

### Global rank

Jul 2024 - Sep 2024 Worldwide

Domain	Rank
tengrinews.kz	#4,042
zakon.kz	#4,474
nur.kz	#4,539
orda.kz	#23,529
informburo.kz	#33,075

### Country rank

Jul 2024 - Sep 2024 Kazakhstan

Domain	Rank
tengrinews.kz	#18
zakon.kz	#22
nur.kz	#43
orda.kz	#90
informburo.kz	#136

### Industry rank

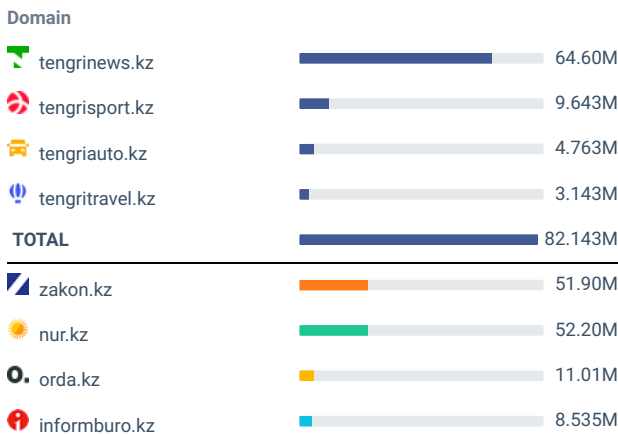
News and Media

Domain	Rank
tengrinews.kz	#519
zakon.kz	N/A
nur.kz	#571
orda.kz	#2,161
informburo.kz	#2,818

