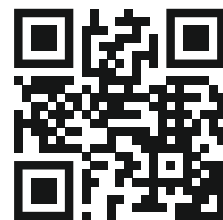
The content produced by the agency is cited in the electronic and printed media of the Republic of Kazakhstan.

The daily audience of KT's website **kt.kz** is up to 100 thousand unique visitors.

Readers can gain insight of the socio-political and economic life of the country in Russian, Kazakh and English on the website of the agency – **kt.kz**.



**www.kt.kz**





📷 kaztodaykt 📞 @kaztodaykt 📱 Kazakhstan Today ✉️ agency@kt.kz

# WHAT DO WE OFFER?




## HOMEPAGE. TOP NEWS.

**KAZAKHSTAN  
TODAY**


+36°  
Алматы  
+35°, +36°

USD 470.9    EUR 496.9    RUB 8.8

KAZAKHSTAN NEWS ▾   VIDEO   PHOTO/INFOGRAPHIC



**HOT NEWS**



23.06.2022, 16:00

**President attends solemn meeting dated to 30th anniversary of Kazakhstan's police**

SPORTS

24.06.2022, 17:23  
**Kazakh President congratulates youngest FIDE world champ Malika Ziyadin**

POLITICS

23.06.2022, 19:55  
**Initiatives of Kazakhstan, music of the Great Steppe presented in Genova**

ECONOMY

23.06.2022, 12:55  
**Karaganda region implements investment projects worth 221 billion tenge**

*Duration of display*

**1 day**

*Price in KZT*

**450 000**

*What a visitor can see first of all when opening the website is marked in gray.*

Publication an article in the top news section on the homepage featuring photos\* and video\*\* in the Kazakh, Russian or English languages (up to 3000 characters with spaces).

*Point your phone's camera to view the homepage.*



# WHAT DO WE OFFER?



## HOMEPAGE. LATEST NEWS.

### LATEST NEWS



**SPORTS** 24.06.2022, 17:23

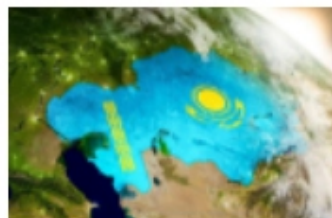
**Kazakh President congratulates youngest FIDE world champ Malika Ziyadin**

*Duration of display*

**1 day**

*Price in KZT*

**403 000**



**SOCIETY** 24.06.2022, 13:40

**Kazakhstan launches national pavilion on Alibaba platform**

*The news feed (LATEST NEWS) is located on the homepage, just after the top news section.*

Publication an article in the latest news on the homepage featuring photos\*, videos\*\* and hyperlinks\*\*\* in the Kazakh, Russian or English languages, as well as publication articles on social networks.

*Point your phone's camera to view the homepage.*

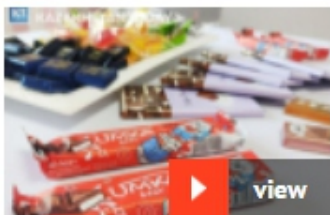


# WHAT DO WE OFFER?



**HOMEPAGE. LATEST NEWS.  
PUBLICATION PR CONTENT**

## LATEST NEWS



10.06.2022, 16:47

Popular confectionery factory Rakhat turns 80

PR

PR tag

view



10.06.2022, 16:15

CIS's total GDP up 4.7% over last year

*Duration of display*

**1 day**

*Price in KZT*

*without PR tag*

**312 000**

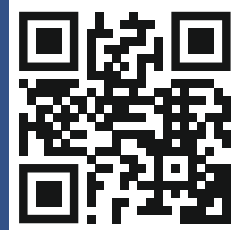
*PR-tagged*

**264 000**

*The news feed (LATEST NEWS) is located on the homepage, just after the top news section.*

**Publication PR content in the news feed**  
featuring photos\* and video\*\* in the state, Russian  
or English languages (up to 3000 characters with spaces).

*Point your  
phone's camera  
to view the homepage.*



# WHAT DO WE OFFER?



## HOMEPAGE. LATEST NEWS. TOPICAL SECTIONS

### VIDEO



**Popular confectionery factory Rakhat turns 80**

### PHOTOS / INFOGRAPHICS

31.05.2022, 23:05



**FEI World Cup Eurasian League 2022,  
Almaty**

*Topical sections are located on the homepage over a dark background.*

*See an example section below.*



**Publication an article in the news feed and topical sections on the homepage featuring photos\* and video\*\* in the state, Russian or English languages (up to 3000 characters with spaces).**

