

PUBLIC PROMTPRESS REPORT

Channel audit

Money on Air



@ekonomika_banki

We write about money, finance & investments. Contact:

@rob_lower Main channel: https://t.me/+xRzYKS_Jnig1Zjhi RKN:

<https://clck.ru/3QPV5p>

SUBSCRIBERS

371 389

-13782 per month

ERR (% SEE POSTS)

25.0%

per day 5.1%

REACH/POST

89.3K

ad reach 19.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card — a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 371 389 —	 SUBS REACH 24.04% avg % of subs see post	 VIEWS/POST 89.3K median 27.5K · 29 days	 POSTS/DAY 12.2 ~86 per week
 7D TREND -16.6% vs previous week	 REACTIONS/POST 403.1 total 145,928 reactions, 195,683 reposts, 0 comments	 POST LENGTH 264 chars median 252 · 29 days	 POSTS ANALYZED 362 29 days
 AD REACH 19.2K 24h avg	 CHURN / MONTH -13782 over the last month	 CITATIONS 206 citation index · 889 channels mentioned all time	 CHANNEL AGE 1 year 7 months created 13.10.2024

AI EDITOR SUMMARY

Channel «Money on Air» — 371 389 subs. Each post averages 89.3K people (24% from subs), this is average reach — room to grow. Publishes 86 posts per week (~12 per day) — very active posting. For the week of May 25–31, reach dropped -16.6% to the week of May 18–24 — worth analyzing why.

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 **362** posts over 29 days.
- 02 Dominant format — **Text** (175/362 posts).
- 03 Avg post length — **264** characters (median 252).
- 04 Peak audience activity — **Tuesday**, 00:00 MSK.
- 05 Top posts get **34x** more views than the weakest (476.7K avg for top vs 14.1K for worst) — among 362 posts over 29 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 21:19 PHOTO Starting today, Russia banned parallel imports of laptops, computers, and other tech. The restrictions cover the most...	VIEWS 484 403 REP. 8 903	REACTIONS 1 036 ER 130.4%
Nº2 16.05 · 18:03 TEXT Ассенизаторы обошли айтишников по зарплате. Из-за нехватки кадров чистильщикам туалетов в Москве готовы платить до 250 тысяч рублей в...	VIEWS 476 998 REP. 3 565	REACTIONS 178 ER 128.4%
Nº3 24.05 · 20:08 TEXT Айтишников в России ждёт пенсия 25 тысяч рублей, если будут работать без перерыва 43 года и получать минимум 90 тысяч рублей в месяц...	VIEWS 468 747 REP. 3 609	REACTIONS 612 ER 126.2%

Nº4 18.05 · 20:43 PHOTO FTS employees will receive medals for collecting taxes from Russians. According to the draft order, the medal will be called «For Service to the State...	VIEWS 464 621 REP. 3 724	REACTIONS 875 ER 125.1%
Nº5 25.05 · 17:45 TEXT SVO participants and their families are exempt from overdue loans – Putin signed the law. The measure applies to contractors from 1...	VIEWS 460 979 REP. 2 121	REACTIONS 524 ER 124.1%

WORST 3

↓ 05.06 · 14:03 VIDEO Over 5 years, real wages in Russia grew 30%, – Putin. Other statements: President called the economy "restrained"...	VIEWS 14 511 REP. 58	REACTIONS 680 ER 3.9%
↓ 03.06 · 15:53 PHOTO Tax on equipment may be postponed to Dec 1, 2026 – Deputy Minister of Industry and Trade at SPIEF. Currently, from Sep 1, new tech levy covers...	VIEWS 13 859 REP. 96	REACTIONS 487 ER 3.7%
↓ 04.06 · 07:24 PHOTO «Налоги растут, были риски, что мы перегнули палку, не перегнули», – министр финансов России Антон Силуанов. Другие его заявления на...	VIEWS 13 793 REP. 101	REACTIONS 990 ER 3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

