

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Medicine



@dzdmos

Official news of Moscow Medicine If you face difficulties getting medical help, please write to us in PM MAX: <https://clck.su/VNXyB...>

SUBSCRIBERS

239 782

+54424 per month

ERR (% SEE POSTS)

3.0%

per day 1.5%

REACH/POST

5.9K

ad reach 3.7K/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 239 782 —	 SUBSCRIBER REACH 2.46% avg % subs see post	 VIEWS/POST 5.9K median 5.8K · 29 days	 POSTS/WEEK 40.7 for the period
 7D TREND +10.6% vs previous week	 REACTIONS/POST 30.2 total 5 255 reactions, 3 634 reposts, 0 comments	 POST LENGTH 737 chars median 841 · 29 days	 POSTS ANALYZED 174 29 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH +54424 last month	 CITATION RATE 778 citation index · 3 158 channels mentioned all time	 CHANNEL AGE 9 years 2 months created 30.03.2017

AI EDITOR SUMMARY

Channel «Moscow Medicine» – 239 782 subs. Each post averages 5.9K people (2% from subs), reach is low – consider expanding audience. Publishes 41 posts per week (~6/day) – active posting. Week Jun 8–14 reach grew by +10.6% vs week Jun 1–7 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 174 posts in 29 days.
- 02 Dominant format – Photo (88/174 posts).
- 03 Avg post length – 737 chars (median 841).
- 04 Audience peak activity – Sat, 18:00 MSK.
- 05 Top posts get 3x more views than the weakest (12.5K avg top vs 3.7K worst) – among 174 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 15:20 PHOTO 👤👤Getting ready for travel: what to put in a first aid kit? Summer is coming – time to plan trips. Now it's even more pleasant: in...	VIEWS	REACTIONS
	14 291	20
	REPOSTS	ER
	63	6.0%
Nº2 19.06 · 09:20 PHOTO We're giving gifts! Channels «Moscow Medicine» and «Moscow Education» already have over 200,000 subs! Thank you for being with us 🙏 In...	VIEWS	REACTIONS
	12 277	259
	REPOSTS	ER
	68	5.1%
Nº3 15.06 · 08:15 PHOTO ♥ New Women's Health Center invites Muscovites to open days on June 20 and 21 Before the official opening, residents of the capital...	VIEWS	REACTIONS
	11 056	28
	REPOSTS	ER
	83	4.6%

Nº4 21.06 · 08:04 PHOTO Dear colleagues and friends! Heartfelt congratulations on Medical Worker's Day! Medicine is a field where you can't work...	VIEWS 10 729 REPOSTS 33	REACTIONS 51 ER 4.5%
Nº5 02.06 · 11:20 PHOTO ☒ We've picked accessories that are a great way to show care for elderly relatives Director...	VIEWS 10 472 REPOSTS 43	REACTIONS 26 ER 4.4%

