

PROMTPRESS PUBLIC REPORT

Channel audit

AUTONEWS



@anrbc

Autonews.ru – RBC project about cars, drivers & auto life. Ad inquiries: @rbctgadv, reklamatg@rbc.ru Feedback bot: @AUTONEWS_infobot

SUBSCRIBERS

35 974

-220 per month

ERR (% SEE POSTS)

20.0%

per day **9.3%**

REACH/POST

7.7K

ad reach **3.4K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 35 974 —	 SUBS REACH 21.42% avg % of subs see post	 VIEWS/POST 7.7K median 4.6K · 29 days	 POSTS/DAY 9.2 ~64 per week
 7D TREND +4.4% vs previous week	 REACTIONS/POST 37.0 total 10,184 reactions, 8,181 reposts, 613 comments	 POST LENGTH 599 chars median 630 · 29 days	 POSTS ANALYZED 275 29 days
 AD REACH 3.4K 24h average	 CHURN / MONTH -220 over the last month	 QUOTE RATE 331 citation index · 1,027 channels mentioned all time	 CHANNEL AGE 5 years 5 months created 21.01.2021

AI EDITOR SUMMARY

Channel «AUTONEWS» — 35 974 subs. Each post averages 7.7K people (21% of subs), average reach — room to grow. Publishes 64 posts per week (~9/day) — active posting. For the week of Jul 6–12, reach stable (+4.4% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 275 posts over 29 days.
- 02 Dominant format: **Photo** (240/275 posts).
- 03 Avg post length – 599 characters (median 630).
- 04 Audience peak – **Thursday**, 22:00 MSK.
- 05 Top posts get **19x** more views than the weakest (71.9K avg for top vs 3.7K for worst) – among 275 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 25.06 · 12:10 PHOTO  Holding 'Avtodom' filed a lawsuit against BMW entities for 25 billion rubles due to withdrawal from Russia According to Autonews.ru sources in the dealership...	VIEWS 72 774 REPOSTS 201	REACTIONS 49 ER 202.3%
Nº2 30.06 · 18:50 PHOTO NEW BMW has unveiled the new fifth-generation X5. The crossover features a Neue Klasse design, a completely new interior, and unusual...	VIEWS 72 189 REPOSTS 866	REACTIONS 104 ER 200.7%
Nº3 19.06 · 15:55 PHOTO ! Sales of new Volga models have started in Russia: models, prices, and competitors Production is set up in Nizhny Novgorod. Warranty on cars...	VIEWS 70 812 REPOSTS 401	REACTIONS 72 ER 196.8%

Nº4

09.07 • 19:10

PHOTO

 At the Volkswagen plant in Poznań (Poland), sheep have replaced lawnmowers. A herd of 100 animals takes care of the grounds...

VIEWS

68 383

REPOSTS

140

REACTIONS

57

ER

190.1%

Nº5

22.06 • 17:30

PHOTO

 In Moscow, police detained a group of fraudsters who made money from fake car accidents According to the Ministry of Internal Affairs, the suspects bought expensive foreign cars...

VIEWS

67 859

REPOSTS

126

REACTIONS

18

ER

188.6%

WORST 3

↓ 15.07 • 13:00 PHOTO

 Amazon Prime Video has officially announced the return of the car show The Grand Tour. The seventh season premieres on September 4, 2026...

VIEWS

3 849

REPOSTS

16

REACTIONS

36

ER

10.7%

↓ 15.07 • 09:20 PHOTO

Lamborghini considers a new model or special off-road Sterrato version. Per Motor1 interview...

VIEWS

3 756

REPOSTS

14

REACTIONS

11

ER

10.4%

↓ 15.07 • 11:42 PHOTO

Infiniti delayed the 'charged' version of flagship crossover QX80 Red Sport. Instead of late 2026, model expected only in...

VIEWS

3 540

REPOSTS

13

REACTIONS

16

ER

9.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
See which months grew and which lost subs.



PERIOD START

33 437

NOW

35 974

NET GROWTH

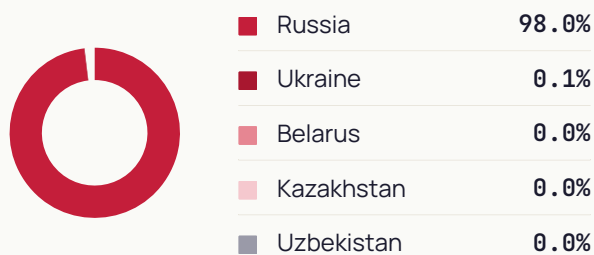
+2 537

— SECTION 04 · CITATIONS

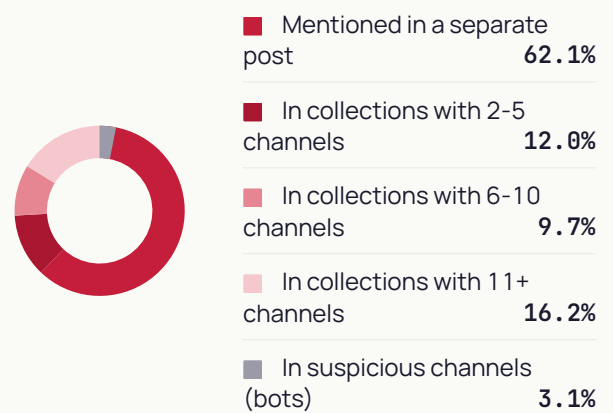
Who mentions the channel and how

Citation index **331** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 027** different channels.

