

— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## DOCTOR MYASNIKOV



@drmyasnikov

Page included by Roskomnadzor in the list of personal pages.  
<https://knd.gov.ru/license?id=676fb64440af125d6a9a..> Official  
 page of the informational and educational portal 'Doctor Myasnikov'.

SUBSCRIBERS

**182 739**

-1669 per month

ERR (% SEE POSTS)

**14.0%**

per day 6.3%

REACH/POST

**23.6K**

ad reach 11.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                    |                                                                                                                                                                                               |                                                                                                                                                                                      |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>182 739</div> <div>—</div>           | <div> SUBSCRIBER REACH</div> <div>12.94%</div> <div>avg % subs see post</div>                                | <div> VIEWS/POST</div> <div>23.6K</div> <div>median 24.2K · 28 days</div>                           | <div> POSTS/WEEK</div> <div>11.9</div> <div>for period</div>                        |
| <div> 7D TREND</div> <div>-3.7%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>622.6</div> <div>total 30,508 reactions, 4,517 reposts, 2,113 comments</div> | <div> POST LENGTH</div> <div>659 chars</div> <div>median 1000 · 28 days</div>                       | <div> POSTS ANALYZED</div> <div>49</div> <div>28 days</div>                         |
| <div> AD REACH</div> <div>11.5K</div> <div>24h avg</div>        | <div> CHURN / MONTH</div> <div>-1669</div> <div>last month</div>                                           | <div> MENTIONS</div> <div>372</div> <div>citation index · 1,455 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>6 years 9 months</div> <div>created 12.09.2019</div> |

AI EDITOR SUMMARY

Channel «DOCTOR MYASNIKOV» — 182 739 subs. Each post averages 23.6K people (13% from subs), reach is low — need to grow audience. Publishes 12 posts per week (~2 per day) — consistent. Week of June 8–14 reach stable (-3.7% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 49 posts over 28 days.
- 02 Dominant format — Text (33/49 posts).
- 03 Avg post length — 659 chars (median 1000).
- 04 Peak audience activity — Sunday, 23:00 MSK.
- 05 Top posts get 2x more views than the weakest (34.2K avg for top vs 18.4K for bottom) — among 49 posts in 28 days. Analyze what top posts have in common: topic, format, time.

TOP 5 POSTS

|                                                                                                                                                                                                                                                            |                                                                     |                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>Nº1</div><div>14.06 · 20:07</div><div>PHOTO</div></div> <div>I'm going again! Boarding for Abakan has been announced!</div>                                                                                                                      | <div>VIEWS</div> <div>35 466</div> <div>REPOSTS</div> <div>26</div> | <div>REACTIONS</div> <div>1 611</div> <div>ER</div> <div>19.4%</div> |
| <div><div>Nº2</div><div>14.06 · 10:16</div><div>VIDEO</div></div> <div>How great that there are people passionate to the point of madness! Life would be boring otherwise! My friend and I were sitting drinking beer. A routine situation... but...</div> | <div>VIEWS</div> <div>35 317</div> <div>REPOSTS</div> <div>54</div> | <div>REACTIONS</div> <div>786</div> <div>ER</div> <div>19.3%</div>   |
| <div><div>Nº3</div><div>03.06 · 09:39</div><div>VIDEO</div></div> <div>They'll kick me out of the hosts — now I know where I can go to work!</div>                                                                                                         | <div>VIEWS</div> <div>31 826</div> <div>REPOSTS</div> <div>40</div> | <div>REACTIONS</div> <div>942</div> <div>ER</div> <div>17.4%</div>   |

|                                                                                                                                                                                                              |                                                                     |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº4</div><div>02.06 · 15:34</div><div>TEXT</div></div> <div>Another medical news. And I realize it's not that interesting to the general public, but it's a breakthrough in treating some...</div> | <div>VIEWS</div> <div>31 313</div> <div>REPOSTS</div> <div>65</div> | <div>REACTIONS</div> <div>454</div> <div>ER</div> <div>17.1%</div> |
| <div><div>Nº5</div><div>02.06 · 18:52</div><div>TEXT</div></div> <div>Here's more medical news: Bepirovirsen – an experimental drug for chronic hepatitis B. It's not a pill, but...</div>                   | <div>VIEWS</div> <div>31 255</div> <div>REPOSTS</div> <div>59</div> | <div>REACTIONS</div> <div>390</div> <div>ER</div> <div>17.1%</div> |