|

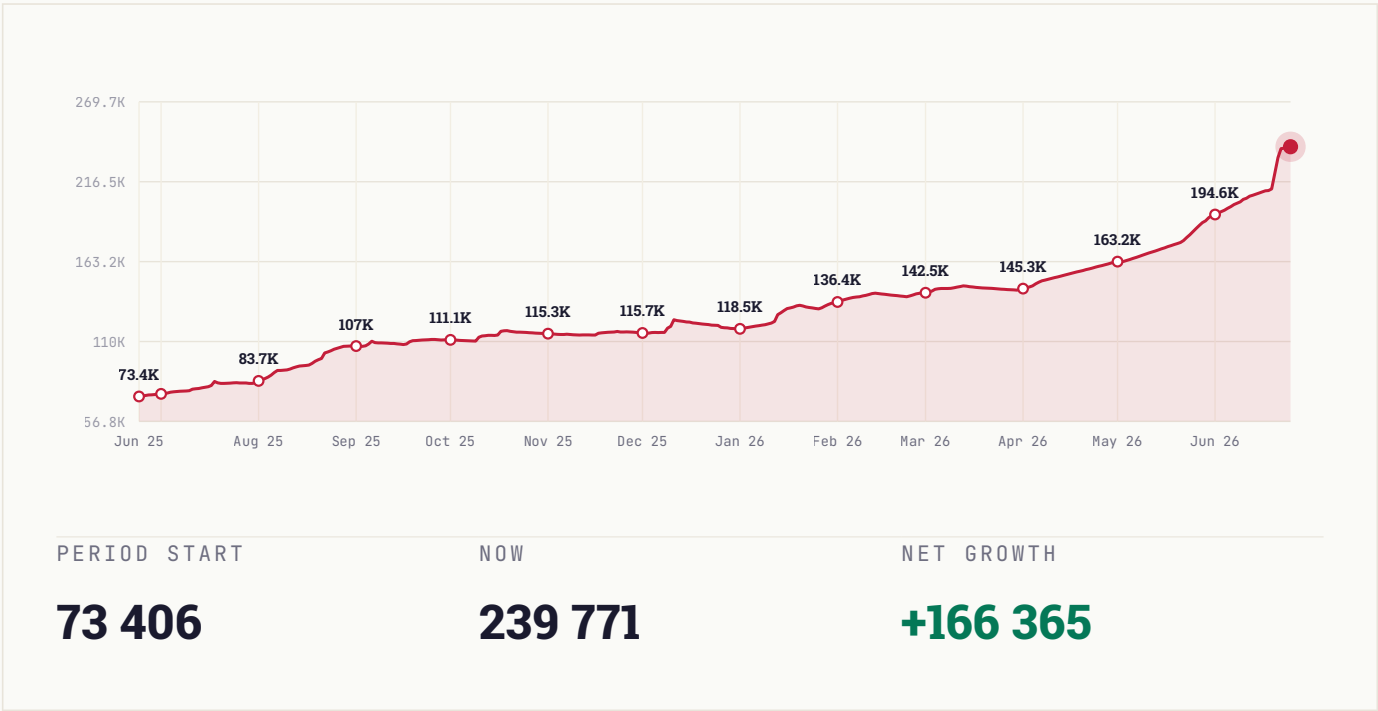
WORST 3

↓ 06.06 · 08:20 TEXT ☒Ksenia Sobchak visited our stand at SPIEF and tried the 'Smart Check-in' service This is just part of the new format of Moscow checkup...	VIEWS 3 692 REPOSTS 11	REACTIONS 12 ER 1.5%
↓ 06.06 · 11:20 TEXT Ilya Tyrov, Deputy Head of the Department of Health, spoke at SPIEF about how AI saves doctors' time: «We started long ago...	VIEWS 3 663 REPOSTS 9	REACTIONS 5 ER 1.5%
↓ 06.06 · 11:20 VIDEO (post without caption – video)	VIEWS 3 612 REPOSTS 8	REACTIONS 4 ER 1.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

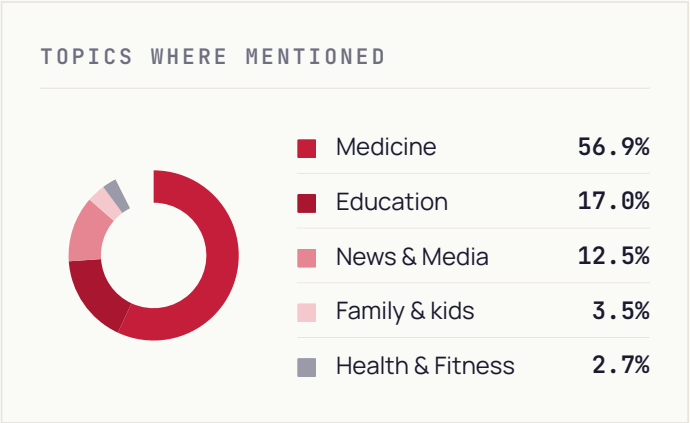
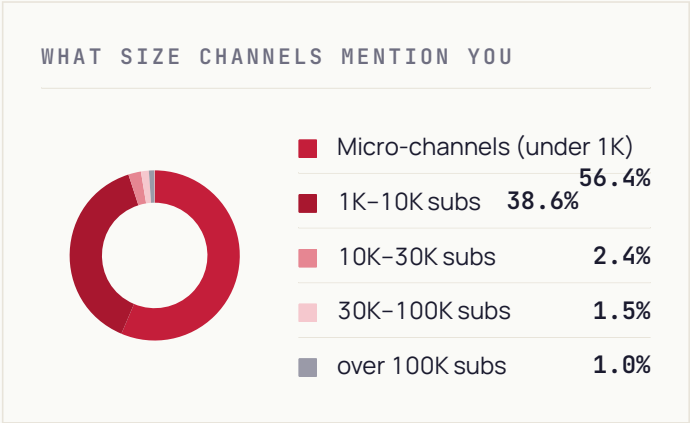
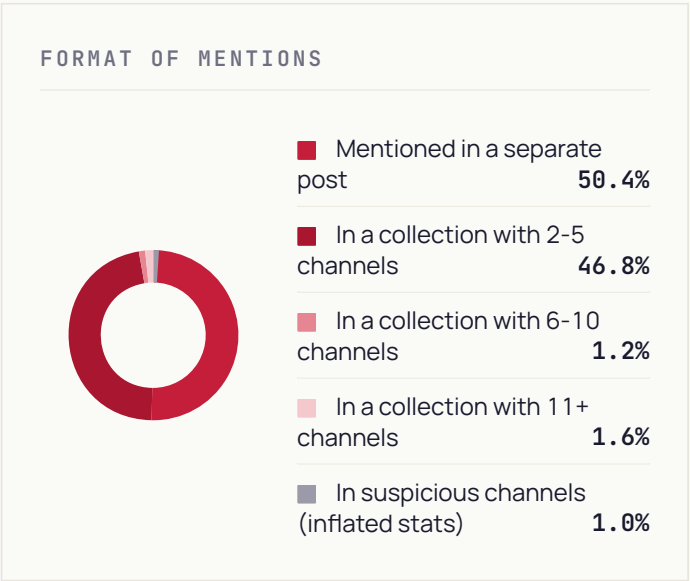
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

