

PUBLIC REPORT PROMTPRESS

Channel audit

Архангельск Читает



@arkhangelskreads

We read news of Arkhangelsk. Brief summary of what's happening in the region. Ad: @mroverheard PKH: <https://clck.ru/3T35Th>

SUBSCRIBERS

148 916

+17957 per month

ERR (% SEE POSTS)

23.0%

per day 19.1%

REACH/POST

63K

ad reach 28.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number tells for which period it is calculated.

 SUBSCRIBERS 148 916 —	 SUBSCRIBER REACH 42.27% avg. % of subs see post	 VIEWS/POST 63K median 63K · 27 days	 POSTS/WK 4.3 over period
 TREND 7D +3.9% vs prev week	 REACTS/POST — MTPROTO only	 POST LENGTH 470 chars median 361 · 27 days	 POSTS ANALYZED 17 27 days
 AD REACH 28.9K 24h avg	 CHURN/MO +17957 last month	 CITATIONS 2 citation index · 4 channels mentioned all time	 CHANNEL AGE 1 yr 2 mo created 03.06.2025

AI EDITOR SUMMARY

Channel “Arkhangelsk Reads” – 148 916 subscribers. Each post on average is viewed by 63K people (42% from subscribers), this is wide reach for a channel of this size. Publishes 4 posts per week (~1 per day) – rare publications. For the week Aug 10–16, reach stable (+3.9% vs. week of Aug 3–9).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 17 posts over 27 days.
- 02 Dominant format – Photo (14/17 posts).
- 03 Avg post length – 470 characters (median 361).
- 04 Peak audience activity – Saturday, 19:00 MSK.
- 05 Top posts get 1x more views than the weakest (76.9K avg for top vs 52.7K for worst) – across 17 posts in 27 days. Worth analyzing what the top has in common – topic, format, posting time.

TOP-5 POSTS

Nº1 15.08 · 16:56 PHOTO At the forum “Arctic – Regions,” PSB Deputy Chairman Dmitry Makeev spoke about the role of financial institutions in developing the northern...	VIEWS 84 784 REPOSTS 21	REACTS — ER 56.9%
Nº2 14.08 · 21:35 PHOTO In Pinezhsky district, a UAZ driver died after going into a ditch The crash happened in the morning at the 2nd km of the road 'Yasny – Ruskovyera'. A 40-year-old...	VIEWS 74 322 REPOSTS 5	REACTS — ER 49.9%
Nº3 08.08 · 18:25 PHOTO In Arkhangelsk Oblast, a 19-year-old participant of 'Muzhskoe / Zhenskoe' was stripped of parental rights to her second child In Velsky district, the court stripped Alyona Zaikova...	VIEWS 71 501 REPOSTS 13	REACTS — ER 48.0%

Nº4 26.07 · 18:47 PHOTO Rikasikha is littered with trash: residents outraged by waste collection disruptions Rikasikha residents complain about the critical waste collection situation...	VIEWS 69 691 REPOSTS 1	REACTS — ER 46.8%
Nº5 15.08 · 21:35 VIDEO Near Novodvinsk, repeat offender killed woman he agreed to drive 11 августа 32-year-old taxi driver Maxim F. stabbed during trip...	VIEWS 66 924 REPOSTS 20	REACTS — ER 44.9%

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WORST 3

↓ 13.08 · 18:02 TEXT PSB Deputy Chairman Dmitry Makeev and Arkhangelsk Region Governor Alexander Tsybulsky discussed at a working meeting...	VIEWS 54 559 REPOSTS —	REACTS — ER 36.6%
↓ 11.08 · 14:26 PHOTO Pomorye resident suspected of drug possession and growing drug-containing plants. A previously convicted 28-year-old man was detained in...	VIEWS 52 066 REPOSTS 4	REACTS — ER 35.0%
↓ 20.08 · 10:54 PHOTO In Arkhangelsk, a gynecologist was convicted after a patient's death. According to the court, the woman twice contacted the gynecologist with complaints. During...	VIEWS 51 425 REPOSTS 3	REACTS — ER 34.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