|

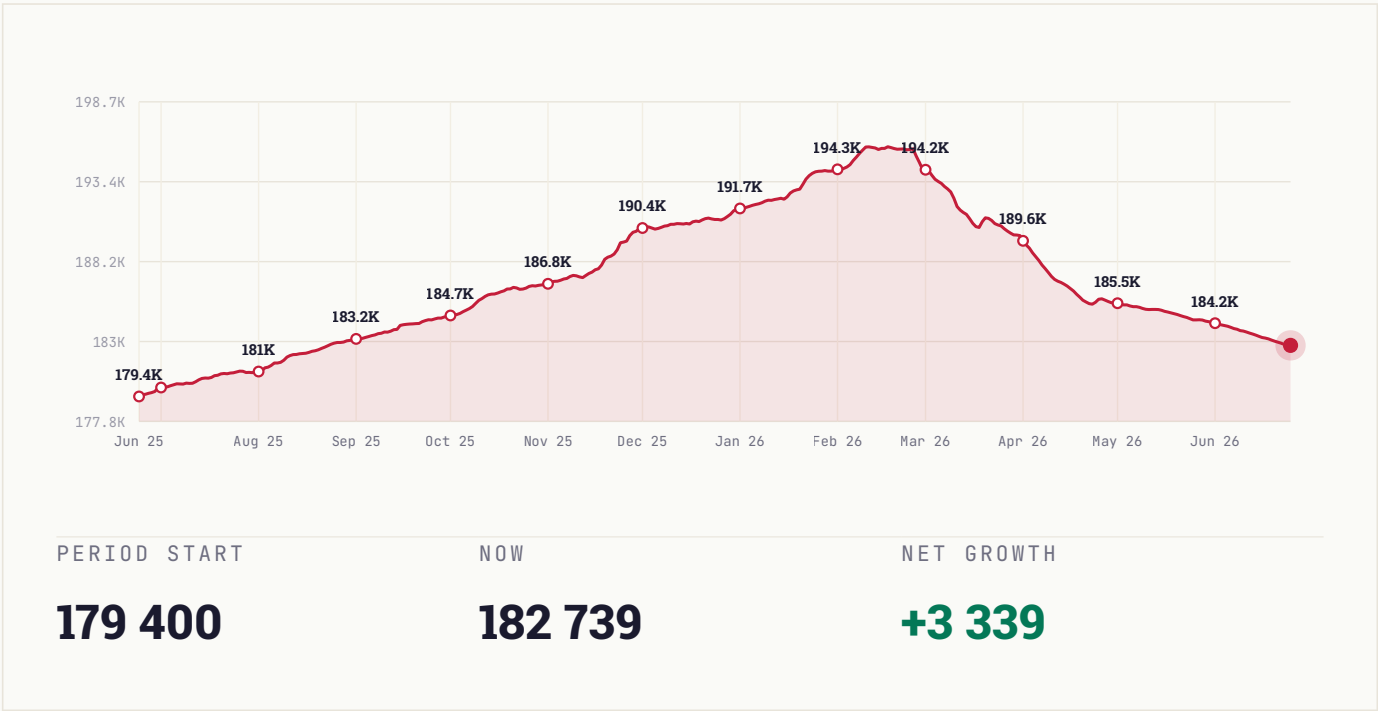
WORST 3

|                                                                                                                                                                                                                    |                                                                     |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>↓</div><div>09.06 · 08:16</div><div>TEXT</div></div> <div>Meet Orexin! It's a hypothalamic neuropeptide – a signaling molecule released by brain neurons. Together with various orexin...</div>          | <div>VIEWS</div> <div>20 077</div> <div>REPOSTS</div> <div>97</div> | <div>REACTIONS</div> <div>358</div> <div>ER</div> <div>11.0%</div> |
| <div><div>↓</div><div>29.05 · 07:45</div><div>TEXT</div></div> <div>Part 3 The choice belongs to clinicians, educators, and healthcare systems, but too often it is made without their input. For doctors...</div> | <div>VIEWS</div> <div>18 327</div> <div>REPOSTS</div> <div>50</div> | <div>REACTIONS</div> <div>245</div> <div>ER</div> <div>10.0%</div> |
| <div><div>↓</div><div>29.05 · 07:45</div><div>TEXT</div></div> <div>Part 2 In outpatient practice, doctors spend 49% of their workday in the office on electronic medical records and desk work, and...</div>      | <div>VIEWS</div> <div>16 744</div> <div>REPOSTS</div> <div>54</div> | <div>REACTIONS</div> <div>241</div> <div>ER</div> <div>9.2%</div>  |

