

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Forbes Russia



@forbesrussia

Forbes — business, economy, finance, careers and lifestyle. <https://vk.com/forbes> Registered in Roskomnadzor list:...

SUBSCRIBERS

235 238

-589 per month

ERR (% SEE POSTS)

6.0%

per day 5.7%

REACH/POST

13.5K

ad reach 13.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 235 238 —	 SUBSCRIBER REACH 5.75% avg % subs see post	 VIEWS/POST 13.5K median 12.7K · 22 days	 POSTS/DAY 37.9 ~266 per week
 7D TREND — no data for period	 REACTIONS/POST 73.0 total 62,163 reactions, 38,479 reposts, 0 comments	 POST LENGTH 522 chars median 424 · 22 days	 POSTS ANALYZED 851 22 days
 AD REACH 13.5K 24h avg	 CHURN / MONTH -589 last month	 CITATIONS 2 219 citation index · 7,586 channels mentioned all time	 CHANNEL AGE 9 years 7 months created 01.11.2016

AI EDITOR SUMMARY

Channel «Forbes Russia» — 235 238 subs. Each post averages 13.5K people (6% from subs), reach is low — consider expanding audience. Publishes 266 posts per week (~38/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 drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **851** posts in 22 days.
- 02 Dominant format – **Text** (586/851 posts).
- 03 Avg post length – **522** chars (median 424).
- 04 Peak audience activity – **Thu, 21:00 MSK**.
- 05 Top posts get **6x** more views than the weakest (57K avg for top vs 9.1K for worst) – across 851 posts in 22 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 09:35 PHOTO Polish to a shine: how record gold prices helped drug cartels and rebels In two years, gold rose from \$2100 to nearly \$4800 per...	VIEWS 79 644 REP. 228	REACTIONS 40 ER 33.9%
Nº2 28.05 · 18:21 TEXT Businesses allowed to purchase large-caliber weapons and equipment to protect against drone attacks, the mechanism has been approved, RBC reports...	VIEWS 47 856 REP. 1 159	REACTIONS 231 ER 20.3%
Nº3 26.05 · 10:56 TEXT 85 telecom operators fined for failing to provide subscriber IP data required to prevent hacker attacks...	VIEWS 43 365 REP. 157	REACTIONS 138 ER 18.4%

Nº4 06.06 · 16:48 TEXT Roman Abramovich met with Volodymyr Zelensky in Kyiv, said Ukrainian MP Oleksiy Goncharenko (listed by Rosfinmonitoring in...)	VIEWS 25 878 REP. 257	REACTIONS 182 ER 11.0%
Nº5 04.06 · 19:02 TEXT ☒Zelensky wrote an open letter to Putin proposing a personal meeting to resolve the conflict. The document states that...	VIEWS 24 636 REP. 464	REACTIONS 894 ER 10.5%

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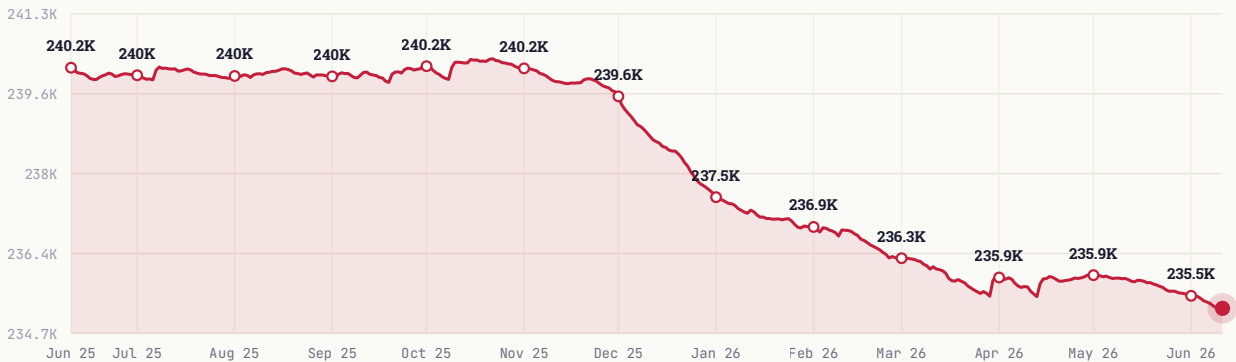
WORST 3

