

# 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**

*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).

*Duration of display*

**1 day**

*Price in KZT*

**650 000**

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



# WHAT DO WE OFFER?



## HOMEPAGE. LATEST NEWS.

### LATEST NEWS



**SPORTS** 24.06.2022, 17:23

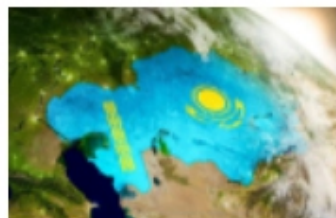
**Kazakh President congratulates youngest FIDE world champ Malika Ziyadin**

*Duration of display*

**1 day**

*Price in KZT*

**550 000**



**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.*

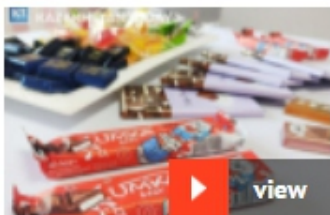


# WHAT DO WE OFFER?



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

## LATEST NEWS



10.06.2022, 16:47

Popular confectionery factory Rakhat turns 80

PR

PR tag

*Duration of display*

**1 day**

*Price in KZT*

*without PR tag*

**450 000**

*PR-tagged*

**400 000**



10.06.2022, 16:15

CIS's total GDP up 4.7% over last year

*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**

## FEATURED VIDEOS



**Midnight earthquake death toll rises to 111  
in NW China**

## PICTURES

09.12.2023, 22:38



**First snow fell in Almaty**

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

*See an example section below.*



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



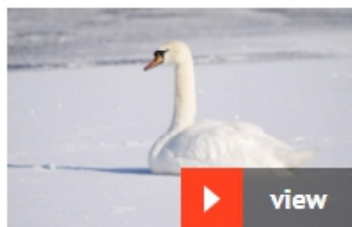
**Publication an article in the news feed and topical sections  
on the homepage featuring photos\* and video\*\* in the state,  
Russian or English languages (up to 3000 characters with spaces).**

# WHAT DO WE OFFER?



**HOMEPAGE. LATEST NEWS.  
TOPICAL SECTIONS. VIDEO**

## Featured videos



14.12.2023, 00:50

**Swan rescued from frozen in Taraz**

*Duration of display*

**1-2 days**

*Price in KZT*

*Video duration not  
exceeding 15 minutes*

**350 000**

*Video duration not  
exceeding 45 minutes*

**670 000**



06.12.2023, 19:40

**Interview with designer of 2024 Spring Festival Gala  
"dragon" logo**

*News story, interview, promo.*

**Publication videos\*\***

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

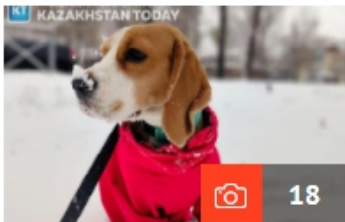


# WHAT DO WE OFFER?



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

## Pictures



09.12.2023, 22:38

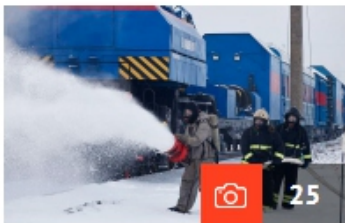
**First snow fell in Almaty**

*Duration of display*

**1-2 days**

*Price in KZT*

**350 000**



27.11.2023, 10:32

**Republican command staff exercises "Kys-2023" held in  
Kazakhstan**

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

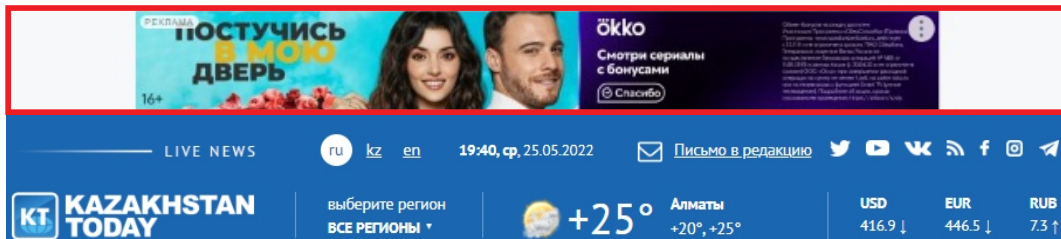
*Point your  
phone's camera to view  
the example page.*



**Publication a photo coverage**

# WHAT DO WE OFFER?

**HOMEPAGE. BANNER ADVERTISING.**  
**~350 000 DISPLAYS PER MONTH.**

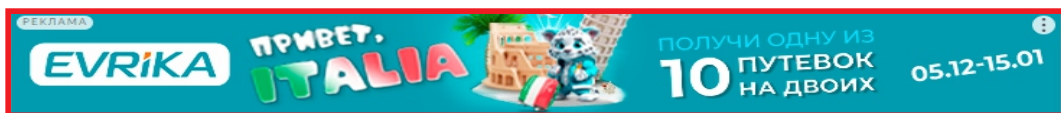


*Located on the homepage,  
above the website header*

**Size in pixels**  
**1000x90**

*Price per month in KZT  
~350 thousand displays*

**2,8**

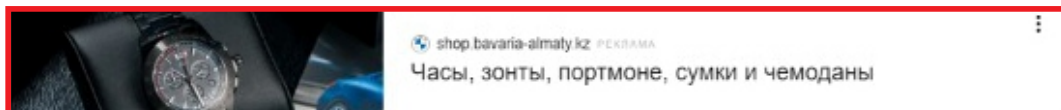


*Located on the homepage,  
above photo report*

**Size in pixels**  
**1000x90**

*Price per month in KZT  
~350 thousand displays*

**2**



*Located on the homepage,  
above topical sections*

**Size in pixels**  
**1000x90**

*Price per month in KZT  
~350 thousand displays*

**1,4**

# 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)

**THE ADVERTISER IS RESPONSIBLE FOR THE CONTENT OF THE ADVERTISEMENT PLACED ON THE KT.KZ WEBSITE**

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



**www.kt.kz**

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



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