

PROMTPRESS PUBLIC REPORT

Channel audit

ЖП



@cpalenta

All the yellow press about traffic arbitrage by Joseph Pulitzer

SUBSCRIBERS

75 802

+74293 per month

ERR (% SEE POSTS)

1.0%

per day 0.4%

REACH/POST

401

ad reach 310/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the figure tells for what period it was calculated.

 SUBSCRIBERS 75 802 —	 SUBSCRIBER REACH 0.53% avg % subs see post	 VIEWS/POST 401 median 326 · 29 days	 POSTS/DAY 7.8 ~55 per week
 7D TREND -44.3% vs previous week	 REACTS/POST 0.4 101 reactions, 455 reposts, 0 comments	 POST LENGTH 755 chars. median 850 · 29 days	 POSTS ANALYZED 233 29 days
 AD REACH 310 24h avg	 CHURN / MONTH +74293 last month	 CITATIONS 8 citation index · 79 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 18.03.2024

EDITOR AI SUMMARY

Channel «ЖП» – 75 802 subs. Each post averages 401 people (1% from subs), low reach – expand audience. Publishes 55 posts per week (~8 per day) – active posting. For week Aug 10–16 reach dropped -44.3% by week Aug 3–9 – worth analyzing reasons.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **233** posts over 29 days.
- 02 Dominant format – **Photo** (146/233 posts).
- 03 Average post length – **755** chars (median 850).
- 04 Audience activity peak – **Friday, 15:00 MSK**.
- 05 Top posts get **13 times** more views than weakest (3.3K avg for top vs 258 for worst) – among 233 posts/29 days. Worth checking what top posts share – topic, format, time.

TOP-5 POSTS

Nº1 07.08 · 12:19 TEXT 🎉 Giveaway Finished! 🎉 Winners received the following gifts: 1. Lunar Snake #110670 - Telegram Link (Internal Transfer) 2. Vice Cream...	VIEWS 4 921 REP. 119	REACTS 12 ER 6.5%
Nº2 07.08 · 12:01 VIDEO 🧱 Giveaway Finished 🧱 Total tickets: 94874 Winners list: 1. B-Day Candle #88641 - @oetiarll_night 2. B-Day Candle #26525 -...	VIEWS 2 694 REP. 10	REACTS — ER 3.6%
Nº3 07.08 · 13:05 PHOTO 👁️ Bros, UP-X said the old shop is no more – the guys rebuilt from scratch right where webmasters always hurt: payouts...	VIEWS 2 413 REP. 2	REACTS 1 ER 3.2%

Nº4 07.08 • 11:00 PHOTO  Farewell season continues at CPA Bro. Not even a month after CMO Nastya left, Sanya Boroda is already leaving the company. Funny...	VIEWS 2 319 REACTS REP. ER — 3.1%
Nº5 07.08 • 14:35 VIDEO  Meanwhile, Igor Alekseev and Polina Panarina spend more and more time together — the young lady keeps popping up in PVT owner's stories...	VIEWS 2 299 REACTS REP. ER — 3.0%