COUNTRIES MENTIONING



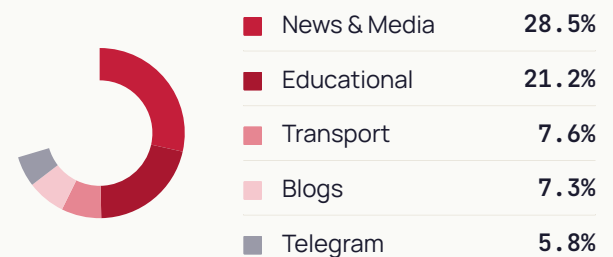
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



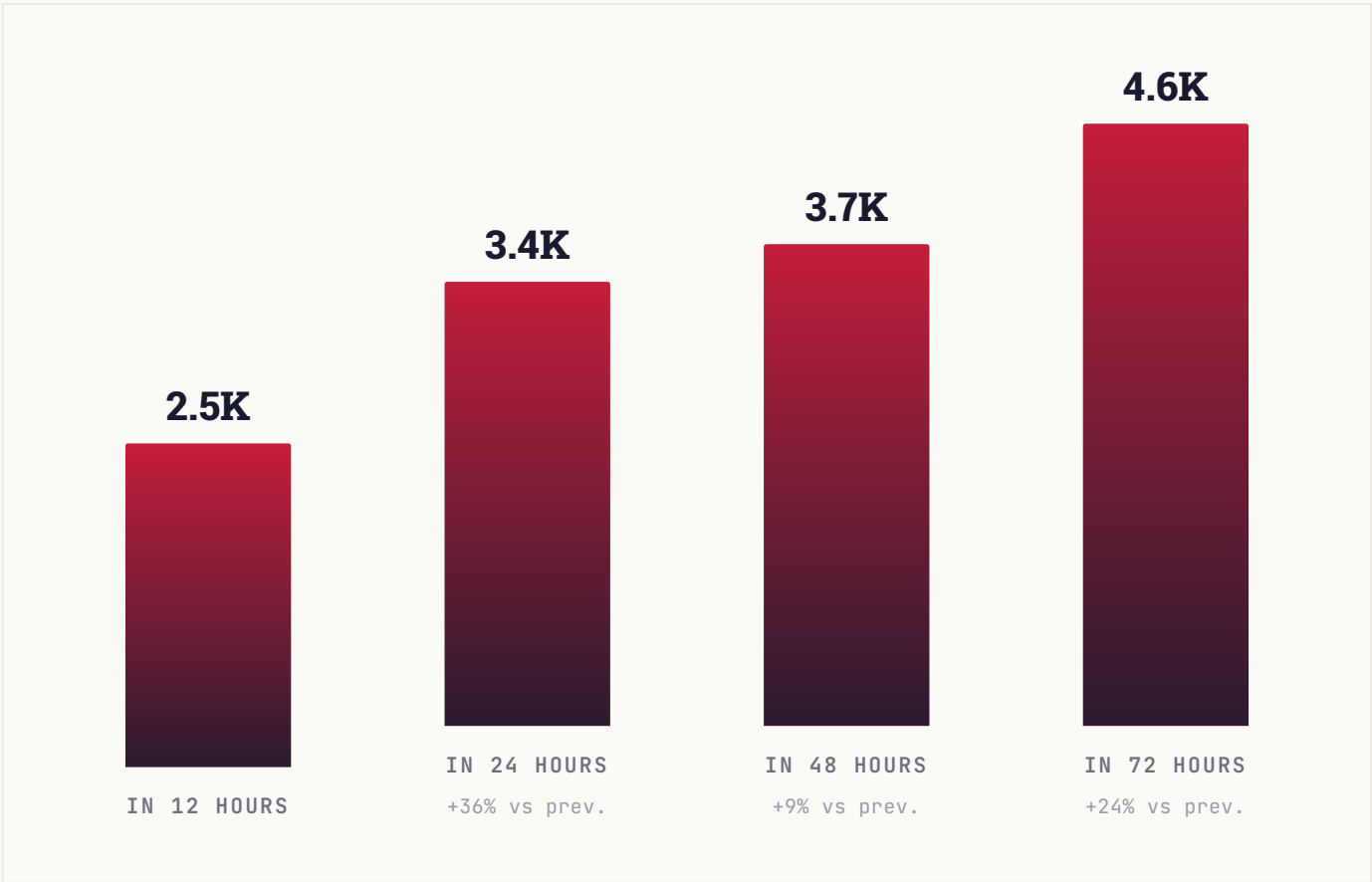
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.5M
AB Avtomanya	1.9M
WE WENGALLBI	1M
VM Vodiy Moshina Bozor	996.3K
DS Dubrovsky Syndicate Zhekich Dubrovsky	689.3K
UN Un Normal	583.6K
FI Fighterbomber	521.6K
AB Auto.ru	500K
AB AVTOZAKAZ.RU	481.4K
GA Garage	481.4K
AU AUTONEWS YOU	36K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 208.1K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **543**, they brought **3 674** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	54	27	223
December 2025	110	54	222
Nov 2025	104	34	362
Oct 2025	86	36	1 124
Sep 2025	89	33	866
August 2025	100	33	877
TOTAL MENTIONS	543	MONTHS IN DATA	6
		ACQUIRED SUBSCRIBERS	3 674

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category "Transport» (Russia) and saw how your channel compares. Gray band: range for 80% of niche channels (p10-p90). Black vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

Best post day: Thursday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth plan in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager