

Main services for 2026

Service	Format	Price incl. VAT, kzt	Notes
Publication of an informational announcement of up to 2,500 characters, including spaces	Text and photos are provided by the advertiser (up to 4 photos). Published in the news feed	100 000	Official announcements/press releases from companies and organizations
Publication of material up to 5,000 characters, including spaces	Text and photos are provided by the advertiser (up to 5 photos), published in the news feed	360 000	
Embedding video in article	The client provides the finished video and link	50 000	
Publication of a finished video in content sections	Duration up to 40 minutes	200 000	
Interview	Editorial content published on the homepage (up to 8,000 characters and 5 photos)	550 000	Package includes: website publication + Instagram Stories
	Publication of an edited interview (up to 8,000 characters and 5 photos)	400 000	
Photo report	Editorial photo report; text up to 4,000 characters. Up to 12 photos	450 000	Package includes an on-site visit by a photographer and journalist in Astana
YouTube Podcast	Studio filming, editing, and publication on the website, YouTube, and social media	800 000	
Publication of a post/video on social media	Ready to publish post of 200–1,500 characters including spaces, a link, account tag (if available), an image of at least 500*261 pixels, or a video.	Telegram : 40,000 Facebook : 40,000 Instagram: 100,000 TikTok: 70,000	
ADDITIONAL OPTIONS			
News feed pinning	Pinned for 3 hours	+ 20%	
Homepage pinning	In the “Editor’s Choice” section for 24 hours	+ 20%	
Publication without the “PR” or “Partner Material” label		+ 20%	The editorial team reserves the right to refuse label removal without explanation
Mention of multiple brands and links		+10%	
Content preparation	Material up to 5,000 characters	150 000	On-site service in Astana.
Photo/video production	Event photography/videography	100 000	

NOTES:

1. Ready-made materials are labeled “PR” or “Partner Material.”
2. KZT 50 for each additional character
3. Editorial materials may be revised no more than three times.

Banner Advertising

Slot	Service	Description	Price incl. VAT, KZT per day
B1	Homepage feed - top (desktop)	1100*90 px	36 400
B2	Homepage feed, mid-page full-width (desktop + mobile)	1100*90 px	36 400
B3	Homepage feed, bottom (desktop)	1100*90 px	31 200
B2	Small vertical banner	280*560 px	23 400
B4	Left sidebar banner - sitewide (desktop)	290*1080 px	36 400
B4	Right sidebar banner - sitewide (desktop)	290*1080 px	36 400



Rate Card for Core Services for 2026

Service	Description	Price incl. VAT, KZT	Notes
Publication of an informational announcement of up to 2,500 characters	Text and photos are provided by the advertiser (up to 4 photos). Published in the news feed	80 000	One brand and one link may be mentioned
Publication of material up to 5,000 characters, including spaces	Text and photos are provided by the advertiser (up to 5 photos), published in the news feed	200 000	
Embedding video in article	The client provides the finished video and link	20 000	
YouTube Podcast	Studio filming, editing, and publication on the website, YouTube, and social media	800 000	
Photo report	Editorial photo report; text up to 4,000 characters. Up to 12 photos	300 000	
Publication of a post/video on social media	Ready to publish of 200–1,500 characters including spaces, a link, account tag (if available), an image of at least 500*261 pixels, or a video.	Tg: 30 000 Fb: 30 000 Inst: 50 000 TikTok: 50 000	
ADDITIONAL OPTIONS			
Content preparation	Material up to 5,000 characters including spaces		150 000
Pinning in the homepage news feed	Pinned for 3 hours		+20%
Publication without the “PR” or “Partner Material” label	The editorial team reserves the right to refuse label removal without explanation		+ 20%
Mention of multiple brands/links			+10%

Banner Advertising

Slot	Service	Description	Price incl. VAT, kzt per day
B1	Homepage feed, top (desktop)	1100*90	31 200
B2	Homepage feed, bottom (desktop)	1100*90	31 200



Rate Card for Main Services of E-HISTORY.KZ and ADEBIPORTAL.KZ

Service	Description	Notes	Price incl. VAT, KZT per day
Publication of ready-made material	Material up to 4,000 characters including spaces, up to 10 photos.	Publication of a ready-made article on the website + Instagram Stories	50 000
Editorial interview/publication	Editorial content up to 8,000 characters	Preparation and publication on the website + Instagram Stories	150 000
Banner advertising on E-HISTORY.KZ	Homepage feed, top row (desktop) 1200*200	Preparation and publication on the website + Instagram Stories	10 000
	Homepage feed, bottom row (desktop) 1200*100		5 000
Banner advertising on ADEBIPORTAL.KZ	Homepage feed (desktop), 1200*200	Preparation and publication on the website + Instagram Stories	10 000
	Homepage feed (desktop), 640*200	Preparation and publication on the website + Instagram Stories	5 000

Note:

1) KZT 25 for each additional character

2) Ready-made materials are labeled "PR" or "Partner Material".

SPECIAL PROJECTS RATE CARD

Service	Description	Price	Notes
Documentary film	Documentary film production	From 2,000,000	Final cost is calculated after project approval. Promotion across Qazcontent JSC platforms
Duration: up to 40 minutes.		From 500,000	
Video clips	Production of a video up to 5 minutes, including publication on social media	From 280,000	
Press event organization	Press conferences, press briefings, and presentations at the Qazcontent press center	From 600,000	• Venue in Astana for up to 50 people • LED screen • Live stream on one social media platform • Information support on Qazcontent platforms • Media invitations • Photography/videography The company reserves the right to refuse to provide the service without giving a reason.
Information support for forums/conferences	Production of informational multimedia video content, media booth setup at the event venue, recording of video interviews, and publication of editorial materials and multimedia content on online platforms	From 1,500,000 Per day	

Note: The cost of special projects may vary depending on the complexity of the project.

Package Placements

Package	Terms	Benefits
QazDuo (“Baq + El”)	Publish material on Baq.kz at the listed rate + on El.kz at a 50% discount	Double reach: Baq.kz’s news audience + El.kz’s mass audience. Budget savings and stronger brand visibility.
“QazTrio” (Cultural Code)	Publish material on El.kz or Baq.kz at the listed rate + complimentary placement on Adebiportal.kz / E-History.kz	Reach three audiences: mass-market, cultural, and academic. Associate the brand with culture, history, and national identity.
“QazMedia”	YouTube podcast (filming, editing, and publication) Text interview (5 photos) on Baq.kz or El.kz / News feed publication (up to 5,000 characters, 5 photos) Social media promotion Service price: 1,500,000	360 degree multimedia reach*
“QazPremium”	Documentary film (up to 40 minutes) YouTube Podcast Photo report (up to 12 photos) Interview on the homepage of Baq.kz or El.kz Social media promotion Banner advertising (3 weeks) Service price: 4,500,000	Brand image package

Volume discount	
KZT, incl. VAT	%
from 500,000 to 1,500,000	10%
from 1,500,000 to 3,000,000	15%
from 3,000,000 to 5,000,000	20%
from 5,000,000 to 10,000,000	25%
Discount for advertising agencies	10%