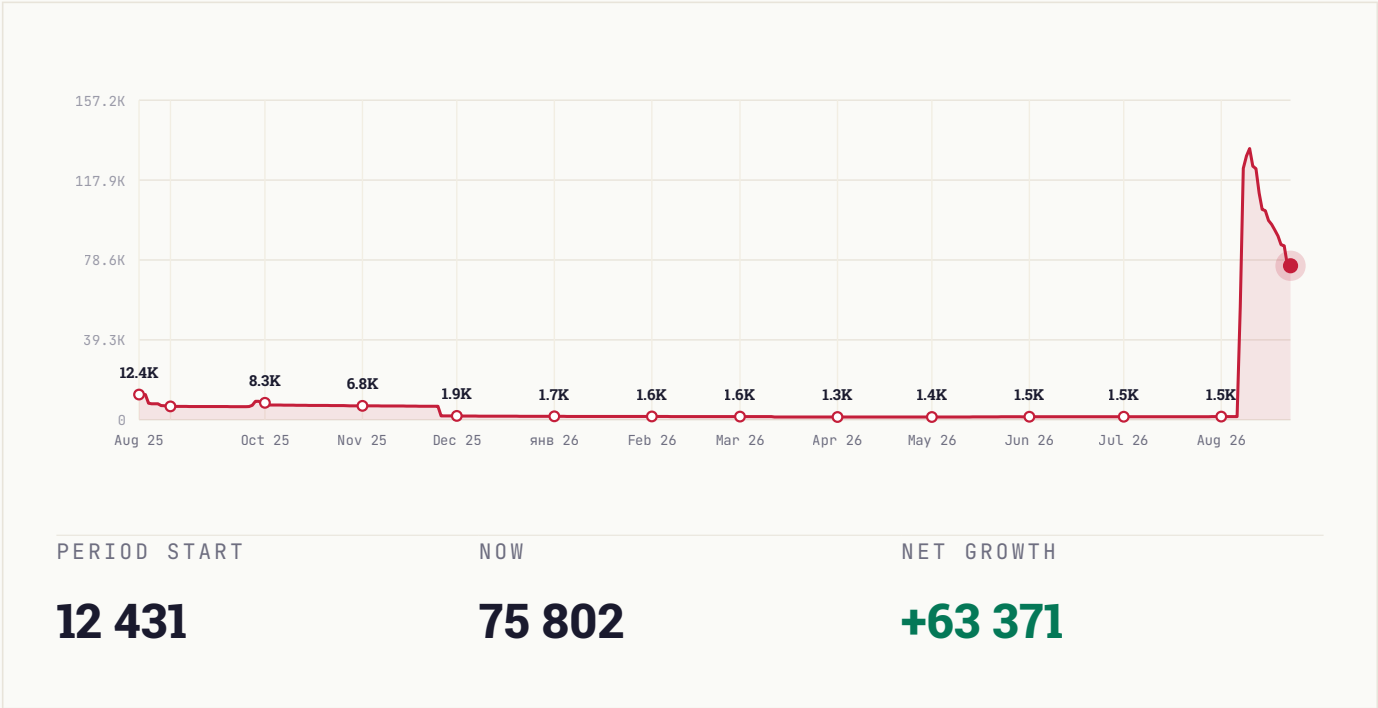
BOTTOM 3

↓ 06.08 • 10:40 VIDEO (post without caption — video)	VIEWS 266 REACTS REP. ER — 0.4%
↓ 04.08 • 17:53 PHOTO Manuylov left Alfaleads (or was fired to hell). The new CEO of Alfaleads Group will be the founder and owner, while Manuylov for now...	VIEWS 258 REACTS REP. ER — 0.3%
↓ 18.08 • 13:13 PHOTO Where does the money for media purchases come from? Lagutenko! The answer - Lagutenko! In short, Lagutenko opened his own investment fund, I think everyone understands that the money is from...	VIEWS 252 REACTS REP. ER — 0.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