## Traffic & Engagement

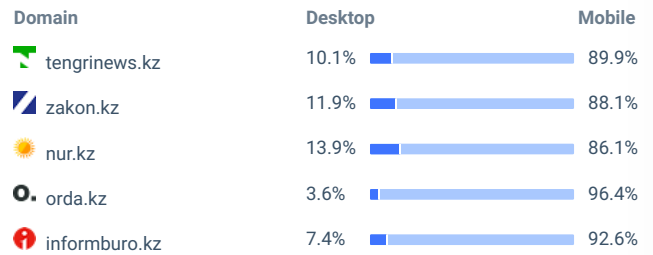
### Total visits

Jul 2024 - Sep 2024 Worldwide



### Device distribution

Jul 2024 - Sep 2024 Worldwide



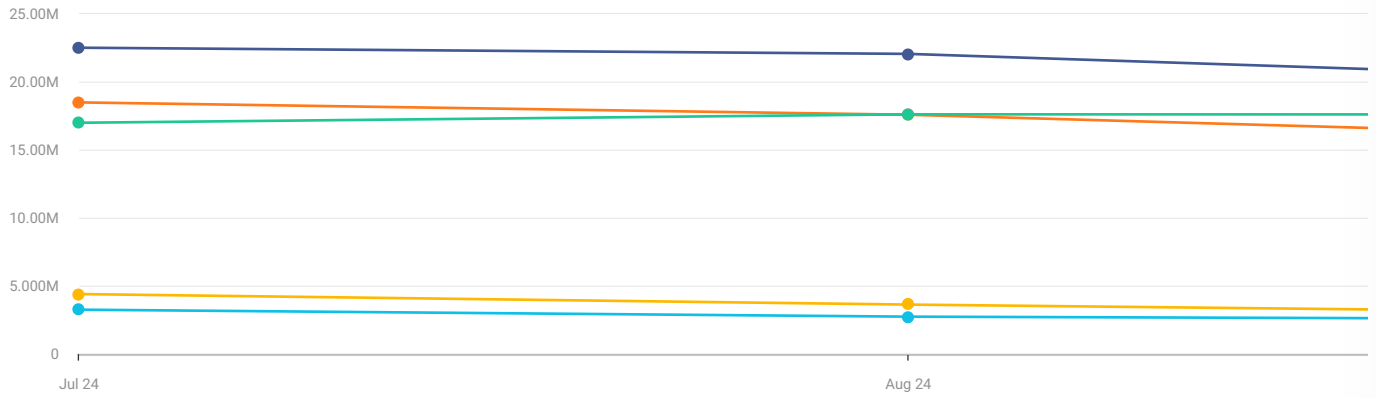
## Engagement

Metric	tengrinews.kz	zakon.kz	nur.kz	orda.kz	informburo.kz
Monthly visits	21.53M 📈	17.30M	17.40M	3.672M	2.845M
Monthly unique visitors	N/A	N/A	N/A	N/A	N/A
Visits / Unique visitors	N/A	N/A	N/A	N/A	N/A
Visit duration	00:02:06	00:03:32 📈	00:01:31	00:01:34	00:01:15
Pages per visit	2.36	2.82 📈	2.11	2.18	1.68
Bounce rate	56.23%	58.65%	46.86% 📈	62.85%	65.2%
Page Views	50.86M 📈	48.84M	36.70M	8.015M	4.784M
Deduplicated audience <span>BETA</span>	Gain access to more insights				

### Visits over time

Jul 2024 - Sep 2024 Worldwide All traffic

tengrnews.kz  
  zakon.kz  
  nur.kz  
  orda.kz  
  informburo.kz  
**64.60M**   **51.90M**   **52.20M**   **11.01M**   **8.535M**



