

PUBLIC REPORT BY PROMTPRESS

Channel audit

The Экономист



@economica

Weekly economics magazine. For collaboration and ads:
@aloeverra1 Partnering with BidFox Registered with RKH: clck.ru/
3GbUqu

SUBSCRIBERS

1 227 014

+56357 per month

ERR (% SEE POSTS)

7.0%

per day 6.0%

REACH/POST

82.1K

ad reach 73.3K/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.

 SUBSCRIBERS 1 227 014 —	 SUBSCRIBER REACH 6.69% avg % of subs see post	 VIEWS/POST 82.1K median 83.8K · 23 days	 POSTS/DAY 42.4 ~297 per week
 7D TREND — no data for period	 REACTIONS/POST 1075.2 total 1,070,900 reactions, 299,865 reposts, 0 comments	 POST LENGTH 288 chars median 250 · 23 days	 POSTS ANALYZED 996 23 days
 AD REACH 73.3K 24h avg	 CHURN / MONTH +56357 last month	 CITATION RATE 5 077 citation index · 9,796 channels mentioned ever	 CHANNEL AGE 2 years 4 months created 13.01.2024

AI EDITOR SUMMARY

Channel 'The Economist' — 1 227 014 subs. Each post averages 82.1K people (7% of subs), reach is low — consider expanding audience. Publishes 297 posts per week (~42 per day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **996** posts over 23 days.
- 02 Dominant format – **Text** (882/996 posts).
- 03 Avg post length – **288** chars (median 250).
- 04 Audience peak – **Sat**, 02:00 MSK.
- 05 Top posts get **3x** more views than the weakest (162.1K avg for top vs 55K for worst) – among 996 posts over 23 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 14:44 VIDEO Special rep of the President of the Russian Federation, head of RDIF Kirill Dmitriev called joint investments the basis of partnership with Global countries...	VIEWS 206 664 REP. 68	REACTIONS 586 ER 16.8%
Nº2 03.06 · 14:05 PHOTO Russia to spend 60 bln rubles on converting Chinese Geely into Volga Nizhny Novgorod company 'Passenger Car Production' has signed...	VIEWS 150 038 REP. 1 452	REACTIONS 1 887 ER 12.2%
Nº3 18.05 · 10:18 TEXT Iran threatens to shut down the entire global internet, CNN reports. According to the outlet, Iranian authorities demand payment from major IT companies such as...	VIEWS 129 681 REP. 679	REACTIONS 1 414 ER 10.6%

Nº4 23.05 · 07:45 TEXT Escort girls in Moscow massively refuse home visits if hot water is off, Mash reports. They check in advance if...	VIEWS 121 200 REP. 804	REACTIONS 1 181 ER 9.9%
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Nº5 18.05 · 21:12 TEXT Elon Musk lost lawsuit against OpenAI CEO Sam Altman, Bloomberg reports. The jury dismissed Musk's claim, ruling he 'waited too long...	VIEWS 112 945 REP. 204	REACTIONS 703 ER 9.2%
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WORST 3

↓ 05.06 · 10:54 TEXT "The effectiveness of Moscow's air defense system against drones is extremely high," said Sobyenin. ☒ The Экономист	VIEWS 55 324 REP. 122	REACTIONS 874 ER 4.5%
↓ 05.06 · 13:43 TEXT "The global trade system is ceasing to be Western-centric," said President Putin. ☒ The Экономист	VIEWS 55 324 REP. 81	REACTIONS 823 ER 4.5%
↓ 05.06 · 13:08 TEXT "Witkoff and Kushner will not come to Russia in the near future," said Peskov. ☒ The Экономист	VIEWS 54 496 REP. 80	REACTIONS 449 ER 4.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

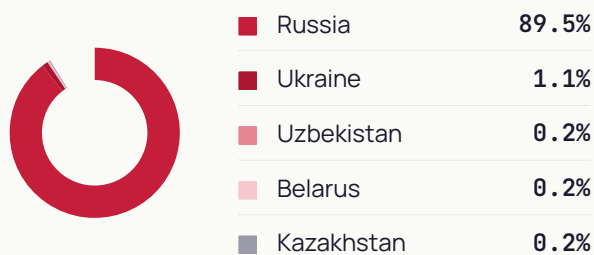


— SECTION 04 · MENTIONS

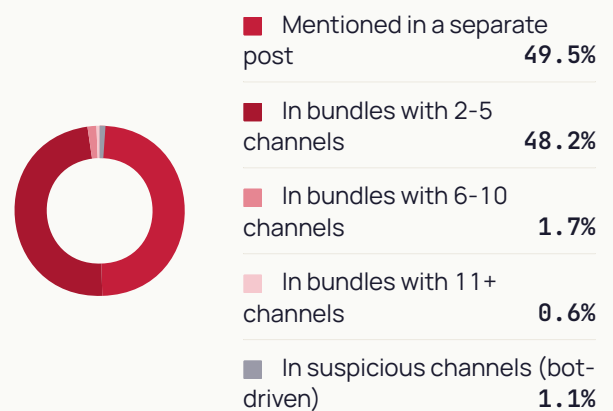
Who mentions the channel & how

Citation index **5 077** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from 1k. All-time channel mentioned **9 796** different channels.

COUNTRIES MENTIONING



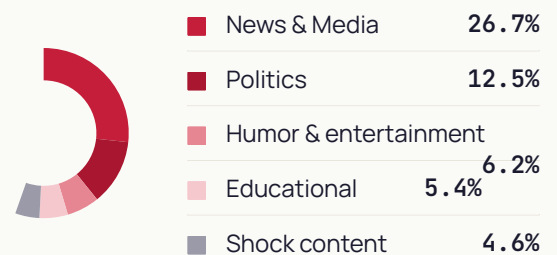
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



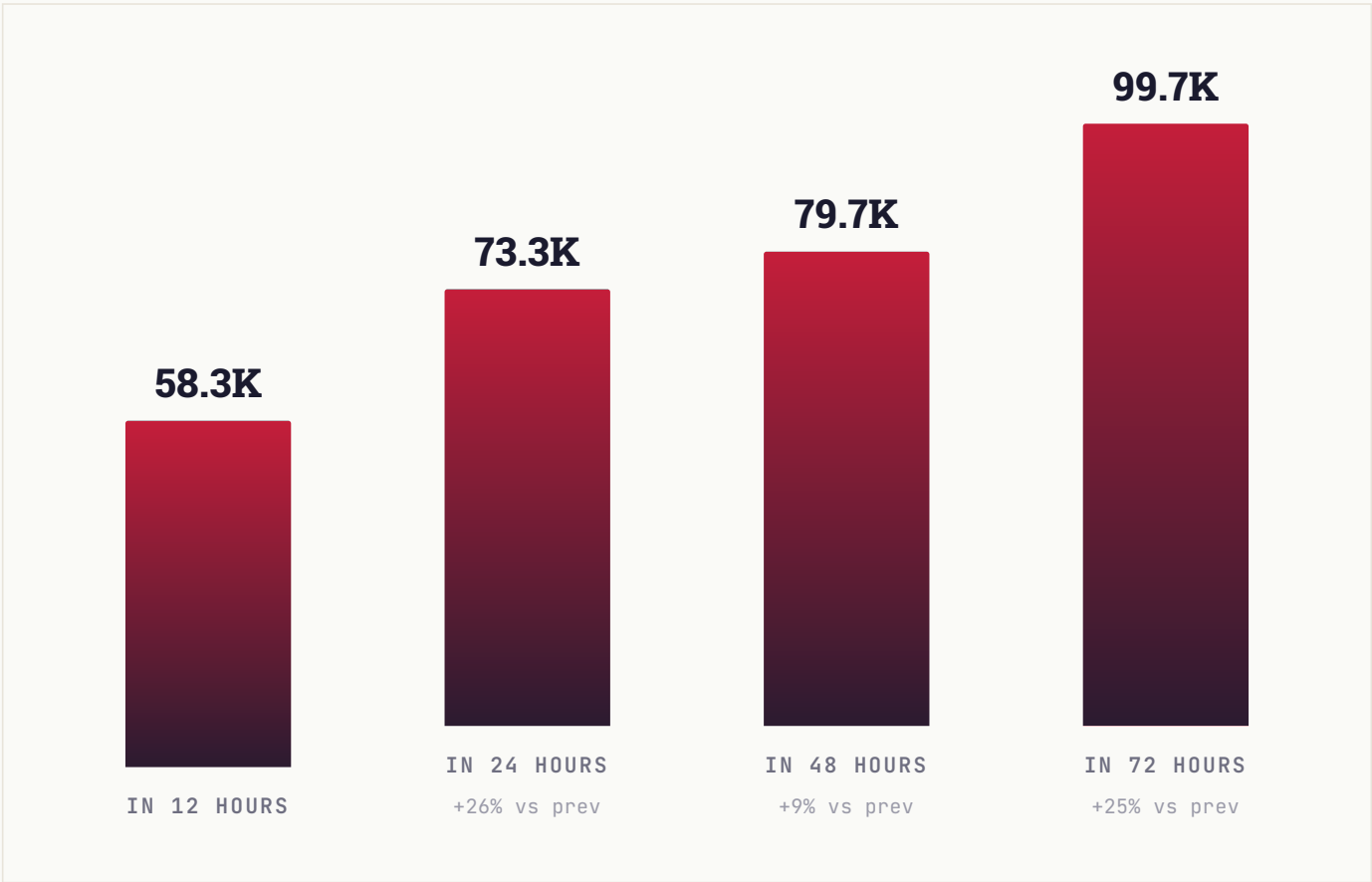
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TЭ The Экономист YOU	1.2M
TE Topor. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
SB Sber	717K
OG Olga Gogaladze	590.2K
BC More than economy	541.2K
T- T-Investments	535.3K

COMPARATIVE INSIGHT

Channel in niche top-1 (#1 of 99 category channels). A leader — client-partners can cross-promote as equals; for PR/reach you're a valuable media partner.