SECTION 03 · SUB DYNAMICS

# How the channel grew over the year

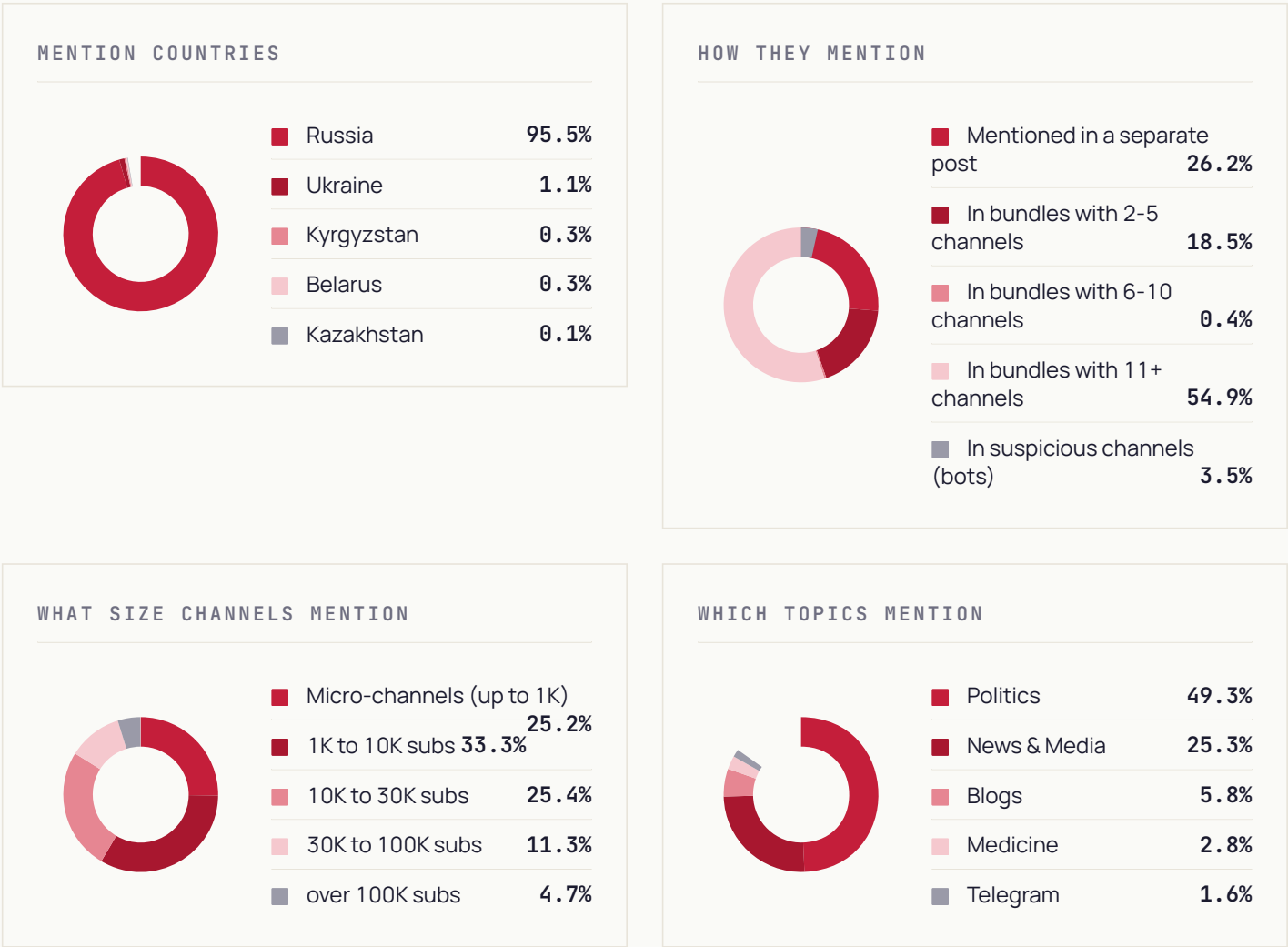
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