### Geography

#### Top Countries

Jul 2024 - Sep 2024 All traffic

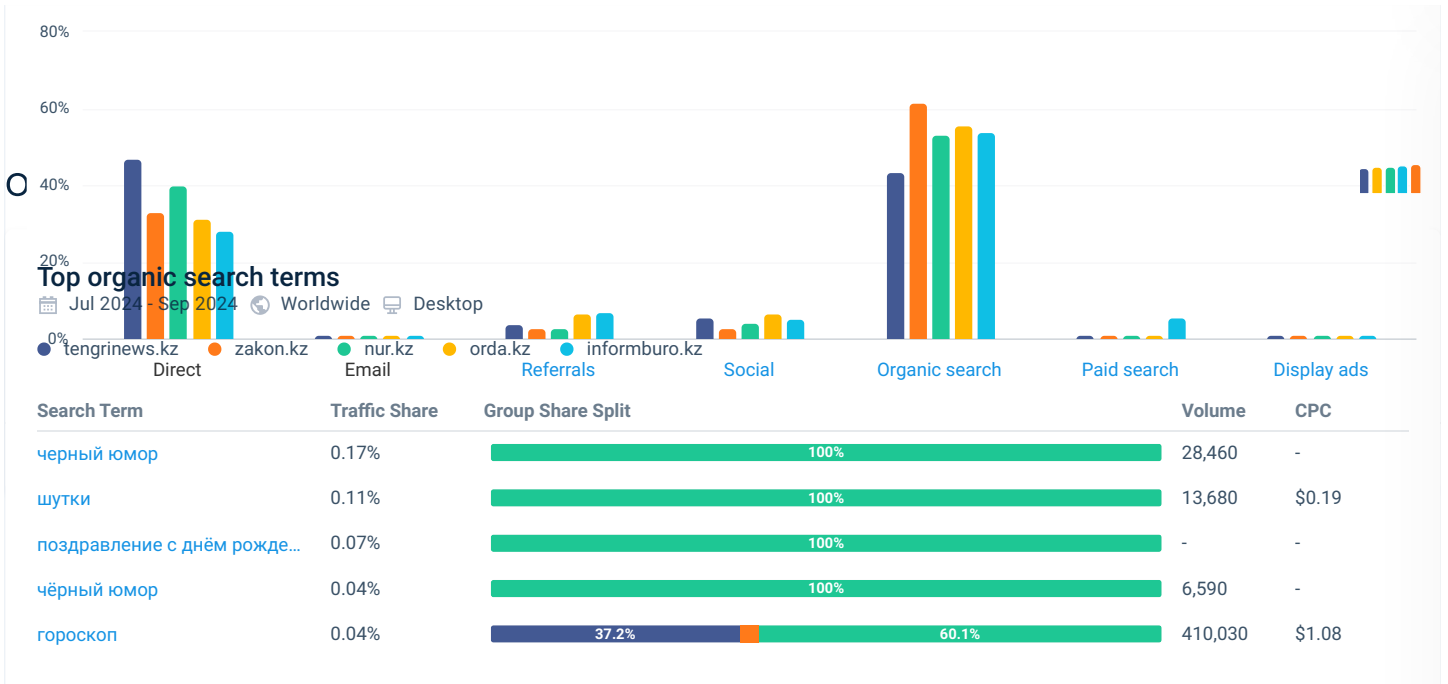


Country	Traffic Share	Group traffic share split
Kazakhstan	77.49%	40.1% (dark blue), 30.7% (orange), 17.0% (yellow)
Russia	13.41%	12.4% (orange), 75.2% (green)
Ukraine	1.89%	88.1% (green)
Belarus	1.37%	12.6% (orange), 76.4% (green)
Germany	1.07%	41.5% (dark blue), 22.5% (orange), 30.5% (yellow)

### Marketing Channels

#### Channels overview

Jul 2024 - Sep 2024 Worldwide All traffic



### Paid Search

orda.kz is in the lead with <1% paid search

#### Top paid search terms



No results

Try broadening your parameters or searching for something else.

## Referrals

informburo.kz is in the lead with 8.95% referrals traffic

### Top referring websites

Jul 2024 - Sep 2024 Worldwide Desktop

Domain	Website Categories	Traffic Share	Group Traffic Share Split
dzen.ru	Community and Society	25.28%	37.8% 37.5% 15.0%
mediametrics.ru	News and Media	18.07%	90.1%
click.idealmedia.io	News and Media	10.21%	83.4% 16.6%
smi24.kz	News and Media	6.04%	88.5% 11.5%
cabinet.imas.kz	Unknown	4.80%	13.7% 47.8% 21.1% 12.8%

## Ad Monetization

### Top ad destinations

Jul 2024 - Sep 2024 Worldwide Desktop

Domain	Traffic share	Group Traffic Share Split
1xbet.kz	58.04%	73.8% 26.2%
olimpbet.kz	13.65%	30.7% 69.3%
adidas.kz	5.12%	53.0% 47.0%
olx.kz	4.60%	100%
runasport.com	2.32%	100%

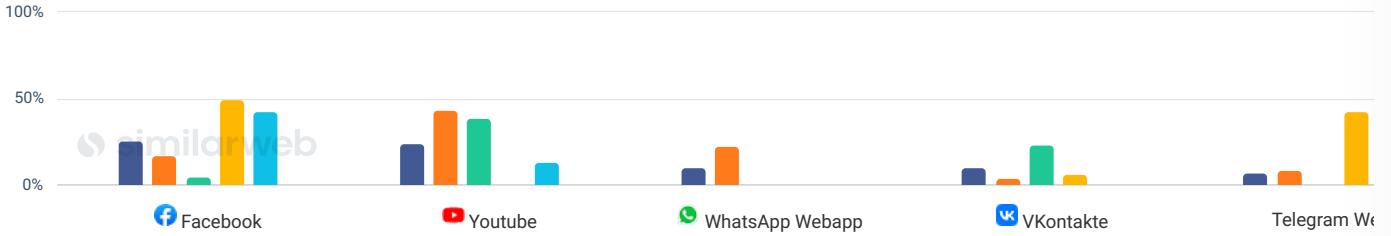
## Social

● orda.kz is in the lead with 1.56% social traffic

### Social traffic

Jul 2024 - Sep 2024 Worldwide Desktop

tengrinews.kz  zakon.kz  nur.kz  orda.kz  informburo.kz



## Display Advertising

● orda.kz is in the lead with <1% display ads traffic

### Top publishers

Jul 2024 - Sep 2024 Worldwide Desktop

Publisher	Total Share	Group Traffic Share Split
youtube.com	56.38%	100%
respect-shoes.kz	43.62%	100%

### Display ad network

Jul 2024 - Sep 2024 Worldwide Desktop

Ad Network	Total Group Traffic Share	Group Traffic Share Split
Unidentified Networks	81.26%	38.1% (Dark Blue), 38.9% (Green), 23.0% (Yellow/Orange)
Google Display Network	18.74%	100%