



KHABAR MEDIKIT

2026



"Khabar" – is one of the most recognizable and trusted media brand's in Kazakhstan

**30 YEAR
ON AIR**



Established reputation
Stable audience

We are a time-tested media platform with a high level of trust and a broad audience. Advertising with us strengthens brand perception and provides effective nationwide reach.



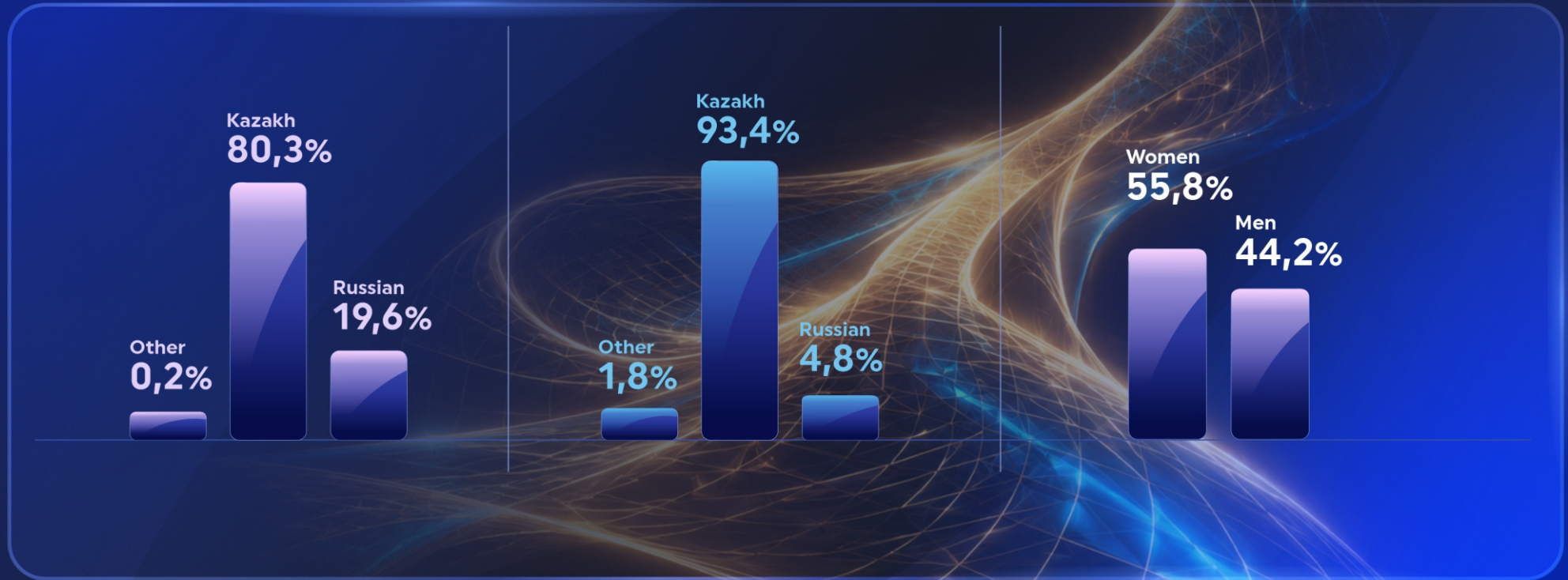
The whole country on one screen

The audience of Khabar TV channel is broad and socially diverse

 Language preference

 Nationality

 Gender



K Research Central Asia LLP. Cities of Kazakhstan with a population of 100,000+. Period: 01.01-31.12.2025