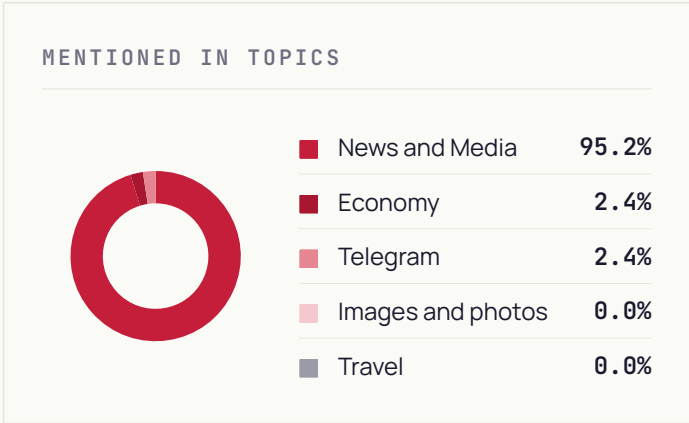
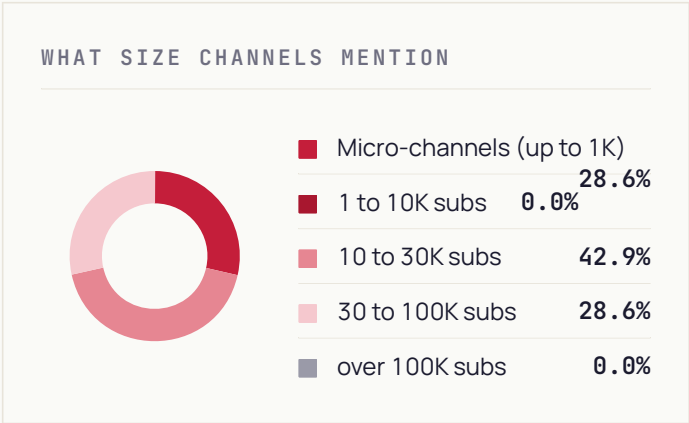
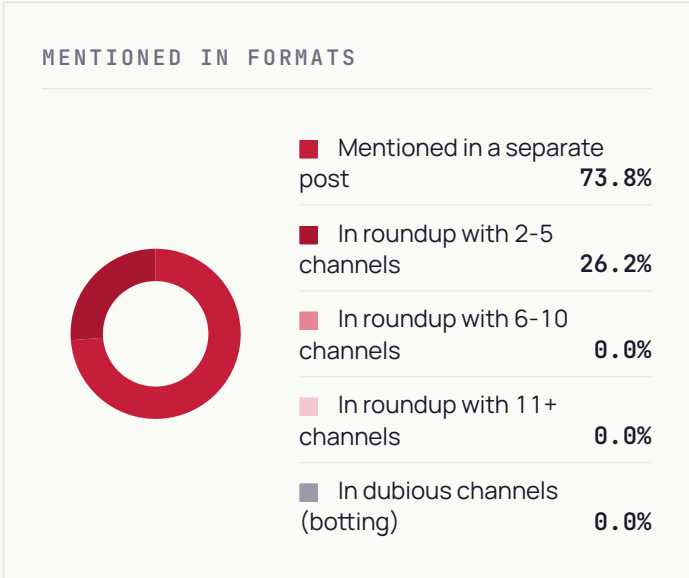
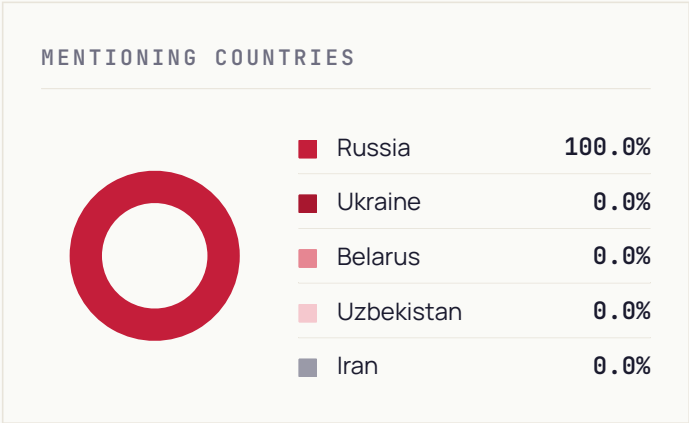
Subscriber growth chart for the year. Key months show exact subscriber counts.
Shows in which months the channel gained, and in which subscribers left.



