

— PROMTPRESS PUBLIC REPORT

Channel audit

FASHION PAPER



@fashionpaper

Official channel of the print edition Fashion Paper. Contact:
@fpgazeta Registered with RKN: <https://gosuslugi.ru/snet/67fd871f45b2ae0142a5713d>

SUBSCRIBERS

49 354

-451 per month

ERR (% SEE POSTS)

18.0%

per day **12.1%**

REACH/POST

9.7K

ad reach **6K**/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 was calculated for.

 SUBSCRIBERS 49 354 —	 SUBSCRIBER REACH 19.69% avg % subs see post	 VIEWS/POST 9.7K median 6.3K · 29 days	 POSTS/WEEK 19.3 for the period
 7D TREND +20.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 516 chars median 480 · 29 days	 POSTS ANALYZED 82 29 days
 AD REACH 6K 24h avg	 CHURN / MONTH -451 last month	 QUOTABILITY 267 citation index · 849 channels mentioned ever	 CHANNEL AGE 8 years 1 month created 14.06.2018

AI EDITOR SUMMARY

Channel «FASHION PAPER» — 49 354 subs. Each post avg views 9.7K people (20% from subs), that's avg reach — room to grow. Publishes 19 posts per week (~3/day) — regular schedule. For week Jul 6–12 reach grew +20.9% to week Jun 29 – Jul 5 — positive trend.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **82** posts in 29 days.
- 02 Dominant format — **Photo** (64/82 posts).
- 03 Avg post length — **516** chars (median 480).
- 04 Peak audience activity — **Saturday**, 10:00 MSK.
- 05 Top posts get **7x** more views than the weakest (39.6K avg top vs 5.8K worst) — among 82 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 07:50 PHOTO Reminder: our summer issue is on sale. This issue covers launching a dream brand. Thanks for the shoutouts, our beloved...	VIEWS 41 091 REPOSTS 13 REACTIONS — ER 83.3%
Nº2 14.07 · 06:38 PHOTO Finally: Olivier Rousteing officially appointed creative director of Rabanne. Though industry rumors spread at lightning speed and...	VIEWS 39 047 REPOSTS 34 REACTIONS — ER 79.1%
Nº3 06.07 · 14:52 PHOTO Jonathan Anderson continues the theme of grounding and natural motifs even in Dior's couture collection. As you can see, flora and fauna have become...	VIEWS 38 557 REPOSTS 102 REACTIONS — ER 78.1%

Nº4 14.07 · 11:41 PHOTO Dolce & Gabbana Alta Moda show is just a synonym for maximalism. Every year the brand presents a haute couture collection inspired by...	VIEWS 38 403 REPOSTS 112	REACTIONS — ER 77.8%
Nº5 09.07 · 08:47 PHOTO Geometry lessons from Duran Lantink or his debut couture collection at Fashion Week. As we see, the designer focused on architecture and...	VIEWS 38 098 REPOSTS 55	REACTIONS — ER 77.2%

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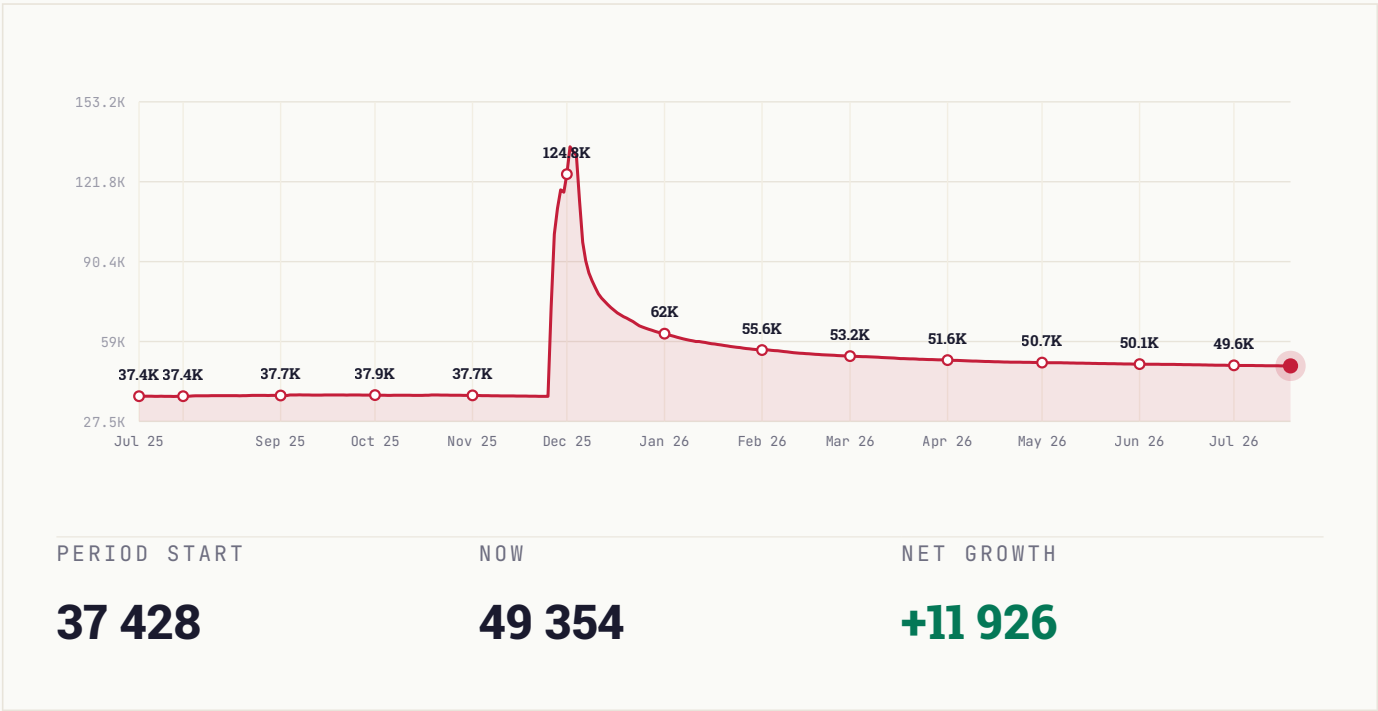
WORST 3

↓ 03.07 · 16:10 VIDEO Balenciaga jumped into summer activities, opening a full workout store in Paris during men's fashion week. The trend...	VIEWS 5 860 REPOSTS 9	REACTIONS — ER 11.9%
↓ 03.07 · 13:26 PHOTO This year's men's fashion week was full of interesting details and style tricks. One of them is transparent clothing elements and...	VIEWS 5 780 REPOSTS 10	REACTIONS — ER 11.7%
↓ 24.06 · 12:17 PHOTO Julien Dossena worked 13 years at Rabanne. Creative director saw the Paco Rabanne era. We suspect that...	VIEWS 5 746 REPOSTS 2	REACTIONS — ER 11.6%

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.

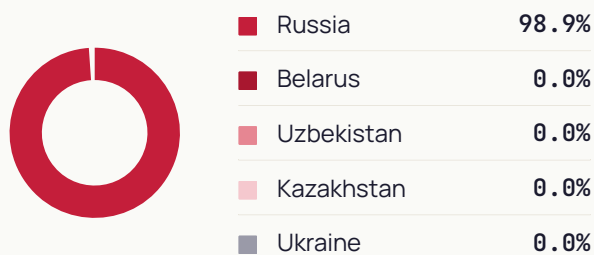


SECTION 04 • MENTIONS

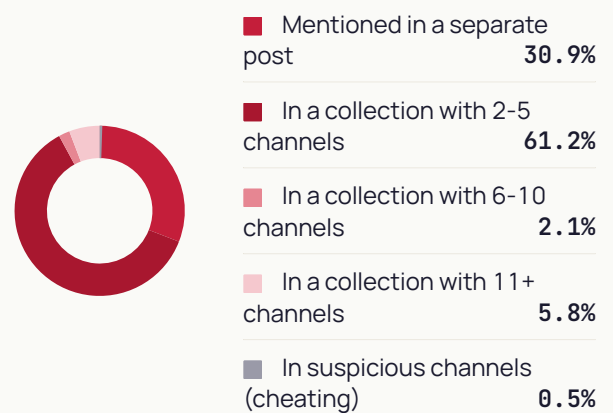
Who and how mentions the channel

Citation index **267** — 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 mentions: **849** different channels.

