

Sep 2025 - Nov 2025

# Website Analysis

● tengrinenews.kz

● nur.kz

● zakon.kz

● inform.kz

● kursiv.media



View the full analysis at:  
[pro.similarweb.com](https://pro.similarweb.com)

Global rank

Sep 2025 - Nov 2025 Worldwide

| Domain        | Rank    |
|---------------|---------|
| tengrinews.kz | #4,753  |
| nur.kz        | #5,944  |
| zakon.kz      | #5,354  |
| inform.kz     | #18,830 |
| kursiv.media  | #24,262 |

Country rank

Sep 2025 - Nov 2025 Kazakhstan

| Domain        | Rank |
|---------------|------|
| tengrinews.kz | #21  |
| nur.kz        | #37  |
| zakon.kz      | #24  |
| inform.kz     | #61  |
| kursiv.media  | #117 |

Industry rank

In News and Media

| Domain        | Rank   |
|---------------|--------|
| tengrinews.kz | #514   |
| nur.kz        | #643   |
| zakon.kz      | N/A    |
| inform.kz     | #1,654 |
| kursiv.media  | #2,033 |

Traffic & Engagement

Total visits

Sep 2025 - Nov 2025 Worldwide

| Domain        |        |
|---------------|--------|
| tengrinews.kz | 51.21M |
| nur.kz        | 38.75M |
| zakon.kz      | 34.83M |
| inform.kz     | 12.59M |
| kursiv.media  | 8.423M |

Device distribution

Sep 2025 - Nov 2025 Worldwide

| Domain        | Desktop | Mobile |
|---------------|---------|--------|
| tengrinews.kz | 9.8%    | 90.2%  |
| nur.kz        | 13.1%   | 86.9%  |
| zakon.kz      | 13.4%   | 86.6%  |
| inform.kz     | 7.6%    | 92.4%  |
| kursiv.media  | 14.1%   | 85.9%  |

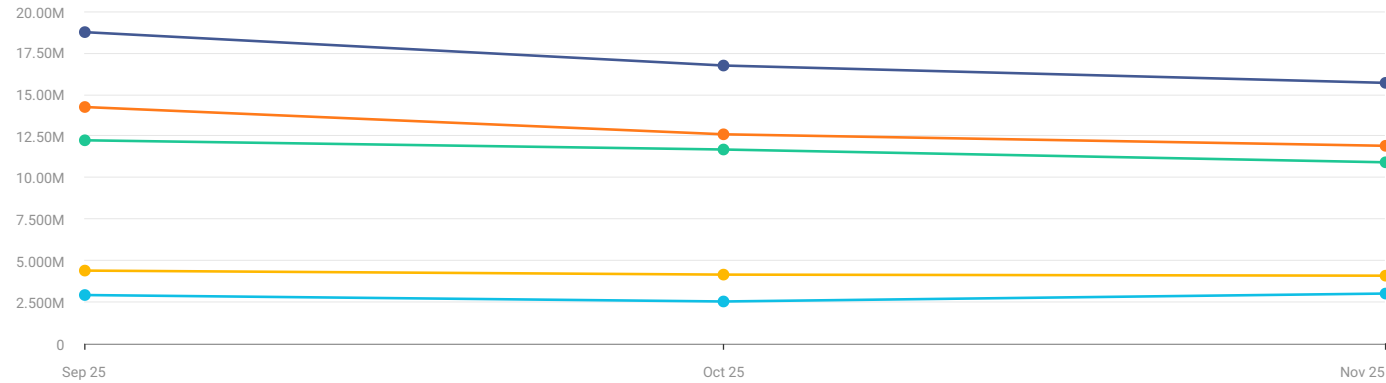
Engagement

| Metric                   | tengrinews.kz | nur.kz   | zakon.kz | inform.kz | kursiv.media |
|--------------------------|---------------|----------|----------|-----------|--------------|
| Monthly visits           | 17.07M        | 12.91M   | 11.61M   | 4.198M    | 2.807M       |
| Monthly unique visitors  | 3.127M        | 5.326M   | 3.136M   | 1.554M    | 1.280M       |
| Visits / Unique visitors | 5.46          | 2.43     | 3.70     | 2.70      | 2.19         |
| Deduplicated audience    | 2.892M        | 5.024M   | 2.885M   | 1.421M    | 1.146M       |
| Visit duration           | 00:03:18      | 00:01:58 | 00:03:14 | 00:01:22  | 00:01:16     |
| Pages per visit          | 2.62          | 2.24     | 2.93     | 1.71      | 1.79         |
| Bounce rate              | 46.88%        | 47.51%   | 56.12%   | 59.93%    | 56.89%       |
| Page Views               | 44.69M        | 28.99M   | 34.06M   | 7.172M    | 5.020M       |