SECTION 04 · CITATIONS

Who and how mention the channel

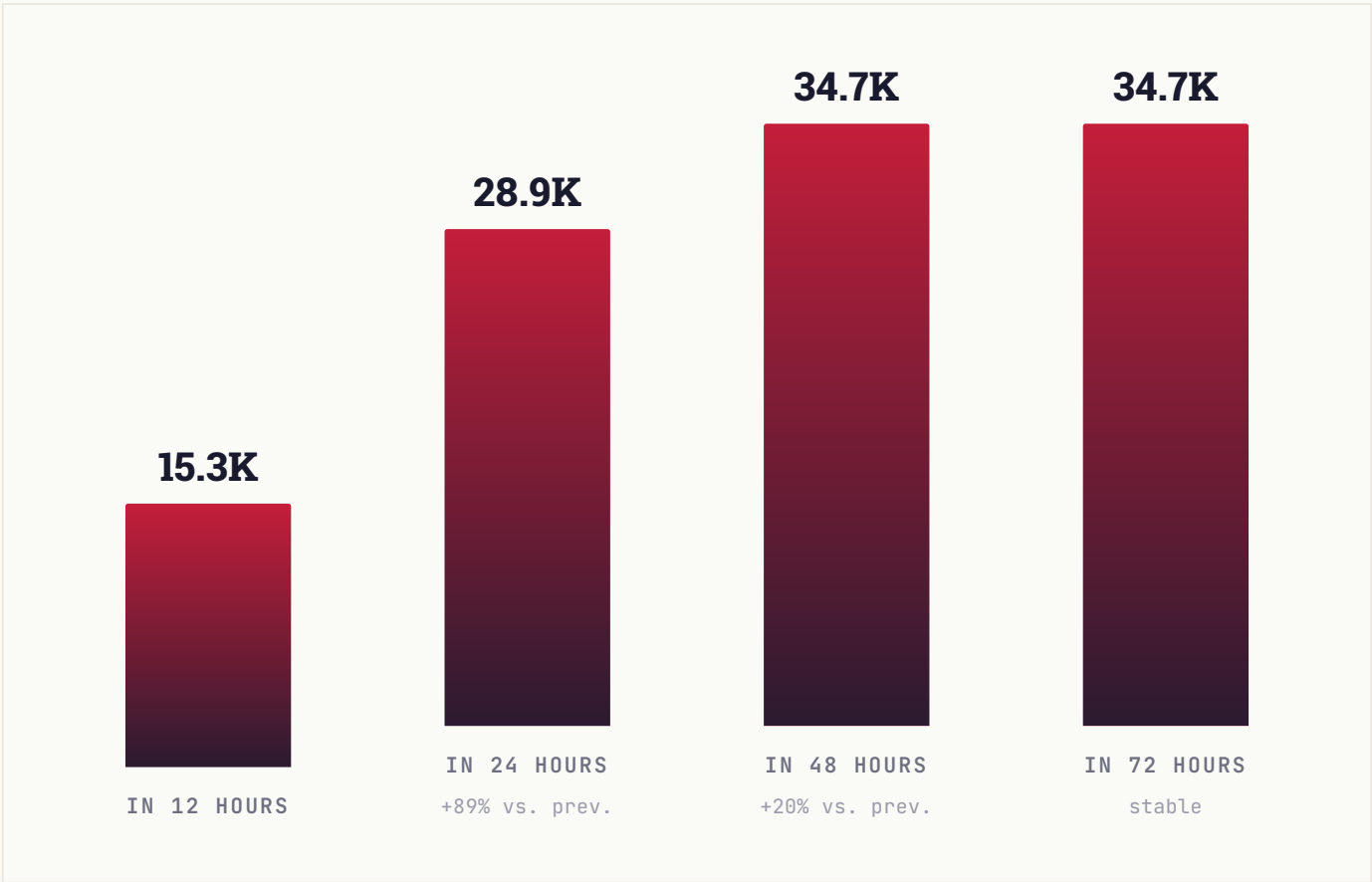
Citation index 2 – channel popularity rating based on mentions. Counts not only their number but also mentioner weight: a post from a 100 K channel 'weighs' more than from a 1 K channel. All-time mentions: 4 different channels.



SECTION 05 · ADVERTISING POTENTIAL

How long a post generates reach

Avg reach of an ad post over time from publication. Helps gauge how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — see how it ranks among neighbors in the niche.

CHANNEL	SUBSCRIBERS
M• MoskvaCh • Moscow News	4.3M
TL Топор Live	4.1M
PE Прямой Эфир • Новости	4M
M- Moscow Is Interesting	3.3M
PM Первый Московский	3.2M
MA Mash	3.1M
RN РИА Новости	3M
NM Moscow News	2.7M
MS Moscow Today	2.7M
Avg. Media Russia not Moscow	2.6M
АЧ Архангельск Читает YOU	148.9K

COMPARATIVE CONCLUSION

Channel to date outside top-99 in niche — early growth stage. Niche leader — MoskvaCh • Moscow News (4.3M), top-99 median: 776.9K. First goal: enter top-99 via systematic work on traffic and content.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News and Media» (Russia) and saw how the channel compares. Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions, ranked by expected impact. Check off as a list and revisit this report in a month.

01**Increase posting frequency**

Now 4.3 posts/week. Active channels: 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume****02****Main post of the week — Saturday**

Audience most active on this day and at 19:00 MSK.

EFFECT

**Best window
for an
important post****03****Increase video post share**

Video in Telegram retains audience longer & ranks better. Aim for 15-25% share.

EFFECT

**Video retains
audience
better****04****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****05****Test polls and interactive formats**

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a 'hot' topic is an easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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