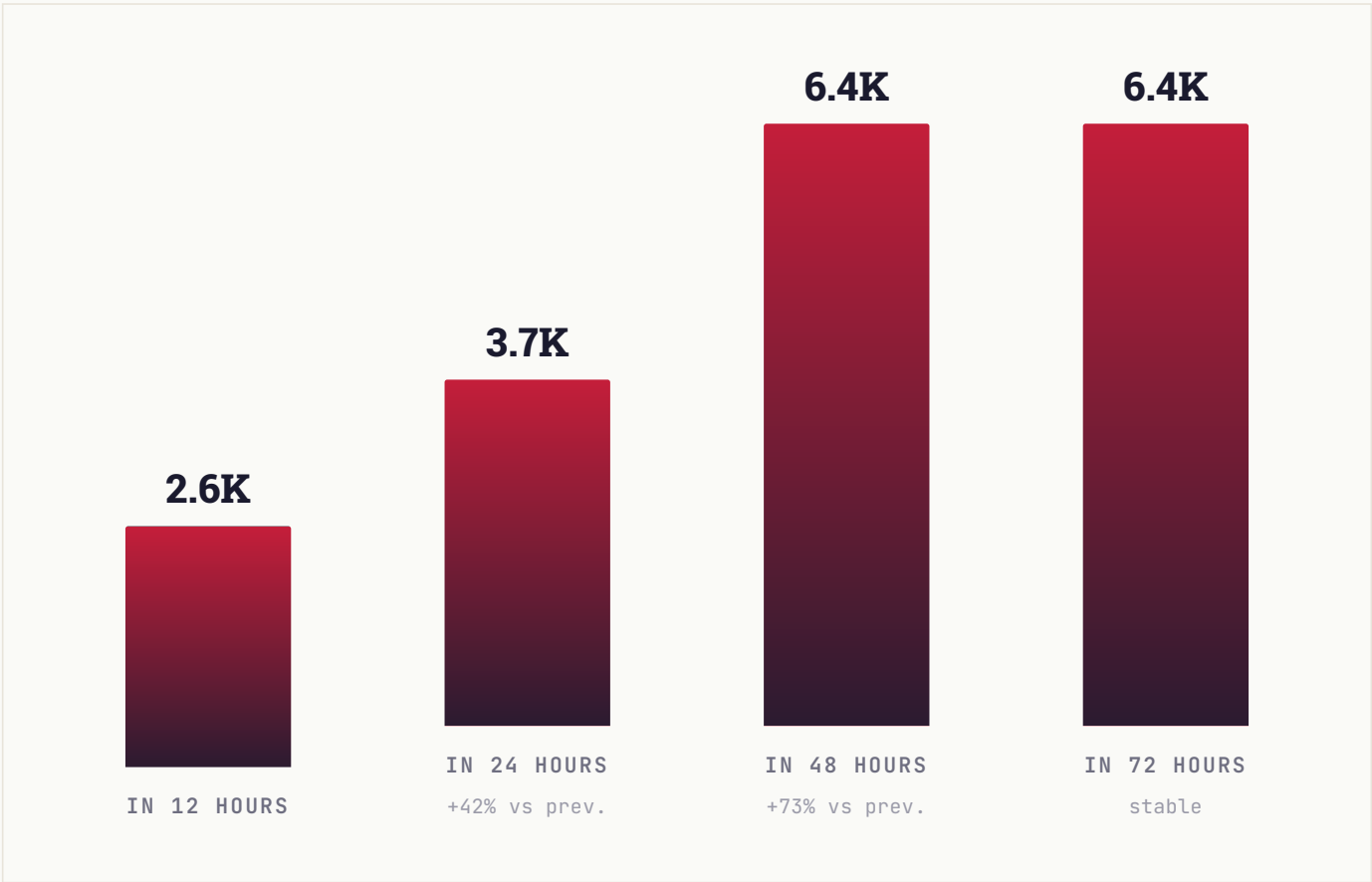
Citation index **778** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from a channel with 1k. All-time channel mentions **3 158** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BI Blog from the morgue	359.3K
ER Endocrinologist Magerya	293.9K
EP EXPERIENCED PHARMACIST	267K
MM Moscow Medicine YOU	239.8K
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	182.8K
ZS Notes of a Forensic Expert	171.5K
DS Doctor Sadovskaya	159.2K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#4 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 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 **6 494**, they brought **59 557** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1 218	602	8 949
November 2025	802	172	2 732
October 2025	1 224	611	7 068
Sep 2025	839	326	6 930
August 2025	990	464	24 614
July 2025	1 421	373	9 264