Visits over time

Sep 2025 - Nov 2025 Worldwide All traffic

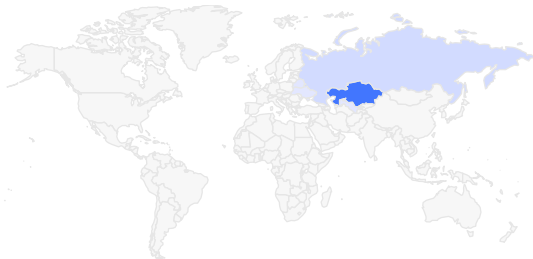
tengrinews.kz 51.21M  
nur.kz 38.75M  
zakon.kz 34.83M  
inform.kz 12.59M  
kursiv.media 8.423M



Geography

Top Countries

Sep 2025 - Nov 2025 All traffic

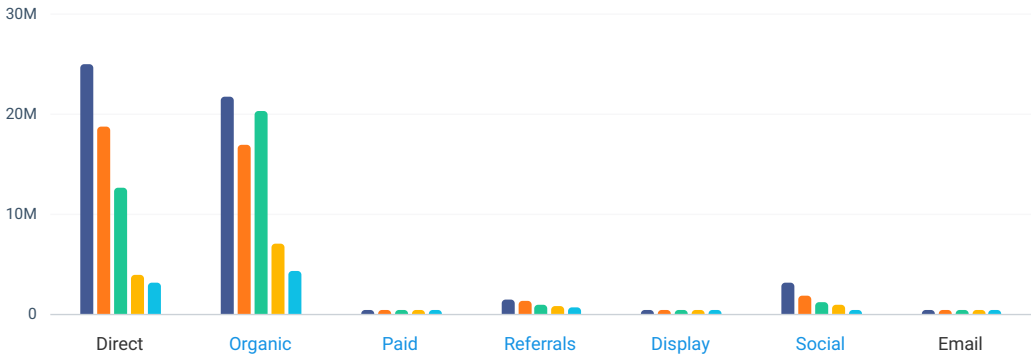


| Country    | Traffic Share | Group traffic share split |
|------------|---------------|---------------------------|
| Kazakhstan | 80.22%        | 39.1% 20.1% 26.0% 10.0%   |
| Russia     | 9.99%         | 13.9% 64.5% 14.9%         |
| Belarus    | 1.80%         | 75.9% 12.6%               |
| Ukraine    | 1.60%         | 13.7% 71.8%               |
| Uzbekistan | 1.25%         | 14.3% 16.3% 55.4%         |

Marketing Channels

Channels overview

Sep 2025 - Nov 2025 Worldwide All traffic



| Domain          | Total Traffic |
|-----------------|---------------|
| tengrinews.kz 🏆 | 51.21M        |
| nur.kz          | 38.75M        |
| zakon.kz        | 34.83M        |
| inform.kz       | 12.59M        |
| kursiv.media    | 8.423M        |

# Organic Search

zakon.kz is in the lead with 57.97% organic search

## Top non-branded organic search terms

Nov 2025 Worldwide All traffic

tengrinews.kz nur.kz zakon.kz inform.kz kursiv.media

| Search Term        | Traffic Share | Group Share Split                                                                           | Volume    | CPC    |
|--------------------|---------------|---------------------------------------------------------------------------------------------|-----------|--------|
| курс доллара       | 2.38%         | <div><div>17.7%</div><div>24.0%</div><div>22.6%</div><div>31.5%</div></div>                 | 8,450,202 | \$0.56 |
| кайрат             | 1.35%         | <div><div>26.3%</div><div>59.5%</div></div>                                                 | 234,923   | \$0.35 |
| новости            | 1.22%         | <div><div>54.2%</div><div>18.2%</div><div>18.9%</div></div>                                 | 6,247,289 | \$0.41 |
| новости казахстана | 0.75%         | <div><div>59.4%</div><div>12.1%</div><div>22.8%</div></div>                                 | 53,112    | \$0.15 |
| курс долл          | 0.60%         | <div><div>19.2%</div><div>18.9%</div><div>22.9%</div><div>20.6%</div><div>18.4%</div></div> | 20,714    | \$0.54 |