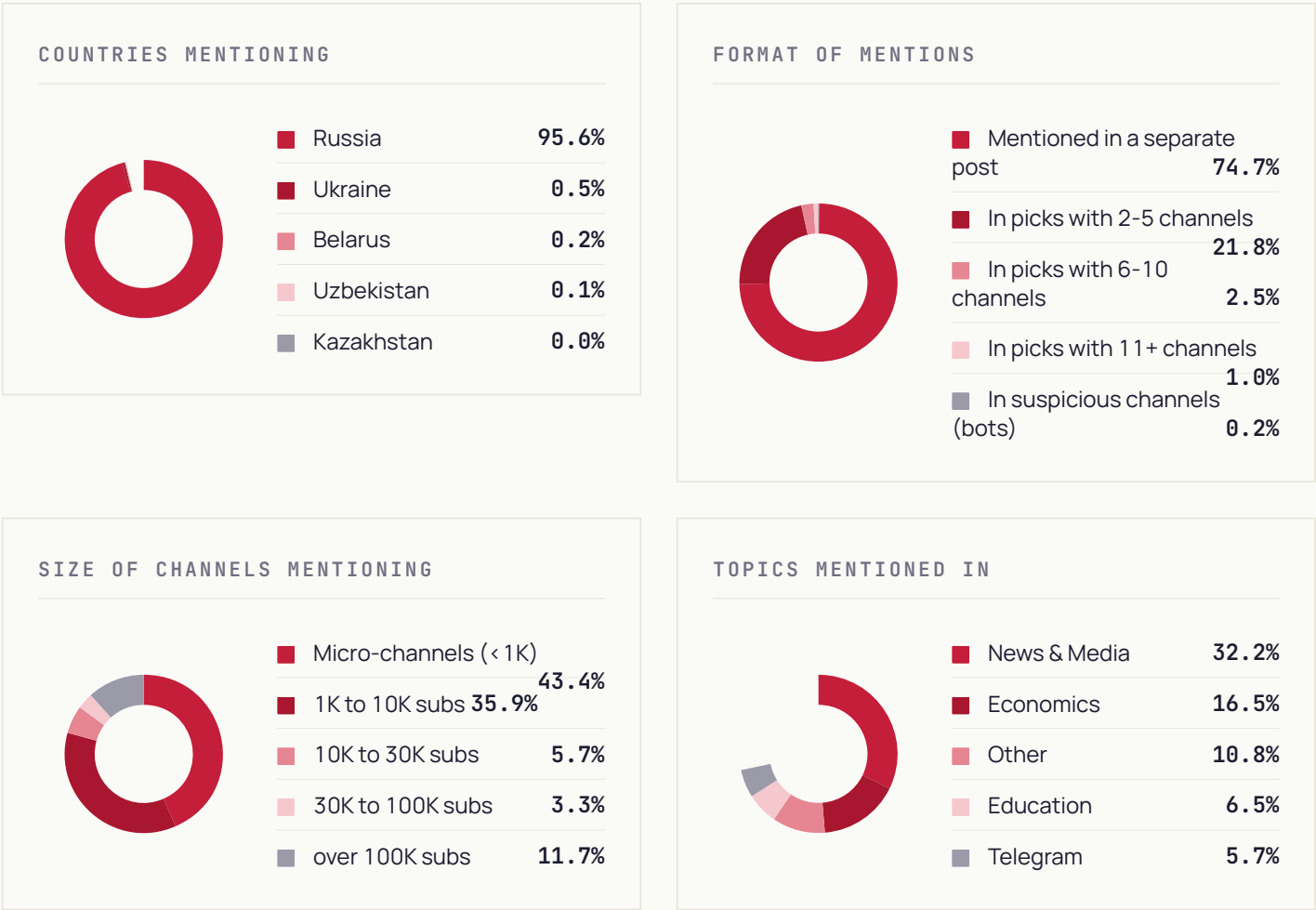
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.