The whole country on one screen

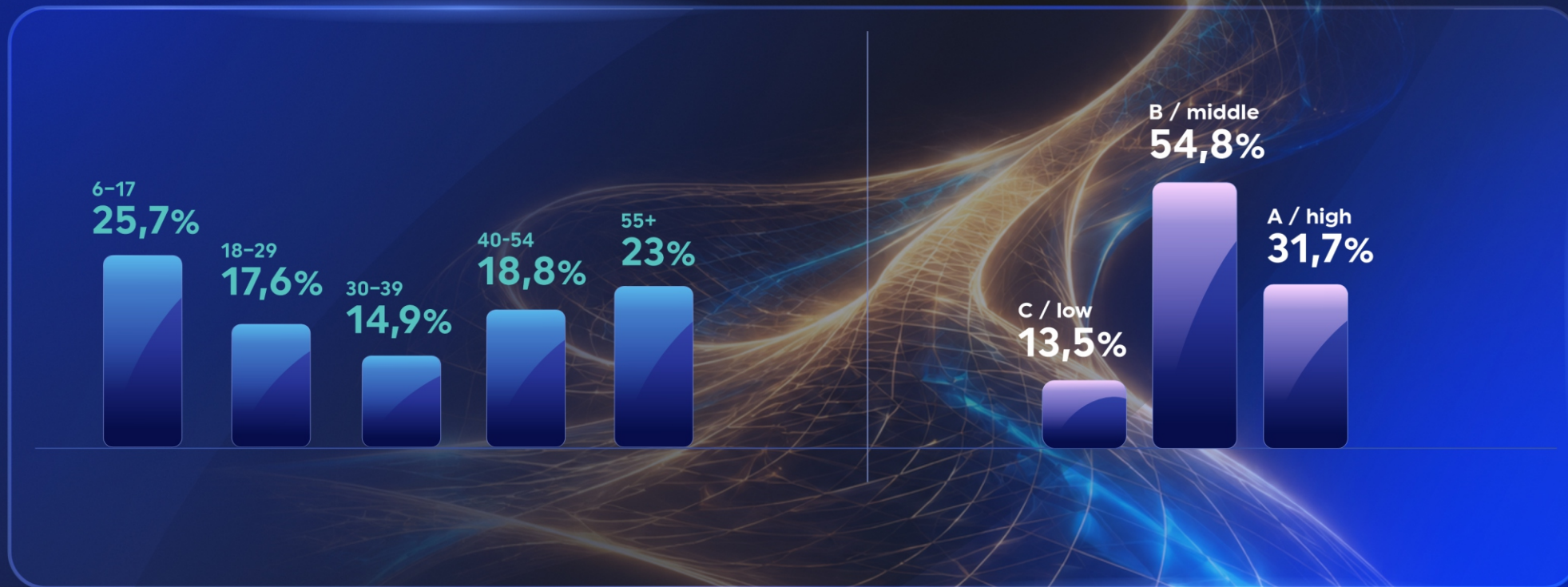
The audience of Khabar TV channel is broad and socially diverse



Age



Social status





Geographic Population Coverage

95,54%



Share% (Share)
3,2



Rtg% (Rating)
0,209



Rch(000) (Reach)
6 011 405

*K Research Central Asia LLP. Cities of Kazakhstan with a population of 100,000+, ages 6-54, 07:00-25:00.
Period: 01.01.2021-31.12.2025*



Entertainment Shows and Series

Signature Shows & Series



Khabar creates major projects that bring together a broad audience and build sustainable viewer interest

Projects with strong audience engagement and regular viewing



Cover show



The Voice



OYAN



Zhekpe-zhek Aitys



Qyzyq Premiya



Kelinzhan



OinalQ



KeshRec



Zholdar



News



Zheti kun



Qogam pikiri



Bizdin nazarda



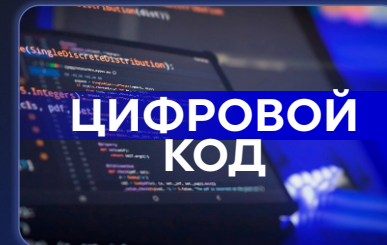
Analytics



XXI Gasyr Koshbasshysy



Neoset



Digital Code



Educational projects



Omir Ornegi



Aleumet



Azamat



Cultural programs



Faces of Khabar



Nursultan Kurman



Moldir Dosbay



Zhiger Sarsen



Dana Nurzhigit



Almas Togay



Lunara Esen



Daryn Olzhabay

Presenters, journalists and on-air personalities strengthen the perception of content and advertising.
The brand receives a more vivid and noticeable connection with the audience



Celebrities on Khabar



Nurlan Koyanbayev

Bayan Alaguzova

Gazizkhan Shekerbek

Meirambek Bespayev

Kamshat Zholdybayeva

Maqsat Rakhmet

Celebrities on air strengthen the perception of content and advertising.
The brand receives a more vivid and noticeable connection with the audience



