

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

