

PUBLIC PROMTPRESS REPORT

Channel audit

BERÉSTA MEDIA



@beresta_new

NEWS | RUSSIA | WORLD

SUBSCRIBERS

86 913

102 posts 7 days

ERR (% WHO SEE
POSTS)

3.0%

per day 7.3%

REACH/POST

2.5K

ad reach 6.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Ad Potential

How long a post generates reach

04 Competitors

Niche neighbors · your rank

05 Niche comparison

Position in category «News & Media»

06 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key Channel Metrics

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

 SUBSCRIBERS 86 913 —	 SUBS REACH 2.93% avg % of subs see post	 VIEWS/POST 2.5K median 10 · 7 days	 POSTS/DAY 12.8 ~90/week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 406 chars median 380 · 7 days	 POSTS ANALYZED 102 7 days
 AD REACH 6.4K 24h avg	 MENTIONS 1 mention index · 2 channels mentioned ever	 CHANNEL AGE 10 days created 07.07.2026	

AI EDITOR SUMMARY

Channel «BIRCH MEDIA» – 86 913 subs. Each post averages 2.5K people (3% of subs), reach is low – consider expanding audience. Publishes 90 posts per week (~13/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 102 posts over 7 days.
- 02 Dominant format — Photo (58/102 posts).
- 03 Avg post length — 406 chars (median 380).
- 04 Audience peak activity — Tuesday, 13:00 MSK.
- 05 Top posts get 6,540x more views than the weakest (6.5K avg for top vs 1 for worst) — among 102 posts in 7 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.07 · 10:48 PHOTO Russia puts upgraded 100-ruble note into circulation 🇷🇺 The note is dedicated to the Central Federal District. Main...	VIEWS 7 487 REP. 1	REACTIONS — ER 8.6%
Nº2 13.07 · 08:59 PHOTO Russia may raise youth age to 40 — academician Gennady Onishchenko proposed. Earlier similar...	VIEWS 7 020 REP. 2	REACTIONS — ER 8.1%
Nº3 12.07 · 03:44 PHOTO 🎉 Russians face 3-day work week in 2026 📅 A three-day work week awaits Russians before New Year, and...	VIEWS 5 113 REP. 1	REACTIONS — ER 5.9%

Nº4

13.07 · 05:36

PHOTO

Leaders of the 'coalition of the willing' will gather in Paris on July 13 to discuss further support for Ukraine, – Euronews. The meeting will be attended by...

VIEWS

3 731

REP.

1

REACTIONS

—

ER

4.3%

Nº5

13.07 · 05:38

PHOTO

This is what happens when real polls are conducted, not rigged ones. Alliance of Democracies research center released a fresh...

VIEWS

3 731

REP.

1

REACTIONS

—

ER

4.3%

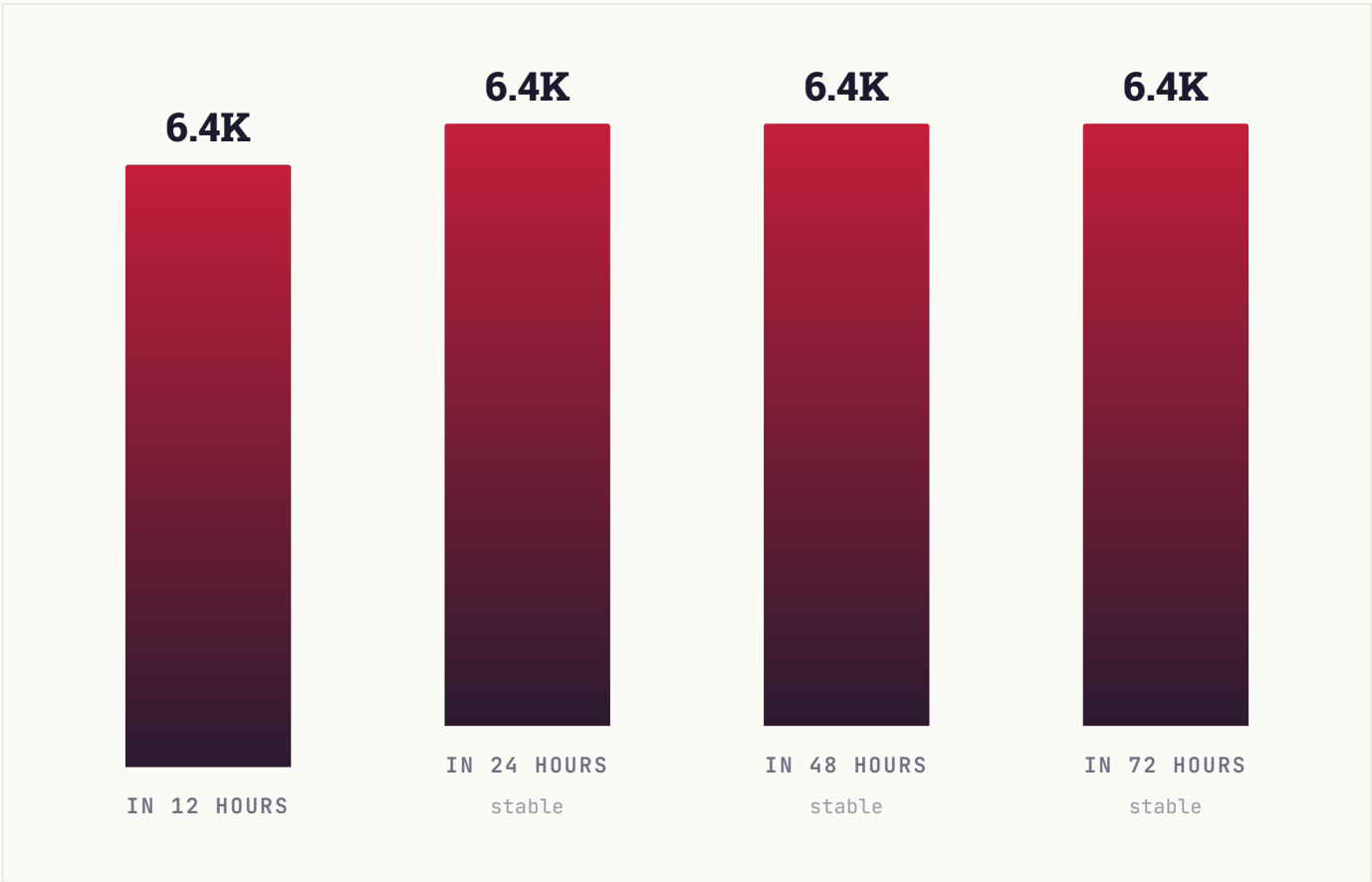
WORST 3

↓ 09.07 · 11:26 PHOTO Key points from Putin's orders: ■Propose state support for publishing and distributing literature in languages of...

SECTION 03 · 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 04 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
BM BERÉSTA MEDIA YOU	86.9K

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 05 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 06 · STRATEGY

What to do right now

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

01**Best post day — Tuesday**

Audience most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 2.93% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.6pp 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

+1K-3K subs**04****Test polls & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

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

EFFECT

**Growth from
relevant
audience**

★ NEXT STEPS

Want this done by **PromptPress?**

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

01

Launch Telegram Ads

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

02

Contact manager

t.me/PromptPress_manager