SECTION 04 · MENTIONS

Who mentions the channel & how

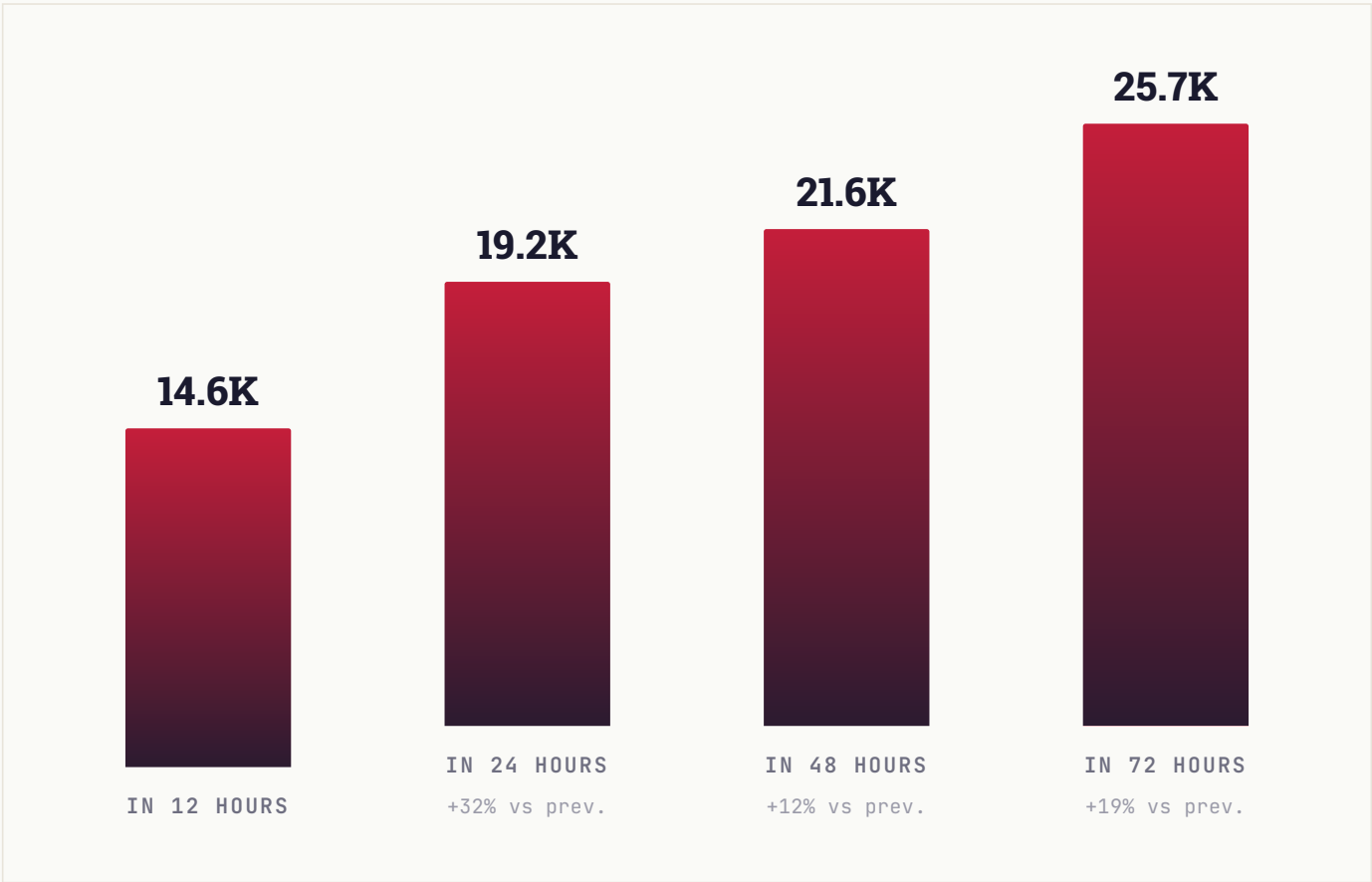
Citation index **206** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **889** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post by 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
ТЭ	The Экономист	1.2M
ER	Axe. 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
Sat	Sber	717K
OG	Olga Gogaladze	590.2K
BC	More than economy	541.2K
DV	Money on Air	371.4K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#19 of 99). Leader — The Экономист (1.2M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **1 261**, they brought **622 223** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	600	191	188 217	
Nov 2025	661	255	434 006	
Oct 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA	GAINED SUBS	
1 261		6	622 223	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#19 /100

RANK IN NICHE

Channel in top 19% — strong position

SUBSCRIBERS

better than 71% of niche



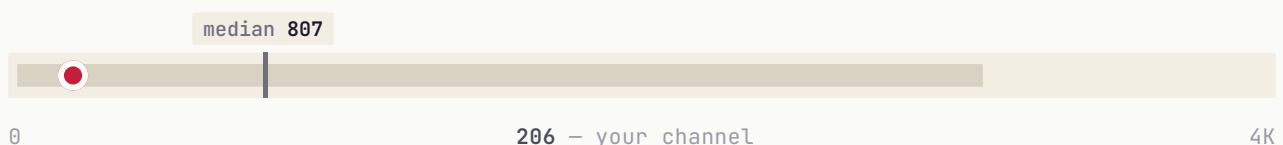
AVG REACH / POST

better than 90% of niche



CITATION INDEX

74% below median



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday

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

EFFECT

Best time for key posts
- 02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

Systematic traffic buying

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

EFFECT

+1000-3000 subs
- 04

Test polls and interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with similar channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? — run ads with 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