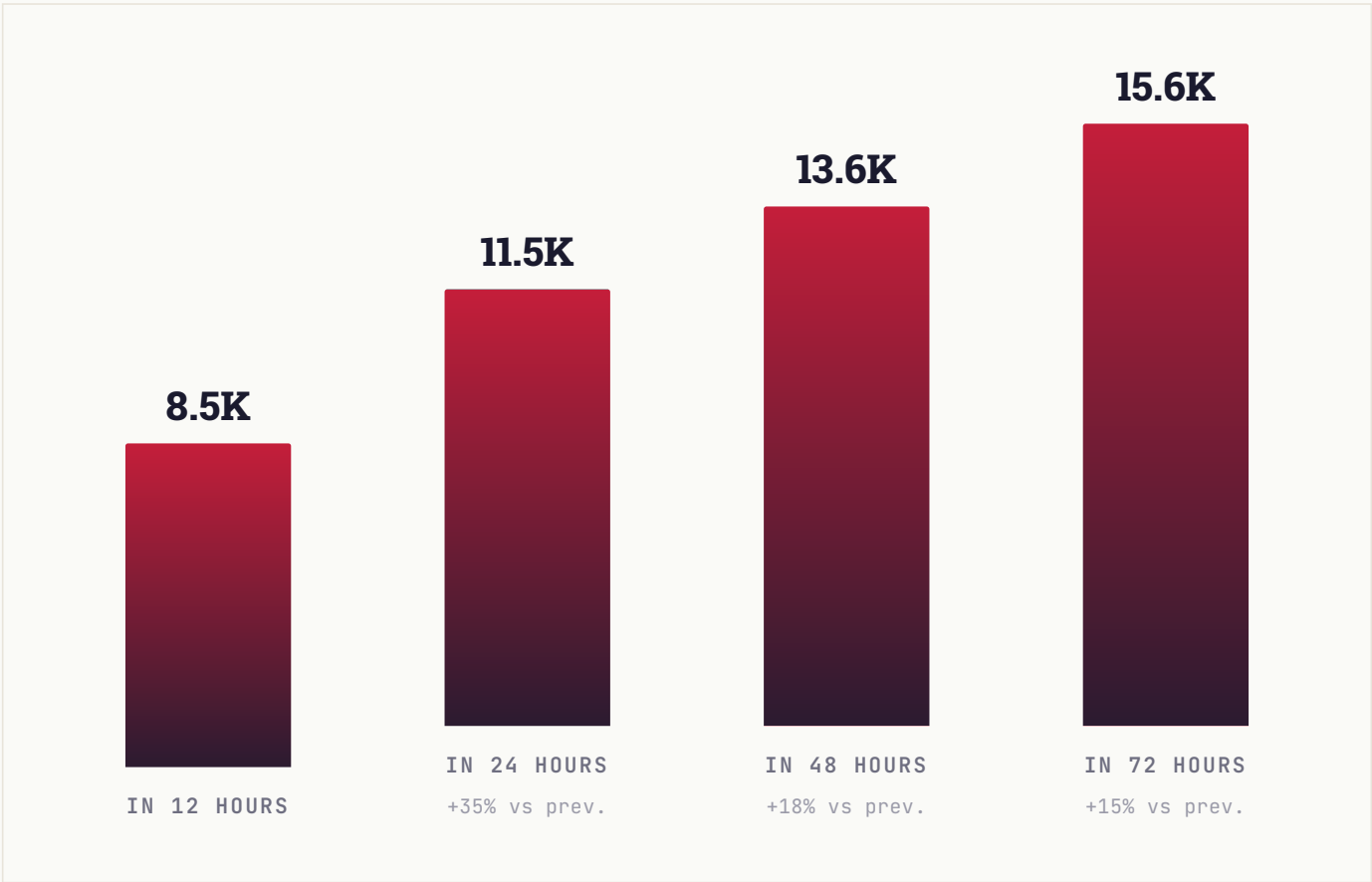
Citation index **372** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 455** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

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



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                      | SUBSCRIBERS |
|----------------------------------------------|-------------|
| BI Blog from the morgue                      | 359.3K      |
| EM Endocrinologist Magerya                   | 293.9K      |
| EP EXPERIENCED PHARMACIST                    | 267K        |
| MM Moscow medicine                           | 238.8K      |
| ZD ZdravKontrol                              | 223.6K      |
| KD Dr. Shishonin's channel                   | 215.4K      |
| AT Anatomical Theater                        | 201.6K      |
| MR Mikerina. Giving birth? Call the midwife! | 192.6K      |
| DM DOCTOR MYASNIKOV YOU                      | 182.7K      |
| ZS Notes of a Forensic Expert                | 171.5K      |
| DS Doctor Sadovskaya                         | 159.2K      |