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
6 494	6	59 557

SECTION 08 • NICHE COMPARISON

Where the channel stands 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.

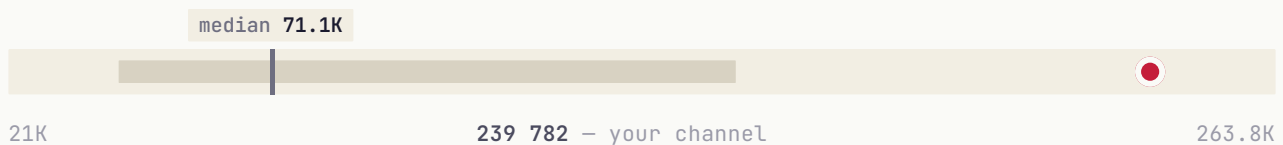
#4 /100

POSITION IN NICHE

Channel in top 4% medicine Russia

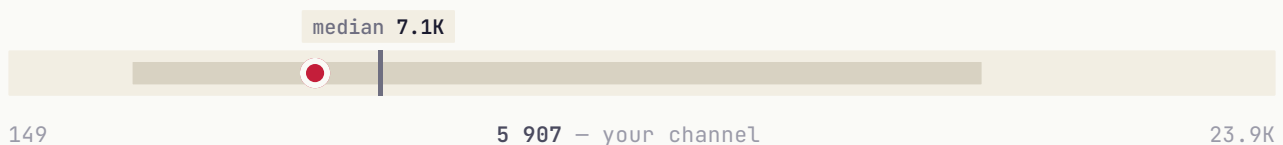
SUBSCRIBERS

top 90% of niche



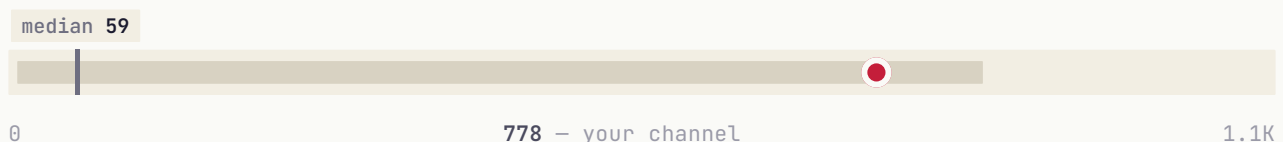
AVG REACH/POST

17% below median



CITATION INDEX

top 85% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Saturday**

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

EFFECT

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

Current ER 2.46% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.0pp 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 typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

EFFECT

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

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from 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>

02

Contact manager

t.me/PromptPress_manager
