

PUBLIC REPORT PROMTPRESS

Channel audit

Baza



@bazabazon

Suggestions: @Baza_predlozhka Ads: @reklama_newsmedia

Registered with RKN: [https://knd.gov.ru/license?](https://knd.gov.ru/license?id=676d14dc8e552d6b542963cd&istryType=bloggersPermission)

id=676d14dc8e552d6b542963cd&istryType=bloggersPermission

SUBSCRIBERS

1 568 011

-6476 per month

ERR (% WHO SEE
POSTS)

18.0%

per day **16.2%**

REACH/POST

278.5K

ad reach **253.7K/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 1 568 011 —	 SUBS REACH 17.76% avg % of subs see post	 VIEWS/POST 278.5K median 282.9K · 29 days	 POSTS/DAY 17.0 ~119 per week
 7D TREND +0.9% vs previous week	 REACTIONS/POST 606.9 total 305,289 reactions, 490,443 reposts, 0 comments	 POST LENGTH 739 chars median 782 · 29 days	 POSTS ANALYZED 503 29 days
 AD REACH 253.7K 24h avg	 CHURN / MONTH -6476 over the last month	 CITATION RATE 12 147 citation index · 31,786 channels mentioned all time	 CHANNEL AGE 7 years 8 months created 13.09.2018

AI EDITOR SUMMARY

Channel «Baza» — 1 568 011 subs. Each post averages 278.5K people (18% from subs), average reach — room to grow. Publishes 119 posts per week (~17 per day) — very active posting. For the week of May 25–31, reach stable (+0.9% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **503** posts over 29 days.
- 02 Dominant format – **Photo** (229/503 posts).
- 03 Avg post length – **739** chars (median 782).
- 04 Audience peak – **Monday, 00:00 MSK**.
- 05 Top posts get **3x 3x** more views than the weakest (381.6K avg for top vs 151.4K for worst) – among 503 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.05 · 21:29 VIDEO Former Zelensky press secretary Yulia Mendel gave a resonant interview to Tucker Carlson. Key points: – According to Mendel, in 2019–2020...	VIEWS 396 760 REP. 3 197	REACTIONS 605 ER 25.3%
Nº2 11.05 · 18:32 VIDEO Ex-head of Zelenskyy's office Andriy Yermak served suspicion notice in case of laundering hundreds of millions of hryvnias. According to NABU and SAP, it's about...	VIEWS 378 879 REP. 637	REACTIONS 191 ER 24.2%
Nº3 20.05 · 03:21 VIDEO Vladimir Putin and Xi Jinping met on Tiananmen Square in Beijing. At the Great Hall of the People in the Chinese capital, talks will be held...	VIEWS 369 313 REP. 319	REACTIONS 199 ER 23.6%

Nº411.05 · 06:30VIDEO Pirates extort money from tourists on Mauritania's 'Desert Train', while authorities search travelers at the border, learned...	VIEWS 362 748 REP. 1 113	REACTIONS 202 ER 23.1%
Nº510.05 · 08:33VIDEO In Engels, a 'fecal' apocalypse has been ongoing for a week and a half – due to a collector accident, nearly 200,000 people have been without water for all...	VIEWS 362 223 REP. 1 581	REACTIONS 233 ER 23.1%

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WORST 3

↓05.06 · 13:56VIDEO Sanctions and blocking, essentially theft of Russia's reserves, negatively impacted the dollar and euro – Putin said at the plenary session of SPIEF...	VIEWS 151 901 REP. 104	REACTIONS 2 156 ER 9.7%
↓05.06 · 14:07VIDEO Over 5 years, wages in the Russian economy grew by 30%, Putin said at the PMEF plenary. His other statements on the topic...	VIEWS 151 551 REP. 218	REACTIONS 3 248 ER 9.7%
↓05.06 · 14:13VIDEO Further reduction of the VAT threshold can be postponed and fixed at the current level, Putin said at the plenary...	VIEWS 150 832 REP. 275	REACTIONS 2 505 ER 9.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