COUNTRIES MENTIONING



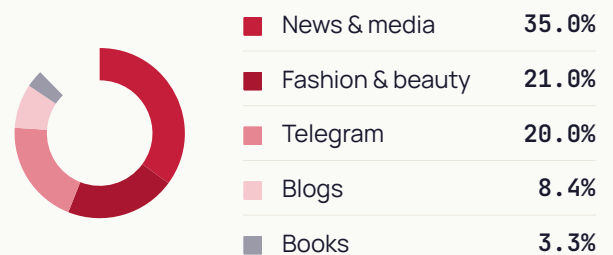
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



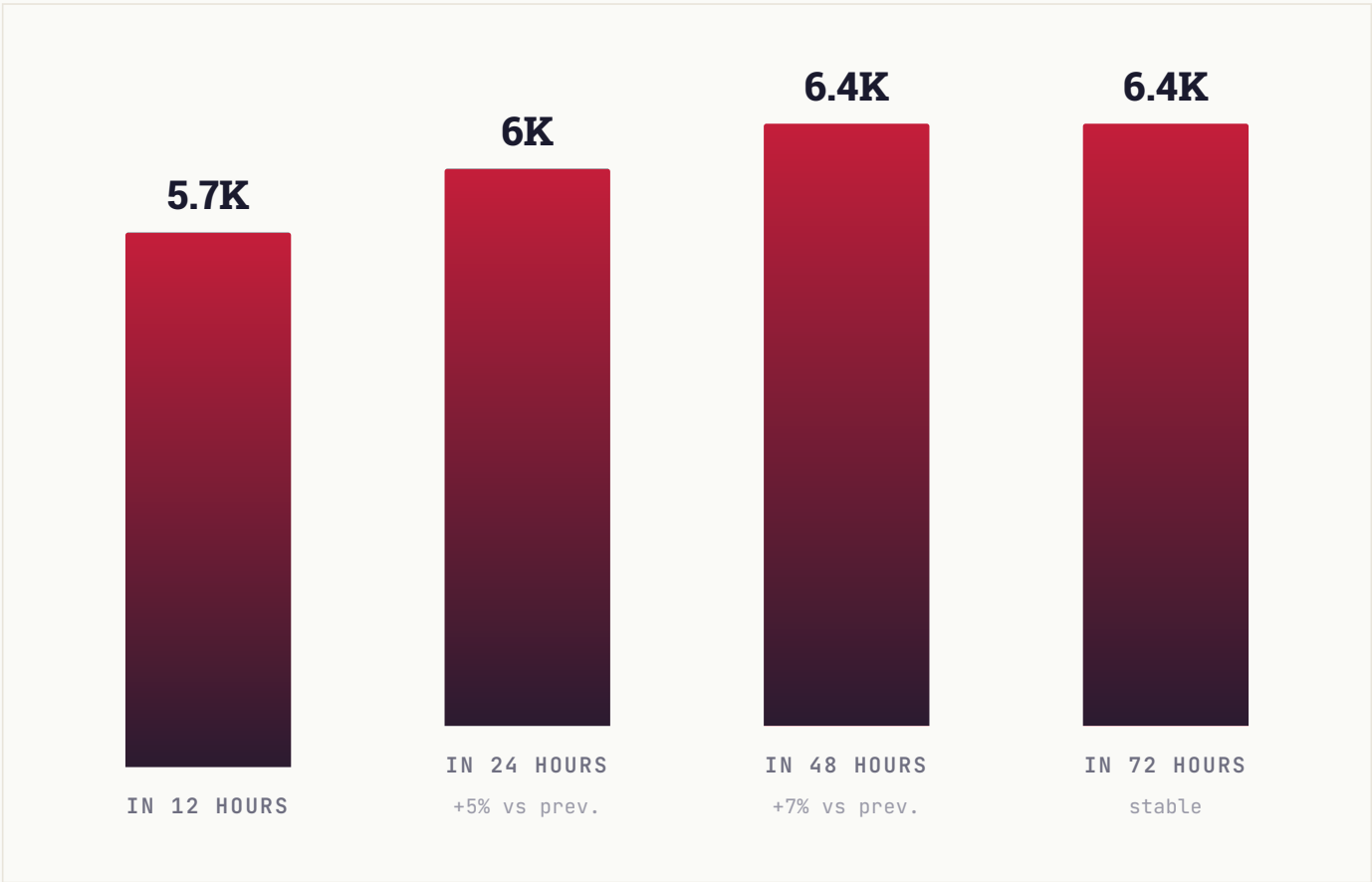
MENTIONED TOPICS



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

CHANNEL	SUBSCRIBERS
DD DOME0. DESIGN RENOVATION REAL ESTATE	539.3K
PL Layout	451.9K
AI Interior & decor	448.6K
MK My apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProRealty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
FP FASHION PAPER YOU	49.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 91 of niche — early growth stage. Niche leader — DOME0. DESIGN | RENOVATION | REAL ESTATE (539.3K), top-91 median: 128K. First goal: enter top-91 via systematic traffic & content work.

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 **198**, they brought **100 220** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	18	15	0	
December 2025	47	36	17 869	
November 2025	37	27	81 261	
October 2025	25	16	203	
September 2025	40	29	393	
August 2025	31	25	494	