24KZ is the country's leading
24/7 news channel

Speed
Analytics
Live Broadcasting

The brand is integrated into the current national and global agenda



95,54%

digital terrestrial coverage
across the Republic
of Kazakhstan

100%

satellite
broadcasting

18

regional
correspondent
offices

56

cable
operators



24KZ provides large-scale information coverage and a strong media presence throughout Kazakhstan



BROADCASTING GEOGRAPHY

- Russia - satellite distribution and packages of 30 operators
- Largest operators: Tricolor (12.3 million), Rostelecom (11.5 million), Restrimm Media (5.5 million)
- Central Asia and CIS: Kyrgyzstan, Uzbekistan, Mongolia, Armenia, Azerbaijan, Turkmenistan
- Europe: Poland, Lithuania, Slovenia, Serbia, Hungary, including via Megogo - 750,000 subscribers

PARTNER NETWORK

- 23 partnership agreements and memoranda
- Partners in Korea, China, Türkiye, Mongolia, Armenia, Azerbaijan, Uzbekistan and Belarus
- Ключевые партнеры: CCTV/CMG, TRT, ARIRANG TV, KBS, MNB, Baku TV
- Key partners: CCTV/CMG, TRT, Arirang TV, KBS, MNB, Baku TV



13 International correspondent network in 13 countries

 **SOUTH KOREA SEOUL**

 **RUSSIA MOSCOW**

 **TÜRKIYE ANKARA**

 **GERMANY BERLIN**

 **BELGIUM BRUSSELS**

 **FRANCE PARIS**

 **UZBEKISTAN TASHKENT**

 **USA WASHINGTON**

 **KYRGYZSTAN BISHKEK**

 **GEORGIA TBILISI**

 **UAE DUBAI**

 **MALAYSIA KUALA LUMPUR**

 **CHINA BEIJING**



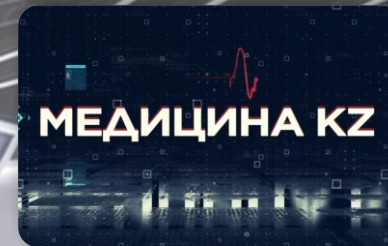
Facts



Economy



Hi-tech



Medicine KZ

Global trends



Law and Order

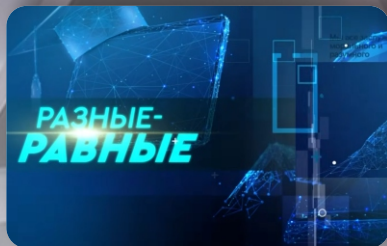


Tuyin



Made in KZ

Social agenda



Different - Equal



President



Taza Kazakhstan

Expert opinion



D I G I T A L W O R L D

Today, media brands extend far beyond television
Khabar has built a leading presence across digital platforms
This strengthens daily brand engagement with audiences and
expands advertising opportunities

Total number
of Agency followers:

 7 612 765

 1 391 189


 348 971

 1 375 630

 53 558

 191 586

Total number of Agency views in 2025:

 550 647 807

 20 312 024

 73 300 365

 822 000 000

more than **1,5 billion** views in 2025

Data as of 01.05.2026



Product Placement

Product or brand display in the frame

Background placement of the product or branded elements on air

Specification: 1 appearance up to 10 seconds



Script Integration

Actors or presenters interact with the product or service

Use of branded interiors and decor elements

Specification: 1 appearance up to 30 seconds



Sponsor Attributes

Use of branded elements in the frame, such as flags, clothing or accessories

Specification: 1 appearance up to 10 seconds





Advertising banner Dynamic lower-third

A graphic banner or animated lower-third placed at the bottom or in the corner of the screen

Specification: 1 appearance up to 10 seconds



Video logo in the corner of the frame

A logo or brand animation appears in the corner of the screen

Specification: 1 appearance up to 10 seconds





Double Box

Branding in a picture-in-picture format
A logo or message is placed in a separate block during the broadcast

Specification: 1 appearance up to 10 seconds

Split Screen

Splitting the screen: content+brand
The screen is divided into two parts: the main broadcast on one side and the brand or message on the other

