

PROMTPRESS PUBLIC REPORT

Channel audit

Avito Auto Magazine



@avito_auto_journal

Every day – new car stories: • exclusives straight from China • brand stories • life hacks and tips contact: autojournal@avito.ru our site: <https://www.avito.ru/auto-journal> and...

SUBSCRIBERS

89 277

-6317 per month

ERR (% SEE POSTS)

2.0%

last 24 hrs **1.1%**

REACH/POST

1.8K

ad reach **991**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 89 277 —	 SUBSCRIBER REACH 2.03% avg % subs see post	 VIEWS/POST 1.8K median 1.7K · 29 days	 POSTS/WEEK 40.0 for period
 7D TREND -22.6% vs previous week	 REACTIONS/POST 23.6 total 3,961 reactions, 1,119 reposts, 327 comments	 POST LENGTH 661 chars median 668 · 29 days	 POSTS ANALYZED 168 29 days
 AD REACH 991 24h avg	 CHURN / MONTH -6317 last month	 CITATION RATE 188 citation index · 190 channels mentioned all time	 CHANNEL AGE 1 year 7 months created 25.10.2024

AI EDITOR SUMMARY

Channel «Avito Auto Magazine» — 89 277 subs. Each post avg views 1.8K people (2% of subs), reach low — should grow audience. Publishes 40 posts/week (~6/day) — active posting. Week 8–14 Jun reach dropped -22.6% by week 1–7 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **168** posts over 29 days.
- 02 Dominant format – **Photo** (133/168 posts).
- 03 Avg post length – **661** chars (median 668).
- 04 Audience peak – **Thursday**, 18:00 MSK.
- 05 Strongest posts get **7x** more views than the weakest (9.7K avg for top vs 1.3K for worst) – among 168 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 15:29 VIDEO Everyone's running from the new Ferrari Luce... But there's that one spot in an Australian cave where you can hide from it. Avito Auto Magazine	VIEWS 23 285 REPOSTS 30	REACTIONS 31 ER 26.1%
Nº2 29.05 · 15:39 VIDEO ✂Exclusive: catch the first Wey V9X test video from China Yes, at the new Wey flagship launch we were the only guests from Russia...	VIEWS 3 285 REPOSTS 11	REACTIONS 28 ER 3.7%
Nº3 05.06 · 06:54 VIDEO ✂Audi unveiled the new Nuvolari supercar The most powerful model in the brand's history and spiritual successor to the Audi R8. Named after...	VIEWS 2 673 REPOSTS 14	REACTIONS 28 ER 3.0%

Nº4 04.06 · 10:59 PHOTO ➤Ferrari to launch V12 manual supercar for first time in nearly 20 years The new 12Cilindri will first be shown to select clients on June 29. Global...	VIEWS 2 602 REPOSTS 15	REACTIONS 29 ER 2.9%
Nº5 03.06 · 07:55 VIDEO ➤Here it is – the updated Aurus Senat. Two of them! On the left is the standard-length sedan, on the right – the long-wheelbase version. It, by the way...	VIEWS 2 363 REPOSTS 8	REACTIONS 24 ER 2.6%

|

WORST 3

↓ 19.06 · 12:39 PHOTO Robots for charging EVs – a new trend in China? 🤖 Xiaomi perfected Tesla's failed 2015 project and just...	VIEWS 1 329 REPOSTS 4	REACTIONS 14 ER 1.5%
↓ 19.06 · 10:04 VIDEO We're starting a big test drive of GAC's flagship SUV – S9 Looks luxurious, similar in size to Li Auto L9, and...	VIEWS 1 310 REPOSTS 1	REACTIONS 21 ER 1.5%
↓ 16.06 · 12:04 PHOTO Here's the answer – it's the new Sollers SF5 with a 6-speed automatic! Price already known: from 3,420,000 rubles. So the extra for automatic...	VIEWS 1 298 REPOSTS 2	REACTIONS 15 ER 1.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