↓ 28.05 · 12:25 TEXT Turkey exempts new residents from taxes for 20 years On May 21, the Turkish parliament passed a law exempting new residents from taxes for...	VIEWS 9 797 REP. 84	REACTIONS 42 ER 4.2%
↓ 27.05 · 07:38 TEXT Air defense systems destroyed 140 Ukrainian drones over several Russian regions and the Azov and Black Seas overnight...	VIEWS 9 676 REP. 5	REACTIONS 35 ER 4.1%
↓ 23.05 · 15:01 PHOTO Over 12 months since the 2025 ranking, the top 10 highest-paid athletes earned over \$1.4 billion. Leader...	VIEWS 7 686 REP. 15	REACTIONS 13 ER 3.3%

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 and decline.



PERIOD START

240 166

NOW

235 240

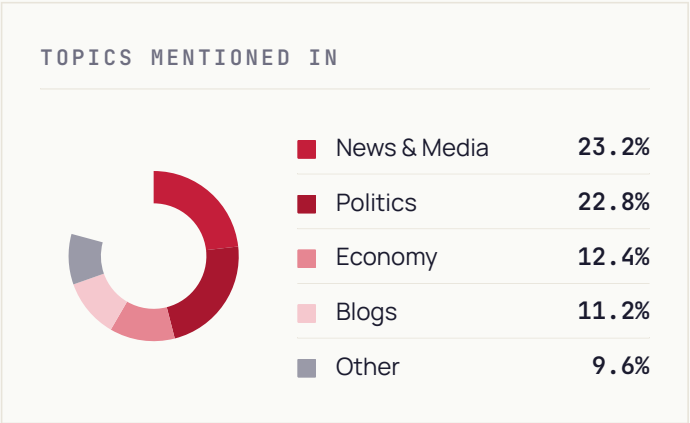
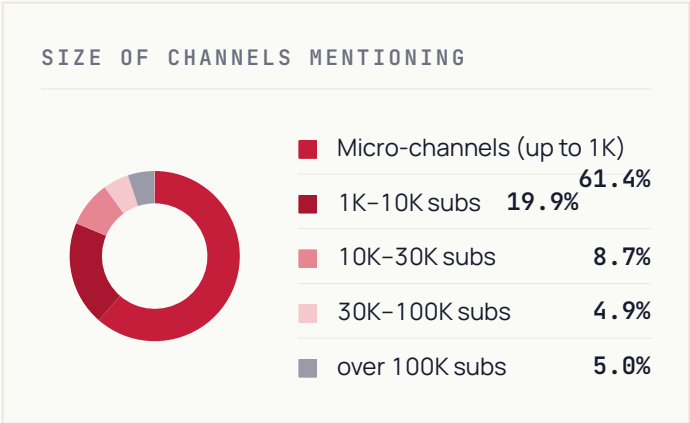
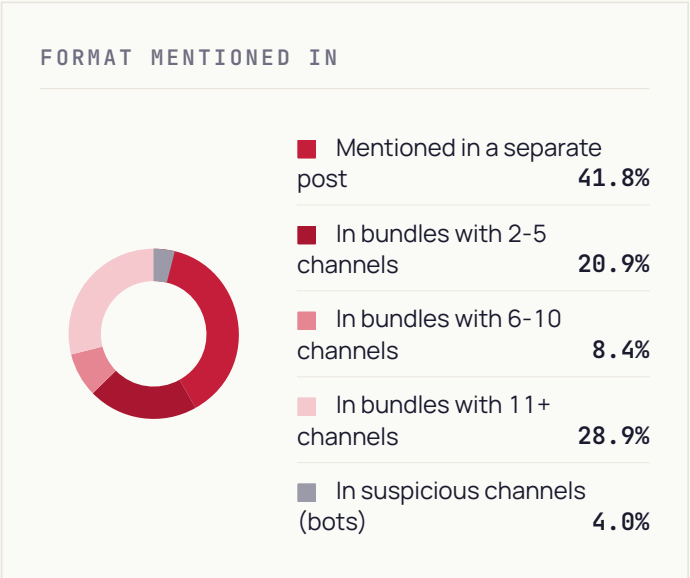
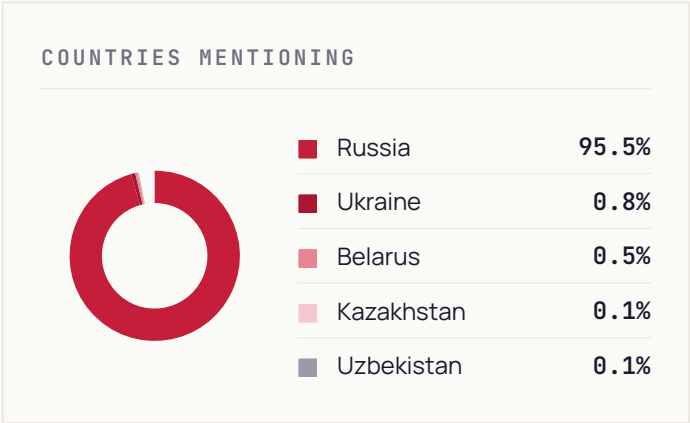
NET GROWTH

-4 926

SECTION 04 · MENTIONS

Who mentions the channel and how

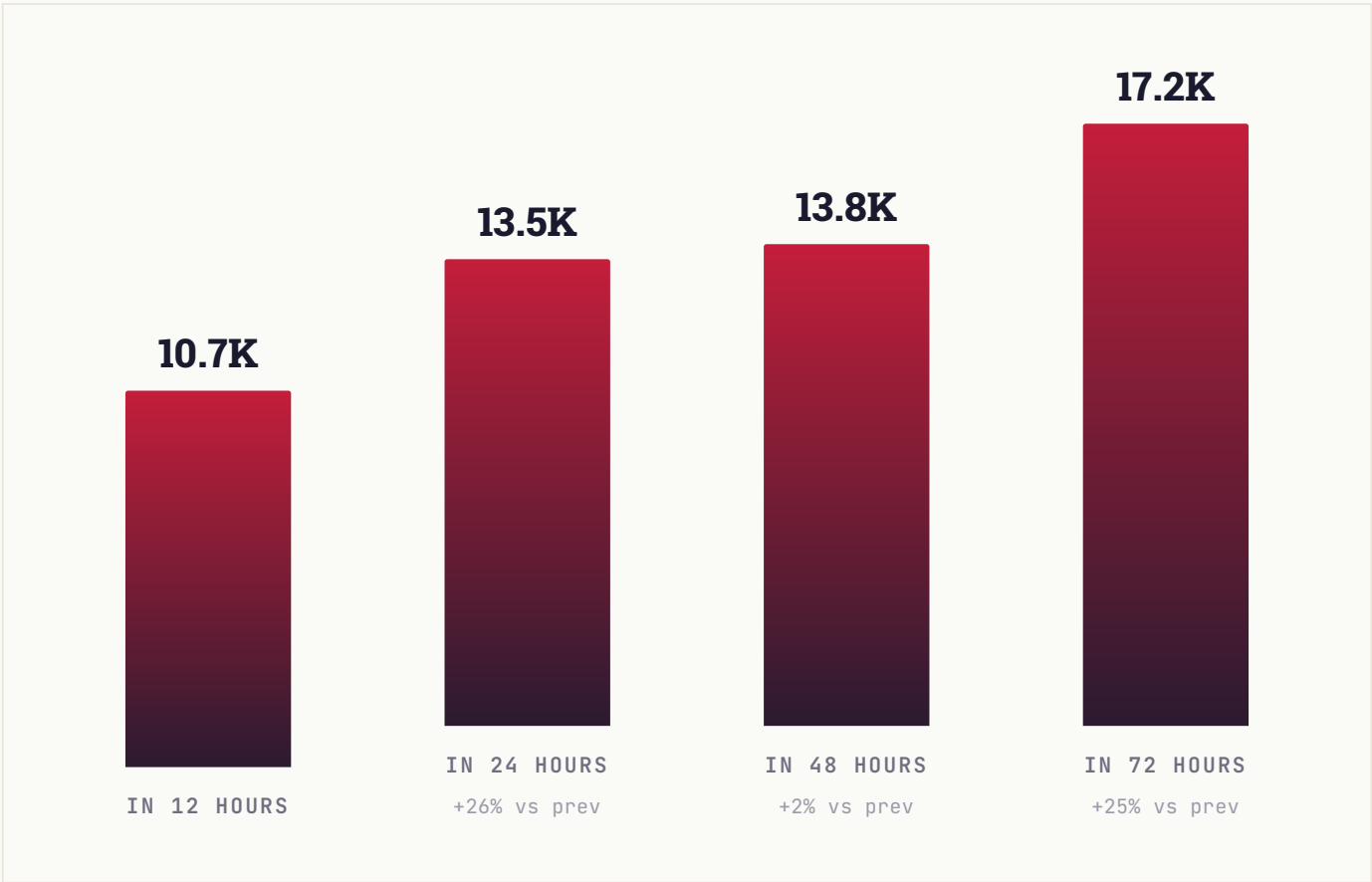
Citation index **2 219** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **7 586** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ The Economist	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
BCh More than economy	541.2K
FR Forbes Russia YOU	235.2K