START OF PERIOD

1 641 893

NOW

1 568 005

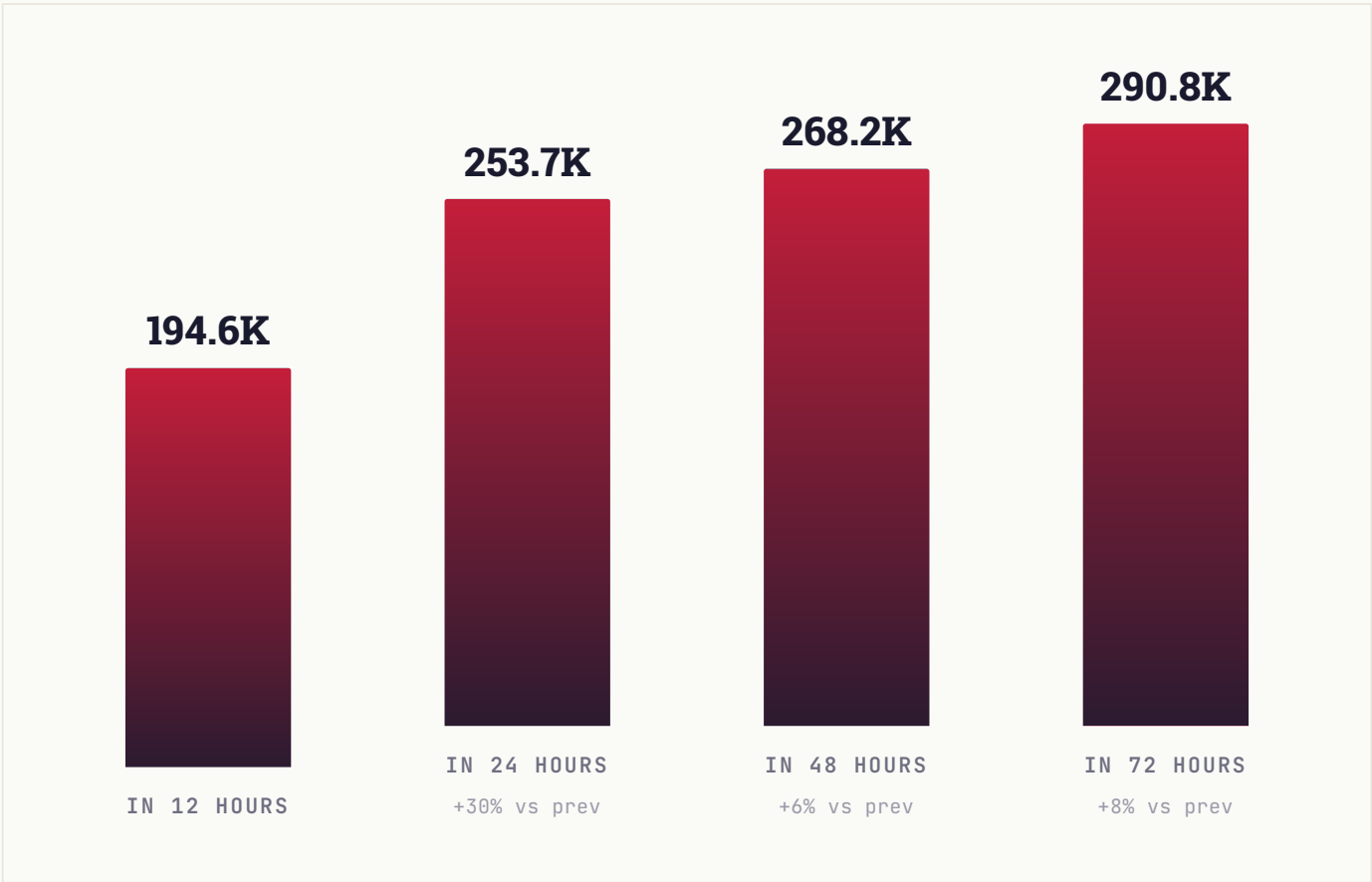
NET GROWTH

-73 888

SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
BA Baza YOU	1.6M

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#18 of 99). Leader — Live • News (4.1M). Goal for the coming months — enter the niche top 10 through systematic traffic work.