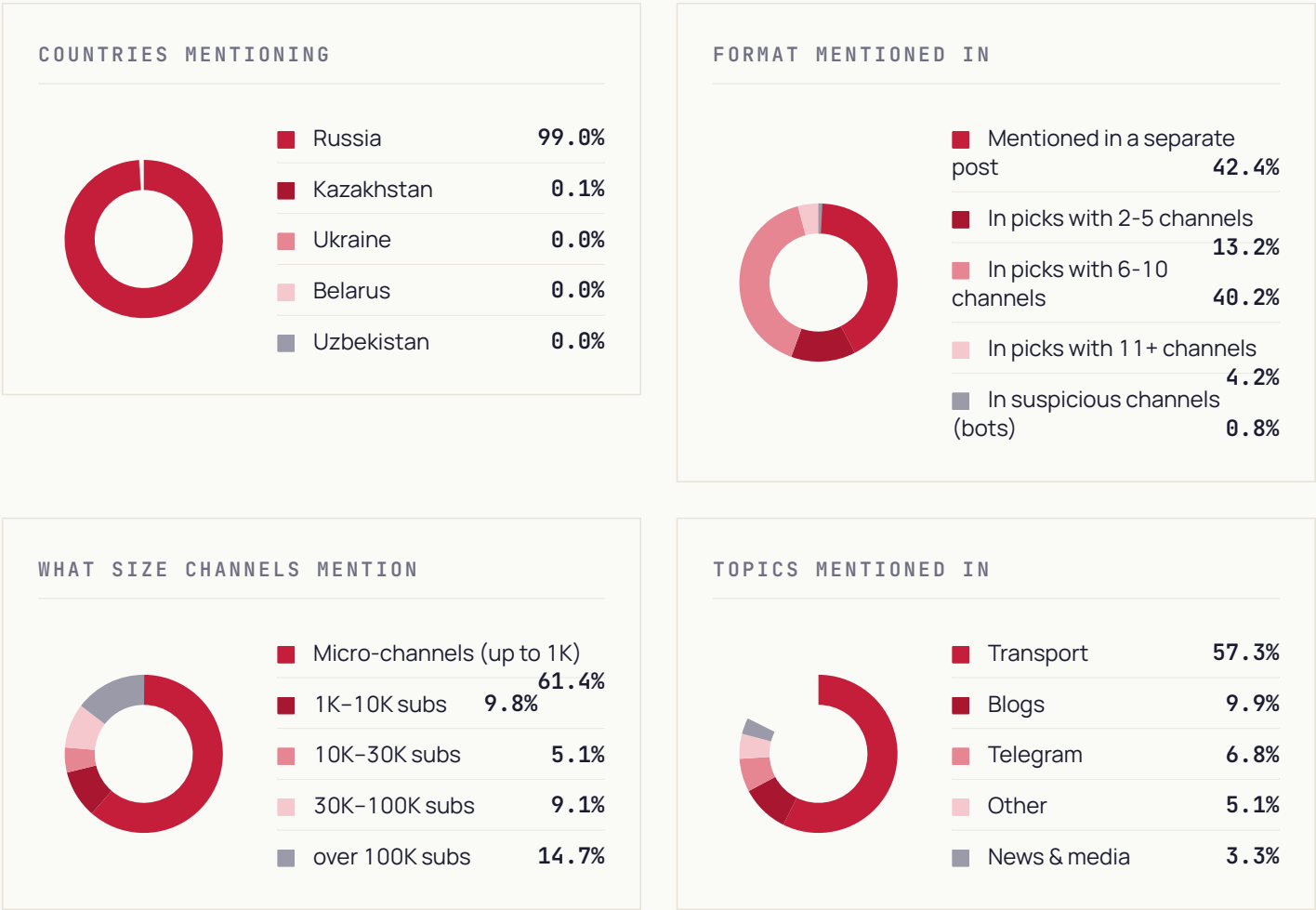
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which months subscribers left.