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** mentions count **8 339**, they brought **652 337** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1 518	331	62 482
Nov 2025	1 345	327	90 960
Oct 2025	1 473	351	4 550
September 2025	1 256	293	388 172
August 2025	1 244	313	69 135
July 2025	1 503	297	37 038
TOTAL MENTIONS			8 339
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			652 337

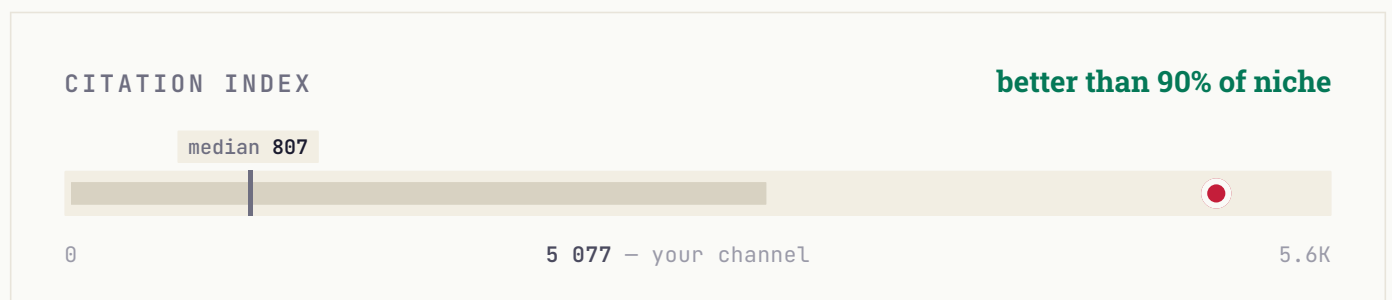
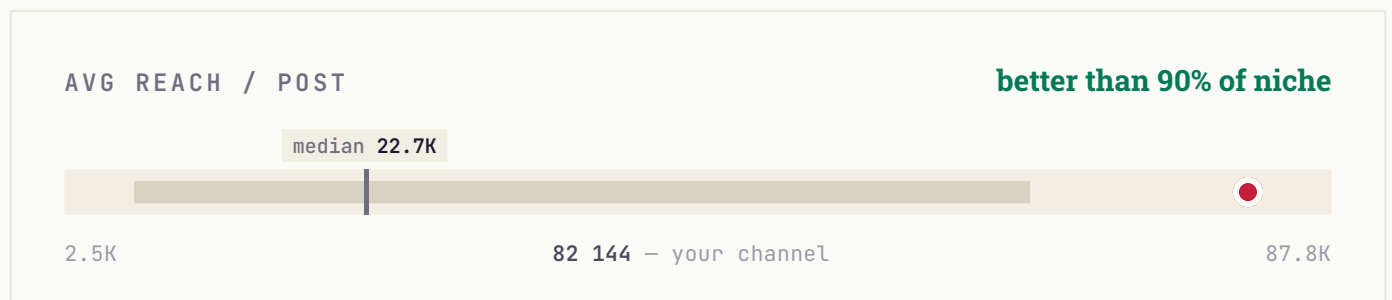
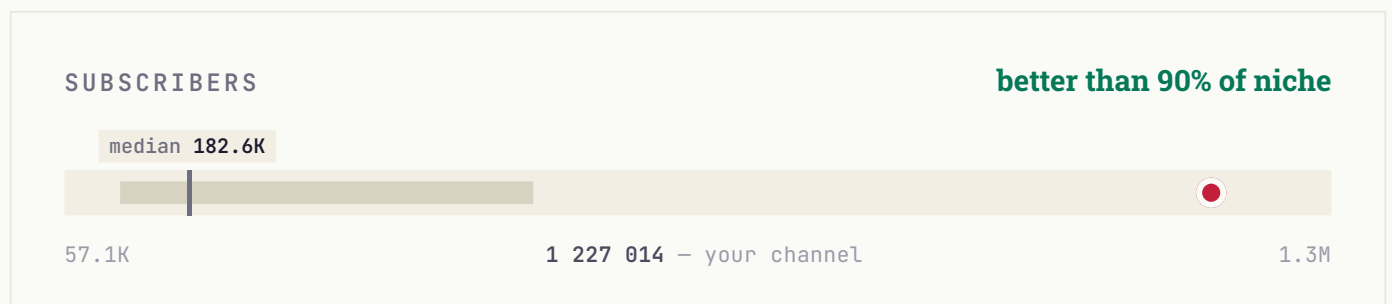
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#1/100

RANK IN NICHE
Channel in top 1% economy Russia



— 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

Main post of the week — on Saturday

Audience is most active on this day at 02:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase video post share

Video in Telegram retains audience longer and is better processed by the algorithm. We recommend reaching a 15-25% share.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions typically boost ER +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

Swap posts with same-segment channels once a quarter. 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 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 in
Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