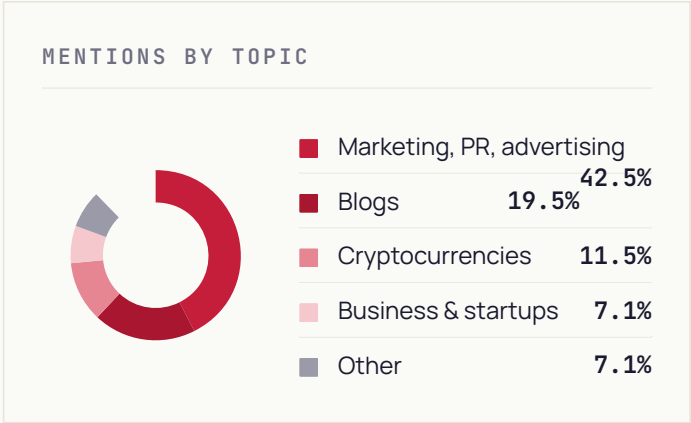
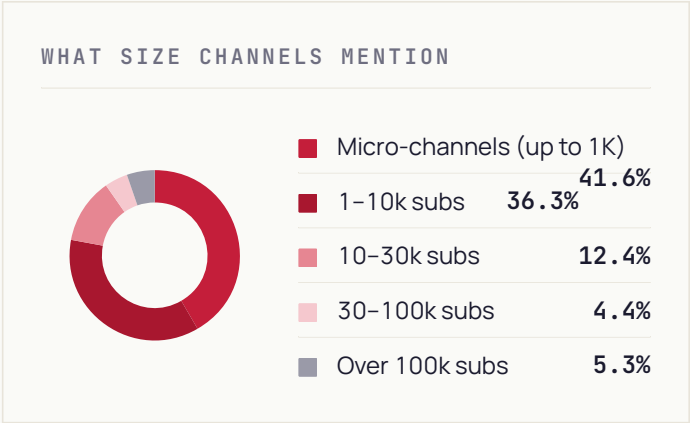
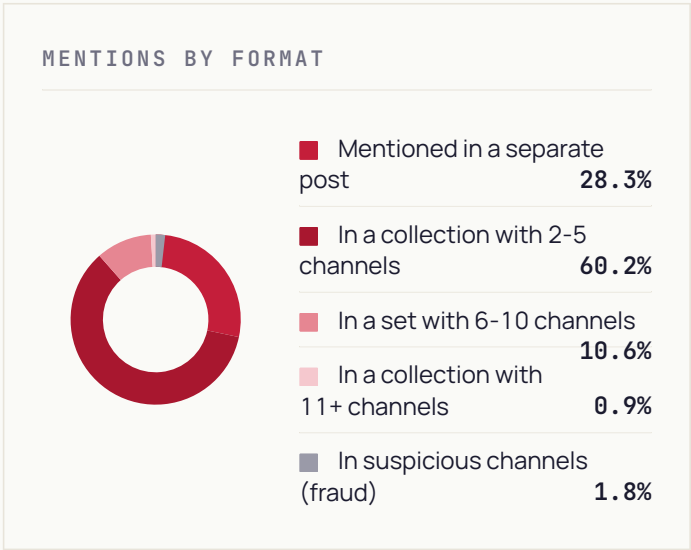
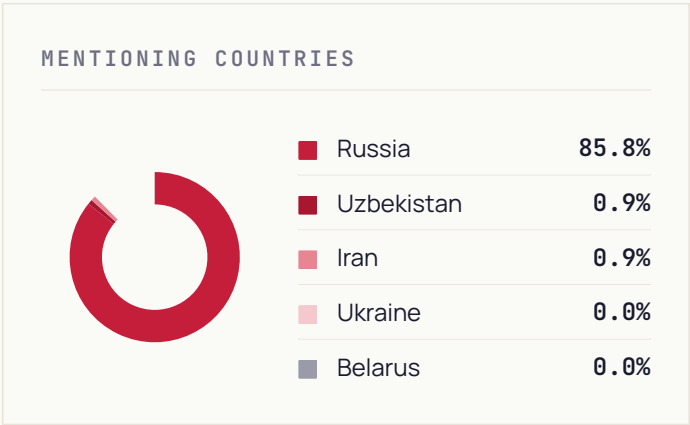
Subscriber growth chart for the year. On key months, exact subscriber numbers are shown. You can see in which months the channel grew, and in which months subscribers left.