SECTION 04 · MENTIONS

Who mentions the channel and how

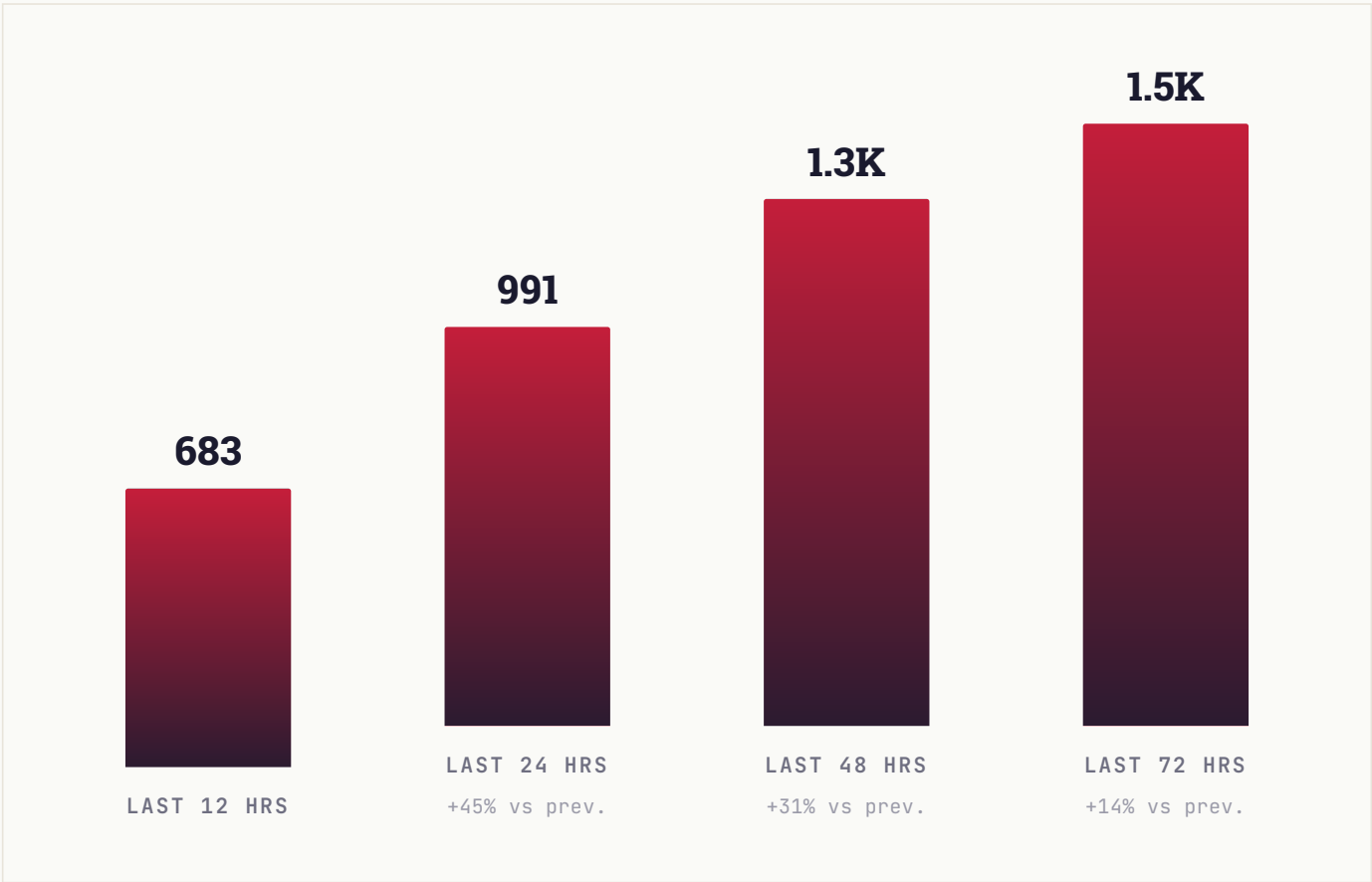
Citation index **188** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **190** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.4M
AB Avtomanya	1.8M
WE WENGALLBI	1M
DS Dubrovsky Syndicate Zhekich Dubrovsky	694K
FI Fighterbomber	520.8K
AB Auto.ru	497.5K
GA Garage	487K
AB AVTOZAKAZ.RU	479.8K
ZR Behind the Wheel	473.8K
AB Auto Instructor	466.8K
ZhA Avito Auto Magazine YOU	89.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#99 of 98). Niche median — 166K subs. First KPI goal — reach median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **258**, they brought **95 423** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	7	6	13 443
November 2025	28	13	23 367
October 2025	54	20	8 813
September 2025	54	18	35 057
August 2025	44	15	3 766
July 2025	71	37	10 977
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
258	6	95 423	

— 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 of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#99

/100

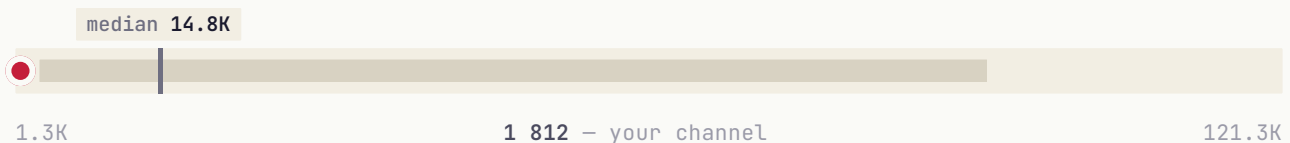
RANK IN NICHE

Channel in the bottom half of the ranking

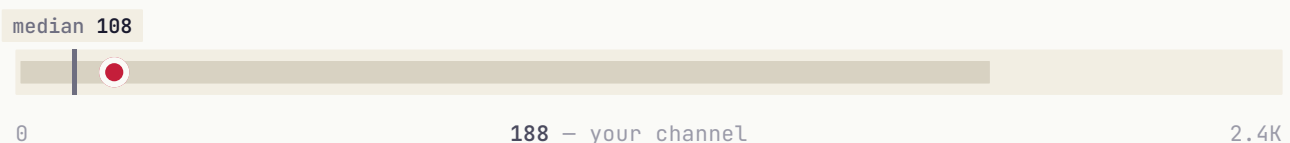
SUBSCRIBERS

47% below median

AVG REACH / POST

88% below median

CITATION INDEX

better than 51% of niche

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Thursday

Audience most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.03% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.5pp ER

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 usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & close your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager