

PUBLIC REPORT BY PROMTPRESS

Channel audit

Fontanka SPB

Online



@fontankaspb

Events in the country and world ❤️ from St. Petersburg Contact:
@fontanka_reporter_bot Ads: @Feedbackfontanka Privacy: <https://clck.ru/3LkLMD> Citation: <https://clck.ru/3M2Tn5> RKN:...

SUBSCRIBERS

374 641

+4684 per month

ERR (% SEE POSTS)

14.0%

daily 10.8%

REACH/POST

49.5K

ad reach 40.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 374 641 —	 SUBS REACH 13.22% avg % subs see post	 VIEWS/POST 49.5K median 48.8K · 20 days	 POSTS/DAY 32.2 ~225 per week
 7D TREND — no data for period	 REACTIONS/POST 448.0 total 297.5K reactions, 133,587 reposts, 751 comments	 POST LENGTH 468 chars median 433 · 20 days	 POSTS ANALYZED 664 20 days
 AD REACH 40.4K 24h avg	 CHURN / MONTH +4684 last month	 CITATIONS 2 951 citation index · 7,909 channels mentioned ever	 CHANNEL AGE 10 years 8 days created 08.07.2016

AI EDITOR SUMMARY

Channel «Fontanka SPB Online» — 374 641 subs. Each post averages 49.5K people (13% from subs), reach is low — consider expanding audience. Publishes 225 posts/week (~32/day) — very active posting.

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 **664** posts over 20 days.
- 02 Dominant format — **Photo** (273/664 posts).
- 03 Avg post length — **468** chars (median 433).
- 04 Audience peak — **Saturday**, 01:00 MSK.
- 05 Top posts get **2x** more views than the weakest (81.5K avg for top vs 38.9K for worst) — among 664 posts in 20 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 20:39 VIDEO Palace Square: dancing, 'Mother Earth', hundreds of selfies. Graduates say goodbye to school like it's the last day of summer. And, judging by...	VIEWS 85 450 REPOSTS 816	REACTIONS 1 246 ER 22.8%
Nº2 27.06 · 19:26 VIDEO Alexander Beglov congratulated graduates on starting adult life. The governor asked about youth dreams and recalled Peter I...	VIEWS 81 623 REPOSTS 284	REACTIONS 1 387 ER 21.8%
Nº3 09.07 · 07:02 PHOTO Former assistant to psychotherapist Andrey Kurpatov, Alexey Ievsky, failed to get parole. Despite positive references and commendations...	VIEWS 77 404 REPOSTS 325	REACTIONS 505 ER 20.7%

Nº4 27.06 • 22:04 VIDEO Brig 'Russia' sails along the Neva. As always — beautiful, solemn, and a bit magical. Even if you're not a graduate, it's hard to look away...	VIEWS 76 070 REPOSTS 626 REACTIONS 1 345 ER 20.3%
Nº5 29.06 • 11:10 TEXT Hermitage expedition to Kerch won't happen this season due to heightened tensions. Its head Alexander Butyagin was recently...	VIEWS 76 069 REPOSTS 79 REACTIONS 300 ER 20.3%

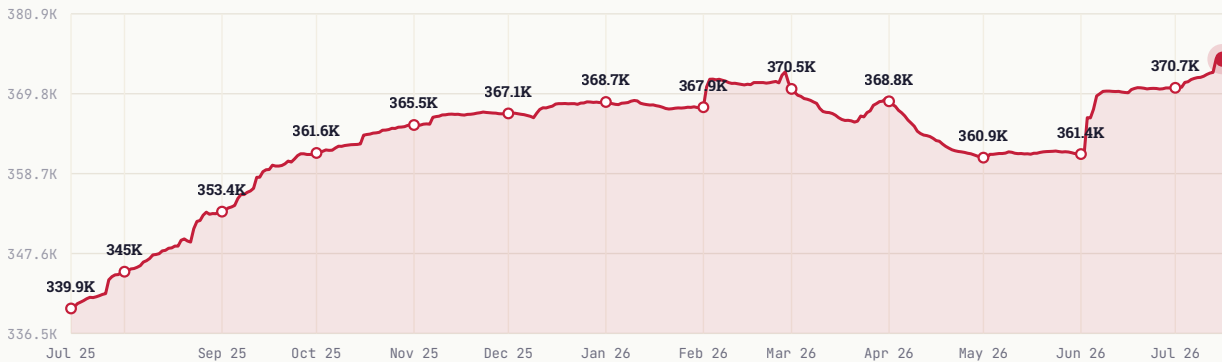
WORST 3

↓ 08.07 • 14:10 VIDEO Dear all! Today we turn ten, and we have a confession for you. When we created this channel, we couldn't...	VIEWS 39 414 REPOSTS 17 REACTIONS 1 585 ER 10.5%
↓ 10.07 • 11:53 PHOTO Court sent preservationist Mukhin to 10 days arrest for links to Instagram*. Judge Ekaterina Mezentseva saw demonstration...	VIEWS 38 706 REPOSTS 77 REACTIONS 599 ER 10.3%
↓ 10.07 • 12:03 TEXT #What's happening Top by 3pm Friday, July 10. In St. Petersburg ♦ Ran out in front of a tram on red: pedestrian hit on Prosveshcheniya Ave...	VIEWS 38 457 REPOSTS 14 REACTIONS 138 ER 10.3%

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.



PERIOD START

339 929

NOW

374 642

NET GROWTH

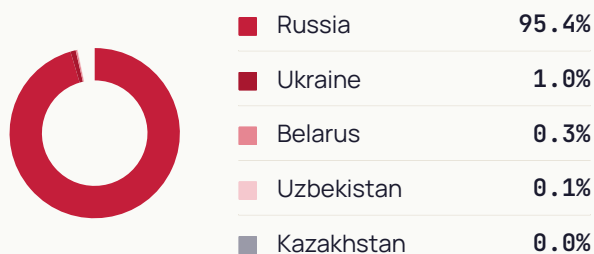
+34 713

SECTION 04 • CITATIONS

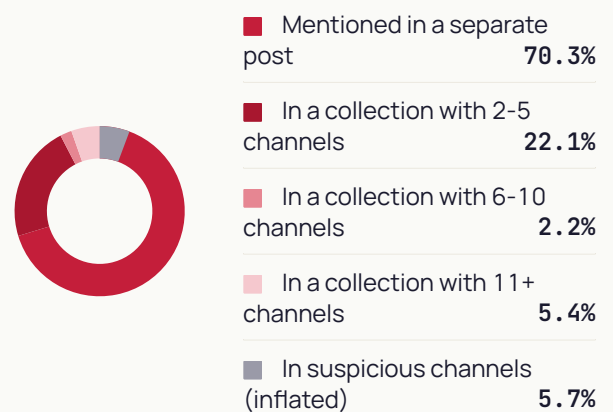
Who and how mentions the channel

Citation index **2 951** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel 'weighs' more than from a 1k subs channel. All-time channel mentions: **7 909** different channels.

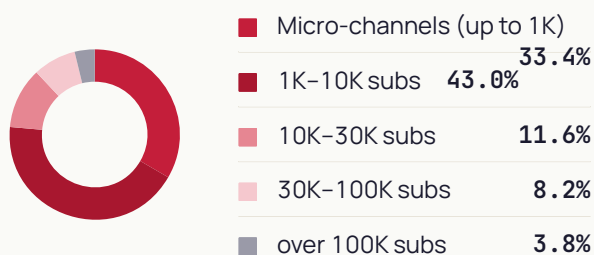
COUNTRIES MENTIONING



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



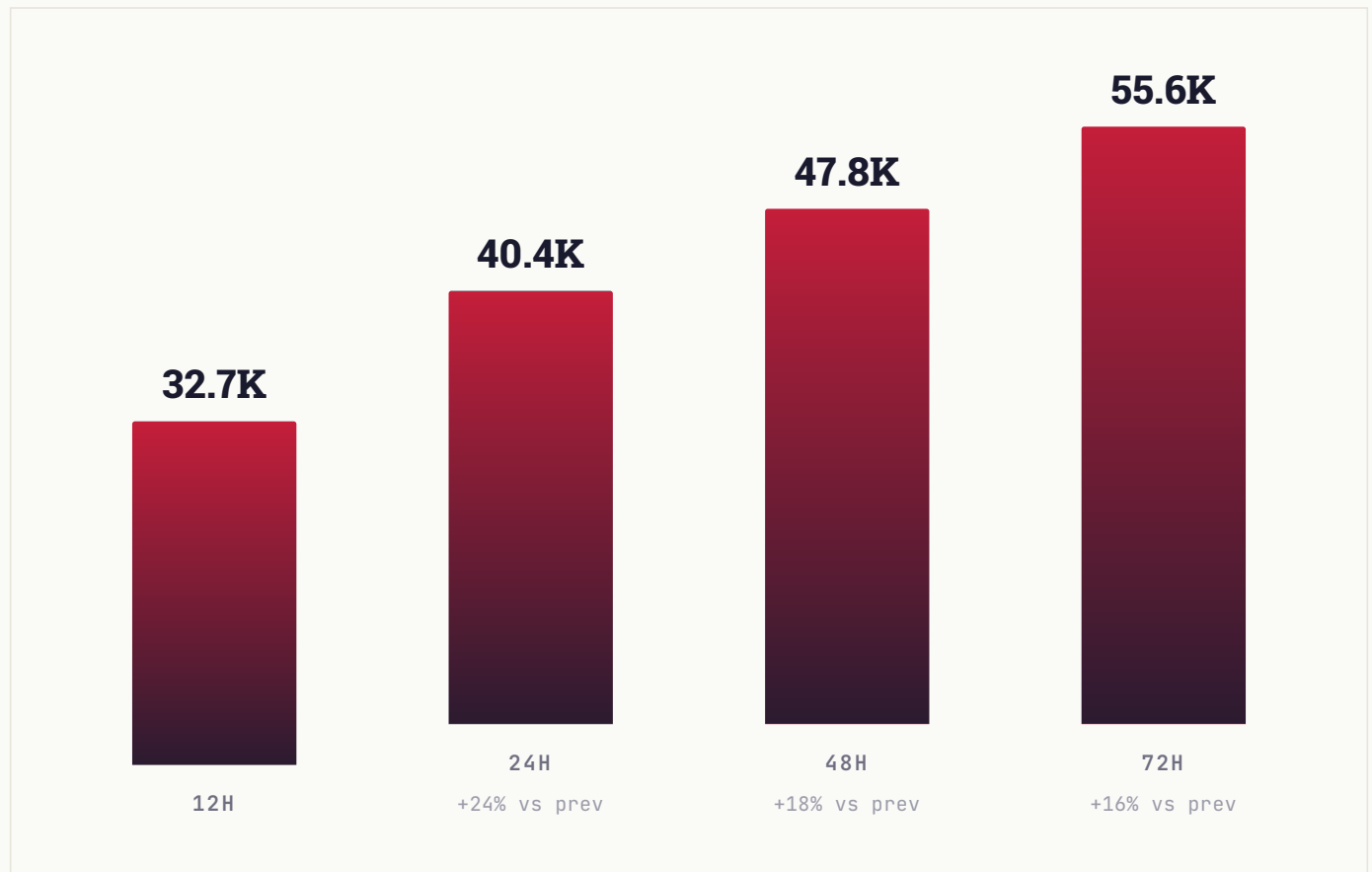
TOPICS MENTIONED IN



— SECTION 05 · AD POTENTIAL

How long a post generates reach

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



— SECTION 06 • COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.4M
کا کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡ Ukraine	3.1M
FS Fontanka SPB Online YOU	374.6K

| COMPARATIVE CONCLUSION

Channel not yet outside top-97 niche — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **6 998**, they brought **27 293** new subs.

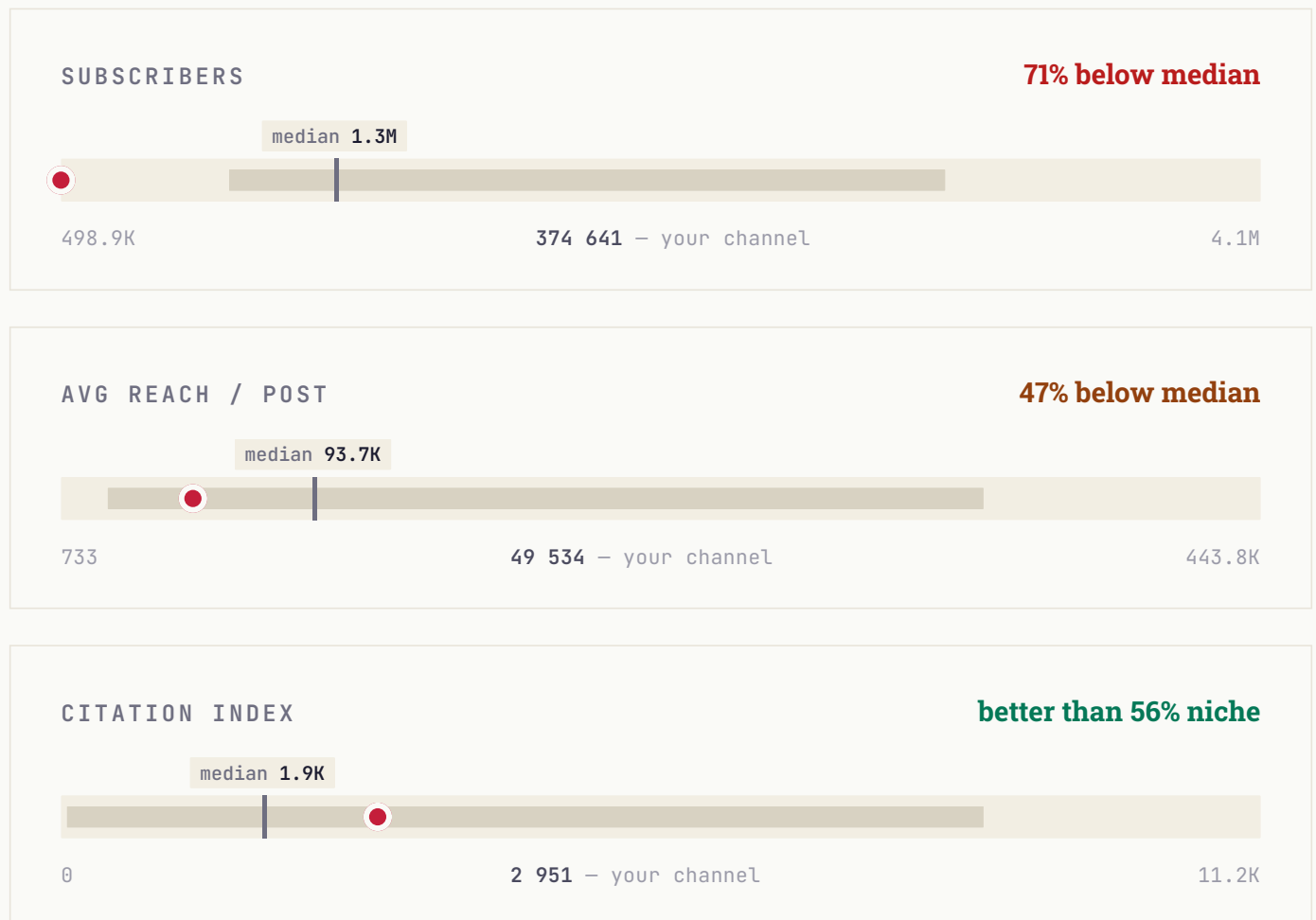
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	1 197	265	998
December 2025	1 795	366	2 507
Nov 2025	1 639	462	2 041
Oct 2025	1 167	334	4 142
September 2025	574	270	8 404
August 2025	626	257	9 201

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
6 998	6	27 293

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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



— 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 Saturday

On this day at 01:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

System traffic purchase

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap 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 scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