*Point your  
phone's camera  
to view the homepage.*



# WHAT DO WE OFFER?

HOMEPAGE. LATEST NEWS.  
TOPICAL SECTIONS. VIDEO

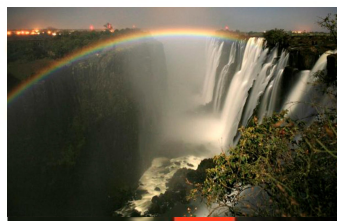
## Video

[GO TO ARCHIVE](#)



10.06.2022, 16:47

Popular confectionery factory Rakhat turns 80



22.04.2022, 14:26

Moonbows

*Duration of display*

**1-2 days**

*Price in KZT*

*Video duration not  
exceeding 15 minutes*

**240 000**

*Video duration not  
exceeding 45 minutes*

**480 000**

*News story, interview, promo.*

*Point your  
phone's camera to view  
the example page.*



Publication videos\*\*



# WHAT DO WE OFFER?

**HOMEPAGE. LATEST NEWS.  
TOPICAL SECTIONS. PHOTO COVERAGE**

## Photo/Infographic

[GO TO ARCHIVE](#)



31.05.2022, 23:05

**FEI World Cup Eurasian League 2022, Almaty** 📷

*Duration of display*

**1-2 days**

*Price in KZT*

**240 000**



04.05.2022, 08:25

**The beauty of spring fields in Almaty region** 📷

*No more than 15 photos are posted  
in one photo coverage.*

*Point your  
phone's camera to view  
the example page.*

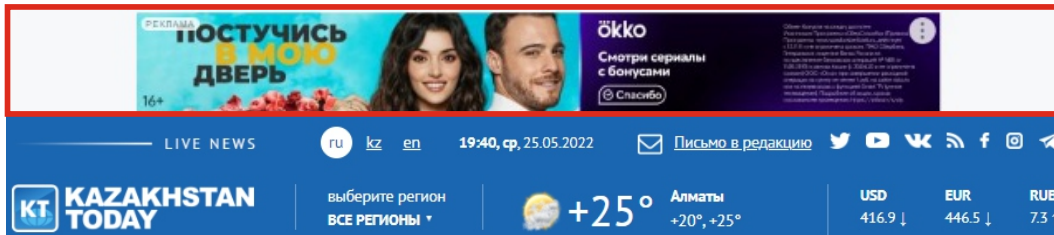


**Publication a photo coverage**

# WHAT DO WE OFFER?



**HOMEPAGE. BANNER ADVERTISING.**  
**180,000 DISPLAYS PER MONTH.**

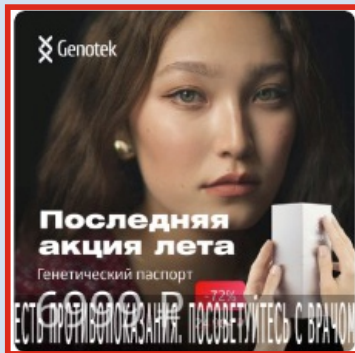


*Price per month in KZT*  
*~180 thousand displays*

**450 000**

*Located on the homepage,  
above the website header*

**Size in pixels**  
**900x90**

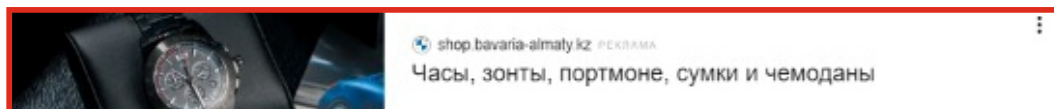


**Size in pixels**  
**240x400**

*Price per month in KZT*  
*~180 thousand displays*

**400 000**

*Located on the homepage,  
to the right of the news feed.*



*Price per month in KZT*  
*~180 thousand displays*

**300 000**

**PHOTOS / INFOGRAPHICS**

**ALL PHOTOS**

*Located on the homepage,  
previous to topical sections.*

**Size in pixels**  
**468x60**



# NOTES



**THE PRICE INCLUDES EDITORIAL REVISION AND PUBLICATION CONTENT ON KAZAKSTAN TODAY'S WEBSITE [WWW.KT.KZ](http://WWW.KT.KZ)**

- \* 2-3 pictures can be provided in an article
- \*\* one footage uploaded on video hosting services or social networks can be provided in an article
- \*\*\* 2-3 hyperlinks will also be provided in an article (all links on the website are open – dofollow)

**ADVERTISERS ARE FULLY RESPONSIBLE FOR ADVERTISEMENT POSTED ON [WWW.KT.KZ](http://WWW.KT.KZ)**

**ONE OF THE ADVANTAGES OF OUR COMPANY IS INDIVIDUAL APPROACH AND FLEXIBLE DISCOUNTS**



**[www.kt.kz](http://www.kt.kz)**

*Point your  
phone's camera  
to view the homepage.*



kaztodaykt @kaztodaykt Kazakhstan Today [agency@kt.kz](mailto:agency@kt.kz)