# Paid Search

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

## Top non-branded paid search terms



No results

Try broadening your parameters or searching for something else.

# Referrals

kursiv.media is in the lead with 7.08% referrals traffic

## Top referring websites

Sep 2025 - Nov 2025 Worldwide Desktop

| Domain                                                                                               | Website Categories                   | Traffic Share                 | Group Traffic Share Split                                                   |
|------------------------------------------------------------------------------------------------------|--------------------------------------|-------------------------------|-----------------------------------------------------------------------------|
|  dzen.ru             | Community and Society                | 17.30% <div><div></div></div> | <div><div>34.9%</div><div>19.3%</div><div>27.8%</div><div>18.0%</div></div> |
|  chatgpt.com         | AI Chatbots and Tools                | 15.76% <div><div></div></div> | <div><div>22.8%</div><div>42.3%</div><div>17.7%</div><div>11.5%</div></div> |
|  click.idealmedia.io | News and Media                       | 11.51% <div><div></div></div> | <div><div>28.7%</div><div>70.2%</div></div>                                 |
|  top-page.ru         | Computers Electronics and Technology | 8.80% <div><div></div></div>  | <div><div>77.4%</div><div>22.6%</div></div>                                 |
|  tengrinews.kz       | News and Media                       | 5.91% <div><div></div></div>  | <div><div>100%</div></div>                                                  |

# Ad Monetization

## Top ad destinations

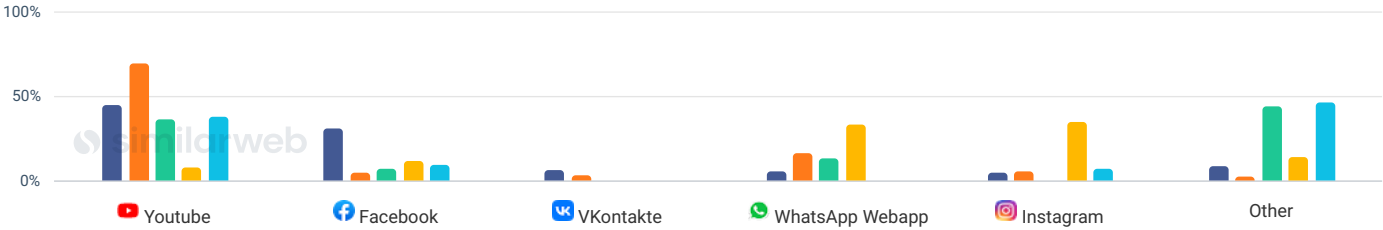
Sep 2025 - Nov 2025 Worldwide Desktop

| Domain                                                                                            | Traffic share                 | Group Traffic Share Split                   |
|---------------------------------------------------------------------------------------------------|-------------------------------|---------------------------------------------|
|  api.whatsapp.com | 67.28% <div><div></div></div> | <div><div>100%</div></div>                  |
|  myiq.com         | 12.76% <div><div></div></div> | <div><div>70.3%</div><div>22.9%</div></div> |
|  instagram.com  | 9.63% <div><div></div></div>  | <div><div>100%</div></div>                  |
|  google.com     | 2.58% <div><div></div></div>  | <div><div>97.6%</div></div>                 |
|  e1.ru          | 1.45% <div><div></div></div>  | <div><div>100%</div></div>                  |

Social traffic

Sep 2025 - Nov 2025 Worldwide Desktop

tengrinews.kz nur.kz zakon.kz inform.kz kursiv.media



Top publishers

Sep 2025 - Nov 2025 Worldwide All traffic



No results

Try a different website, date range or country