Specification: 1 appearance up to 10 seconds

Promo Frame

Branded design around on-air content
A graphic frame with a logo, slogan or short message

Specification: 1 appearance up to 10 seconds





Representative participation in a program

Participation in an interview, expert commentary, participation in a discussion or a short comment in a news story
участие в дискуссии, реплика в сюжете

Specification: inclusion in the program up to 5 minutes



Advertising board in the frame

Background advertising placement on LED screens in the studio

Specification: 1 appearance up to 10 seconds





Video spot placement / single spot

Placement of video spots outside advertising blocks as a standalone unit

Specification: up to 60 seconds

Dynamic bumper

A short graphic or animated element with the brand logo or message
Appears during on-air transitions.

Specification: 1 appearance up to 5 seconds





Advertising in Series

"Khabar" offers advertising integrations in its own-produced series:

product
placement

script
integrations

branded
environment

partner participation
in the project



Partial integration into a storyline



End-to-end integration into a storyline



Weather forecast

Information delivery through graphics, with a smooth transition between the main information and product or brand information



Your brand

Your brand in one of the most regularly viewed formats
Weather forecast is trusted information





Production and Placement of Branded Commercial Segments

NEWS SEGMENT

Additional distribution: official website and the channel's YouTube page

Specification: up to 1.5 minutes in Kazakh or Russian

INFORMATIONAL SEGMENTS WITHIN A PROGRAM

Informational material dedicated to a product or service

Included in the program's content

Specification: 1 appearance

up to 5 minutes

SPECIAL REPORT

Additional distribution: official website and the channel's YouTube page

Specification: up to 15 minutes

in Kazakh or Russian





Additional Integration Opportunities



Verbal brand
mention



Contest or quiz
within a program



Advertiser-branded
segment



Product presentation
by the program host



Acknowledgement in end credits
(with or without a logo)



Music video
placement

Our advertising formats integrate brands seamlessly into the broadcast environment, making them a natural part of the content and strengthening brand presence — from image positioning to product promotion

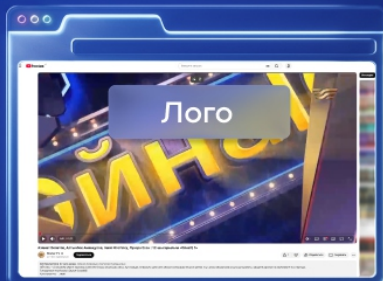


Production of documentaries, videos and digital content using AI technologies





Placement on Khabar Agency Internet Resources



Placement of a pop-up lower-third or logo on a YouTube channel



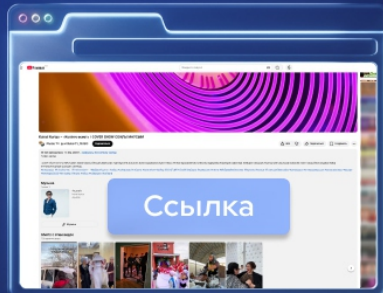
Promo post / Reels



Stories



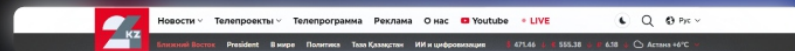
Banner on the 24KZ channel homepage



Advertiser link in the YouTube video description



Banner on the Khabar channel homepage



Widget on the 24KZ channel homepage

Advertising formats organically integrate the brand into the online environment, making it a natural part of the content and strengthening its presence - from image positioning to product promotion



Technical Services of Khabar Agency

MOBILE
SATELLITE
STATION



WITHOUT OPERATOR



WITH OPERATOR

MOBILE 6-CAMERA
HD STATION



WITHOUT OPERATOR



WITH OPERATOR

TELEVISION
CAMERA CRANE



LENGTH:
9 METERS

MOBILE TV STUDIO
WITH OPERATOR



WITH OPERATOR

MULTI-CAMERA
FILMING OF EVENTS

BACKPACK KIT WITH
CAMERA OPERATOR



WITH OPERATOR

RAPID LIVE
STAND-UPS AND
LIVE CONNECTIONS



You get more than just placement — you gain real audience impact through reach, trust and strong brand presence



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+7 (707) 272 72 78
Almaty: +7 (701) 946 66 66



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<https://24.kz>



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Leave your request here