COMPARATIVE INSIGHT

Channel in niche top 10 (#9 of 96). Strong position. Niche leader — **Blog from the morgue** (359.3K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions total **96**, they brought **12 564** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS            |
|----------------|----------|----------|---------|------------------------|
| December 2025  | 9        | 6        | 1 640   | <div><div></div></div> |
| November 2025  | 16       | 9        | 3 834   | <div><div></div></div> |
| October 2025   | 18       | 6        | 2 203   | <div><div></div></div> |
| September 2025 | 29       | 16       | 1 563   | <div><div></div></div> |
| August 2025    | 14       | 9        | 2 079   | <div><div></div></div> |
| July 2025      | 10       | 8        | 1 245   | <div><div></div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 96             | 6              | 12 564                |

SECTION 08 · NICHE COMPARISON

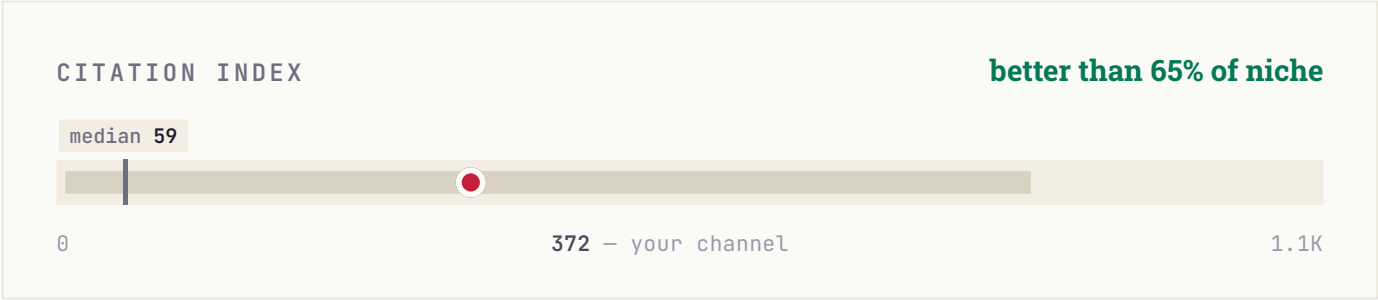
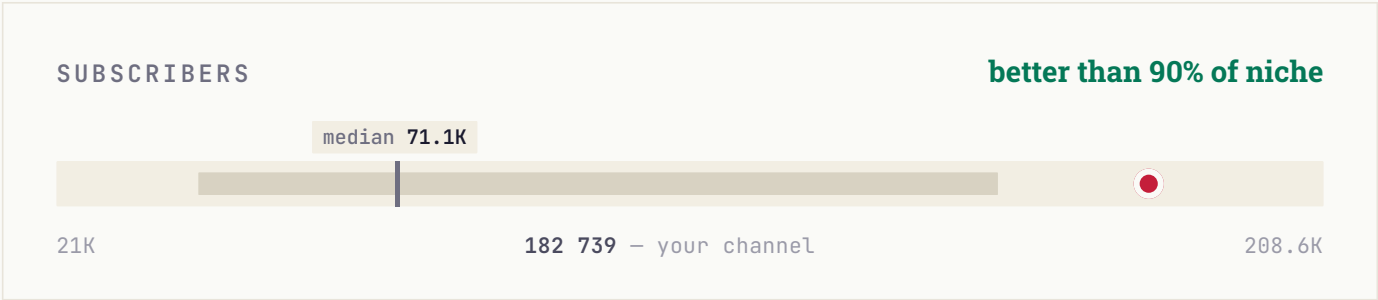
# Where the channel ranks in its league

Took top-100 channels in category "Medicine» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#9/100

POSITION IN NICHE

Channel in top 9% Medicine Russia



## — 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 Sunday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window  
for 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 give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

**+5-15% ER**

**04**

## 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**

**05**

## Update channel description for Telegram search

Telegram search looks at description. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

01

**Launch ads on  
Telegram**

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

02

**Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)