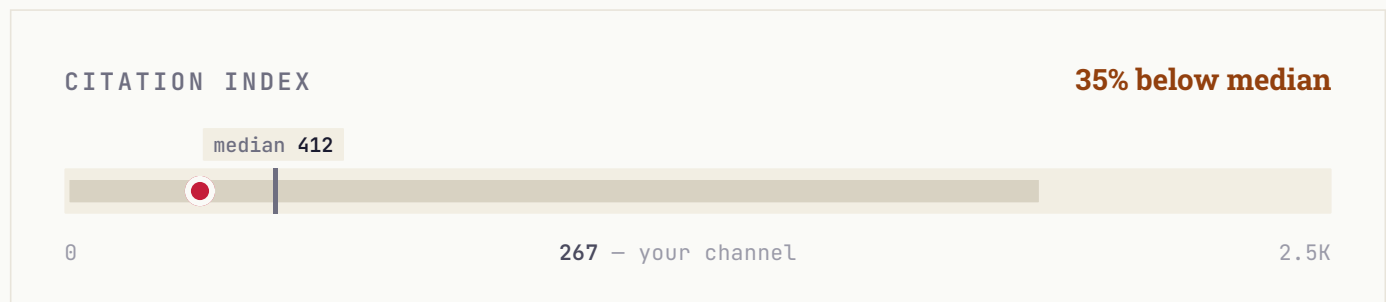
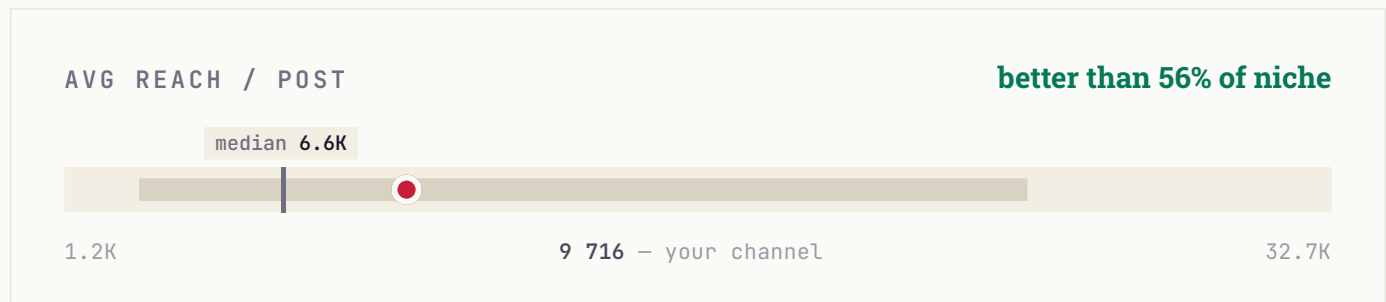
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
198	6	100 220

Where the channel stands in its league

SUBSCRIBERS 61% below median

A horizontal bar chart comparing subscriber counts. The x-axis represents the number of subscribers in thousands (K). A light beige bar represents the range from 35.3K to 432.9K. A vertical line marks the median at 126.5K. A red dot indicates the current channel's position at 35.3K. The text '49 354 - your channel' is centered below the chart.

Metric	Value
Current Channel Subscribers	35.3K
Median Subscribers	126.5K
Range (Min to Max)	35.3K to 432.9K



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

On this day at 10:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Source of
organic traffic**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ad in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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