COMPARATIVE INSIGHT

Channel intop half of niche (#36 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **2 153**, they brought **1 908** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	399	92	2	
November 2025	396	123	111	
October 2025	312	74	483	
September 2025	316	99	617	
August 2025	287	88	362	
July 2025	443	159	333	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
2 153	6	1 908

SECTION 08 · NICHE COMPARISON

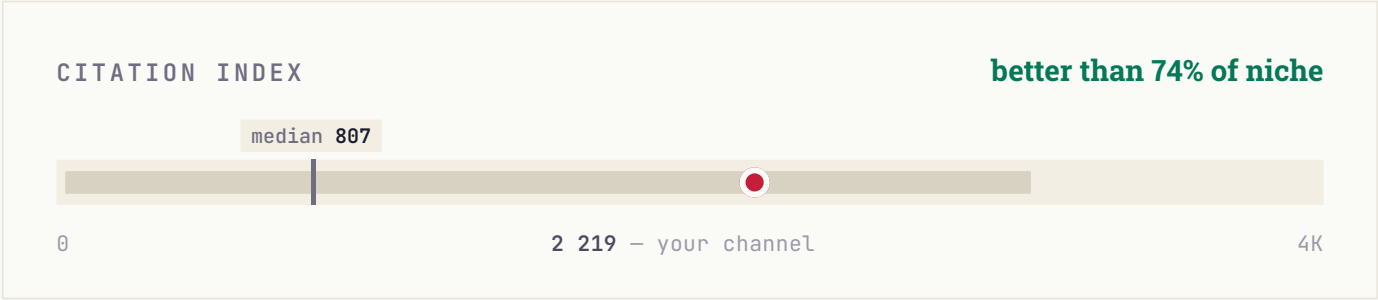
Where the channel stands in its league

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.

#36/100

POSITION IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Thursday

Audience is most active on this day at 21:00 MSK.

EFFECT

Best time for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. We recommend increasing share to 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 & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange 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 a few minutes using public data. If you want to go further — run ads through us and close your growth plan in a month.

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