SECTION 04 · CITATIONS

Who mentions the channel and how

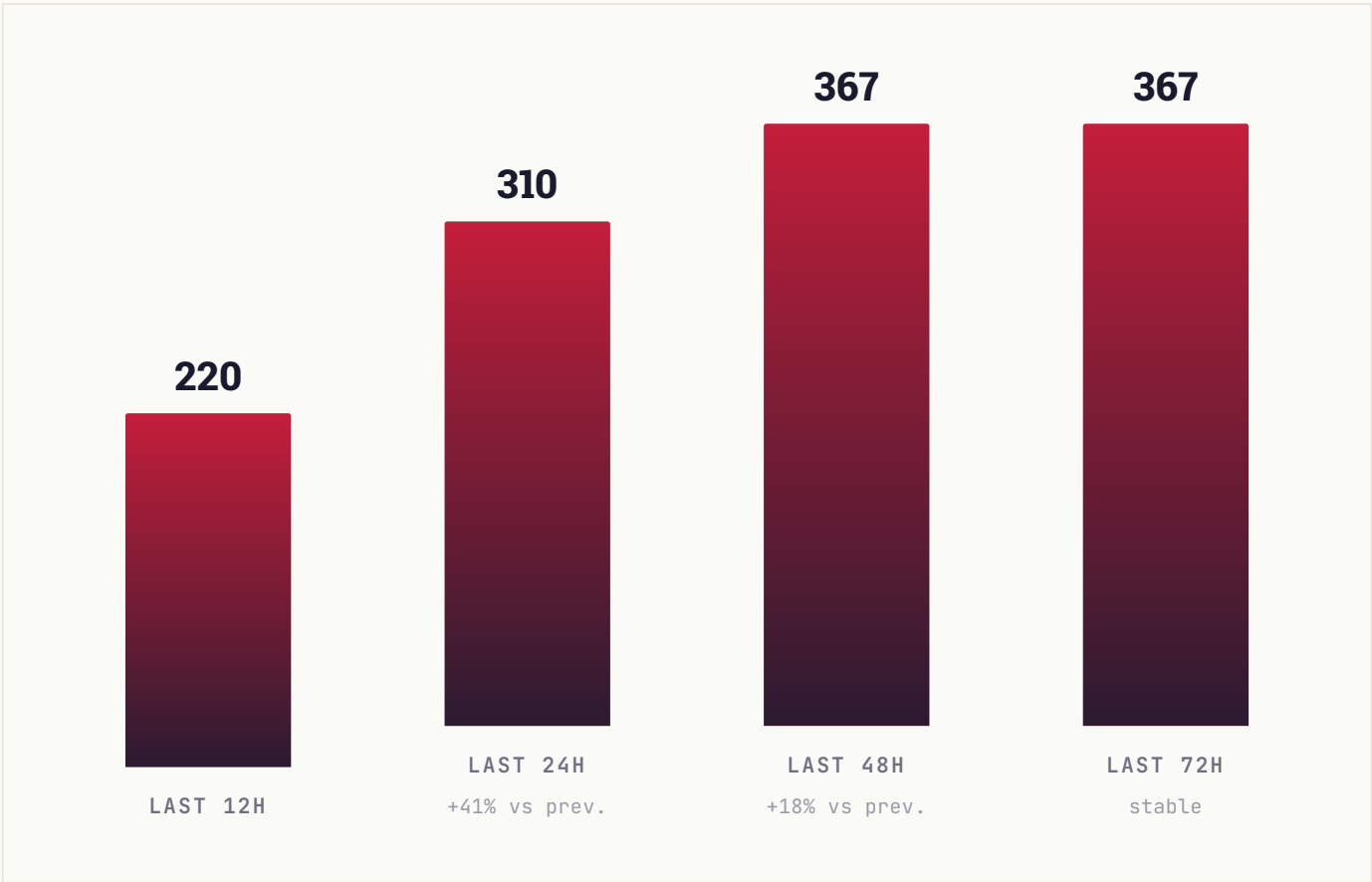
Citation index 8 – channel popularity rating based on mentions. Factors in not only their count, but also weight of mentioners: a post from the channel with 100 k subs weighs more than from a channel with 1 k. Over all time, the channel was mentioned 79 different channels.



SECTION 05 · AD POTENTIAL

How long a post delivers reach

Average reach of an ad post from publication. Helps assess how long a placement should 'live'.



SECTION 06 · COMPETITORS

Your competitors

11 closest channels by topic and audience. Highlighted your channel — see where it ranks among niche peers.

CHANNEL	SUBSCRIBERS
M• Moskva ch • Moscow News	4.3M
TL Топо p Live	4.1M
LB Live • News	4M
M- Moscow is interesting	3.3M
FM First Moscow	3.2M
MA Mash	3.1M
RN RIA Novosti	3M
MN Moscow News	2.7M
MC Moscow today	2.7M
Avg. Non-Moscow media	2.6M
ЖП ЖП YOU	75.8K

COMPARATIVE CONCLUSION

Channel so far outside top-99 in niche — early growth stage. Niche leader — Moskvach • Moscow News (4.3M), median top-99: 776.9K. Primary goal — enter top-99 through systematic work with traffic and content.

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: **4**, they brought **2 673** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRED	SUBSCRIBERS
February 2026	0	0	12	
January 2026	1	1	6	
December 2025	0	0	2	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	3	3	2 653	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
4	6	2 673

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took the top-100 channels in category «News & Media» (Russia) and looked at how the channel looks against their background. The gray bar — the range into which 80% of niche channels fall (from p10 to p90). The black vertical — the median. The red dot — your channel.



— SECTION 09 · STRATEGY

What to do now

5 priority actions, ordered by expected impact. Use as checklist and return to this report in a month.

01

Main post of the week — Friday

This day at 15:00 MSK the audience is most active.

IMPACT

**Best window
for a key post**

02

ER below niche benchmark — revisit formats

Current ER 0.53% vs norm 5.5%. Worth testing polls and interactive formats.

IMPACT

+5.0pp ER

03

Systematic traffic buying

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

IMPACT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll a week on a 'hot' topic — an easy growth point.

IMPACT

+5-15% ER

05

Cross-promo with neighboring channels

Once a quarter, exchange posts with channels in the same segment. No need to do it every day — 2-3 collabs give relevant growth.

IMPACT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want this done? **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and close your growth plan in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