SECTION 06 · 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 **30 892**, they brought **27 410** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	4 479	1 441	3 156
Nov 2025	4 351	1 453	1 635
Oct 2025	4 669	1 484	1 505
September 2025	4 199	1 341	3 804
August 2025	4 533	1 382	6 235
Jul 2025	8 661	4 250	11 075

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
30 892	6	27 410

SECTION 07 · NICHE COMPARISON

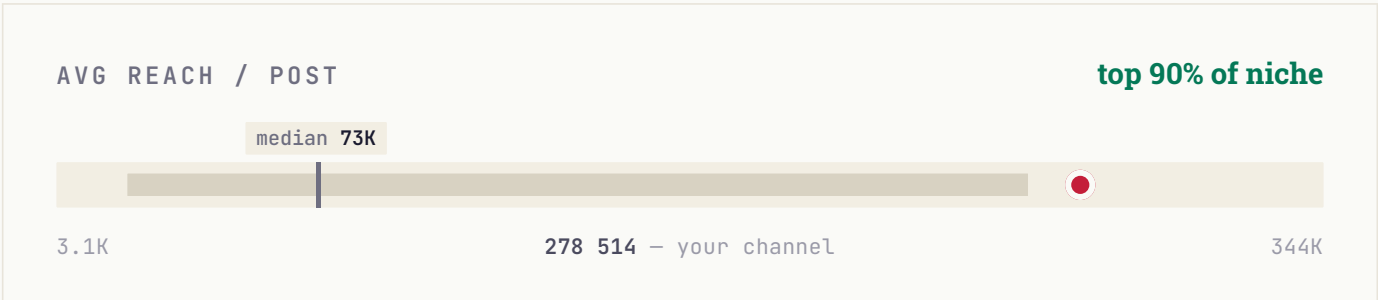
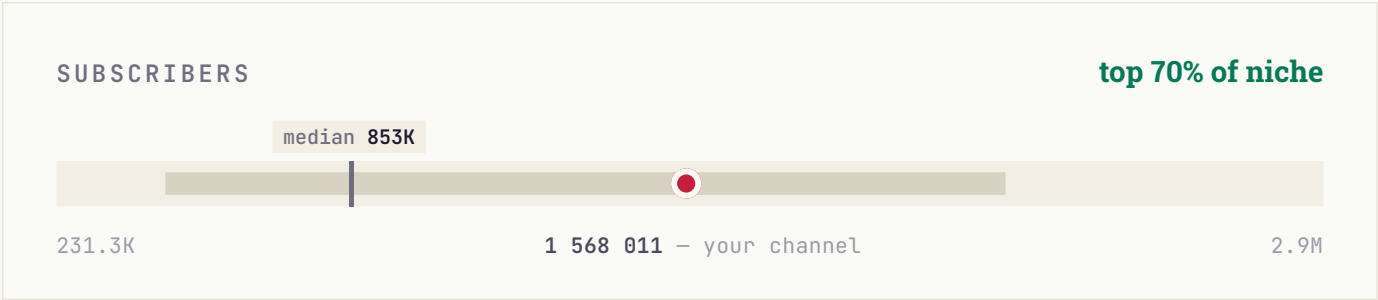
Where your channel ranks in its league

Took top 100 channels in category «News & Media» (Russia) and compared your channel. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Monday
 Audience is most active on this day at 00:00 MSK.

EFFECT
Best window for an important post
- 02

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
- 03

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

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

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
 Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. 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
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02	Contact manager	t.me/PromptPress_manager
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