

PUBLIC REPORT PROMTPRESS

Channel audit

Gelendzhik

News Krasnodar

Krai



@gelendzhikg

For ads: @admnglka Suggest news: @glndzhk_bot No.
5375434680

SUBS	ERR (% REACH)	REACH/POST
34 318	7.0%	2.3K
+15819 per month 23.08.2026	per day 3.1%	ad reach 1.1K/24h
HTTPS://PROMTPRESS.COM/AUDIT/GELENDZHIKG		

— CONTENTS · 2026

Inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citations

Who and how mentions the channel

05 Ad potential

How long a post drives reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category 'News & Media'

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBS 34 318 —	 SUBS REACH 6.69% avg % subs see post	 VIEWS/POST 2.3K median 2.3K · 29 days	 POSTS/DAY 7.3 ~51 per week
 TREND 7D -6.0% vs previous week	 REACTIONS/POST 14.5 total 3 130 reactions, 2 187 reposts, 0 comments.	 POST LENGTH 316 chars median 285 · 29 days	 POSTS ANALYZED 216 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH +15819 last month	 CITATIONS 22 citation index · 75 channels mentioned all time	 CHANNEL AGE 6y 2m created 03.06.2020

EDITOR'S AI SUMMARY

Channel «Gelendzhik News Krasnodar Krai» — 34 318 subscribers. Each post on average gets 2.3K people (7% from subscribers), reach is low — worth expanding audience. Publishes 51 posts per week (~7 per day) — active publishing mode. Over week of Aug 10–16 reach down -6.0% by week of Aug 3–9 — worth analyzing reasons.

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 SUCCESSFUL POSTS SHARE

- 01 Analysis is based on **216** posts in 29 days.
- 02 Dominant format – **Photo** (118/216 posts).
- 03 Average post length – **316** characters (median 285).
- 04 Peak audience activity – **Tuesday**, 23:00 MSK.
- 05 Top posts get **5 times** more views than the weakest (5.1K avg for top vs 1.1K worst) – among 216 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.08 · 08:53 PHOTO Three people died after drone debris fell in Gelendzhik In Arkhipo-Osipovka, drone debris hit civilian infrastructure...	VIEWS 5 307 REP. 109	REACTIONS 64 ER 15.5%
Nº2 03.08 · 09:14 VIDEO Gelendzhik – where cliffs meet the sea 🌊👉Subscribe Новости Геленджика	VIEWS 5 088 REP. 7	REACTIONS 22 ER 14.8%
Nº3 03.08 · 08:33 PHOTO Tourists evacuated from rocks near 'Blue Abyss' Yesterday near Dzhankhot, rescuers helped tourists from Belgorod region – ...	VIEWS 4 827 REP. 11	REACTIONS 10 ER 14.1%

Nº4 03.08 · 14:14 PHOTO A corner of calm by the sea. Gelendzhik's old park – timeless beauty 🌳👉Subscribe Gelendzhik News	VIEWS 4 660 REP. 16	REACTIONS 20 ER 13.6%
Nº5 03.08 · 11:29 TEXT Updated: drone debris in Arkhipo-Osipovka – death toll rises to 4, 10 injured...	VIEWS 4 633 REP. 30	REACTIONS 44 ER 13.5%

|

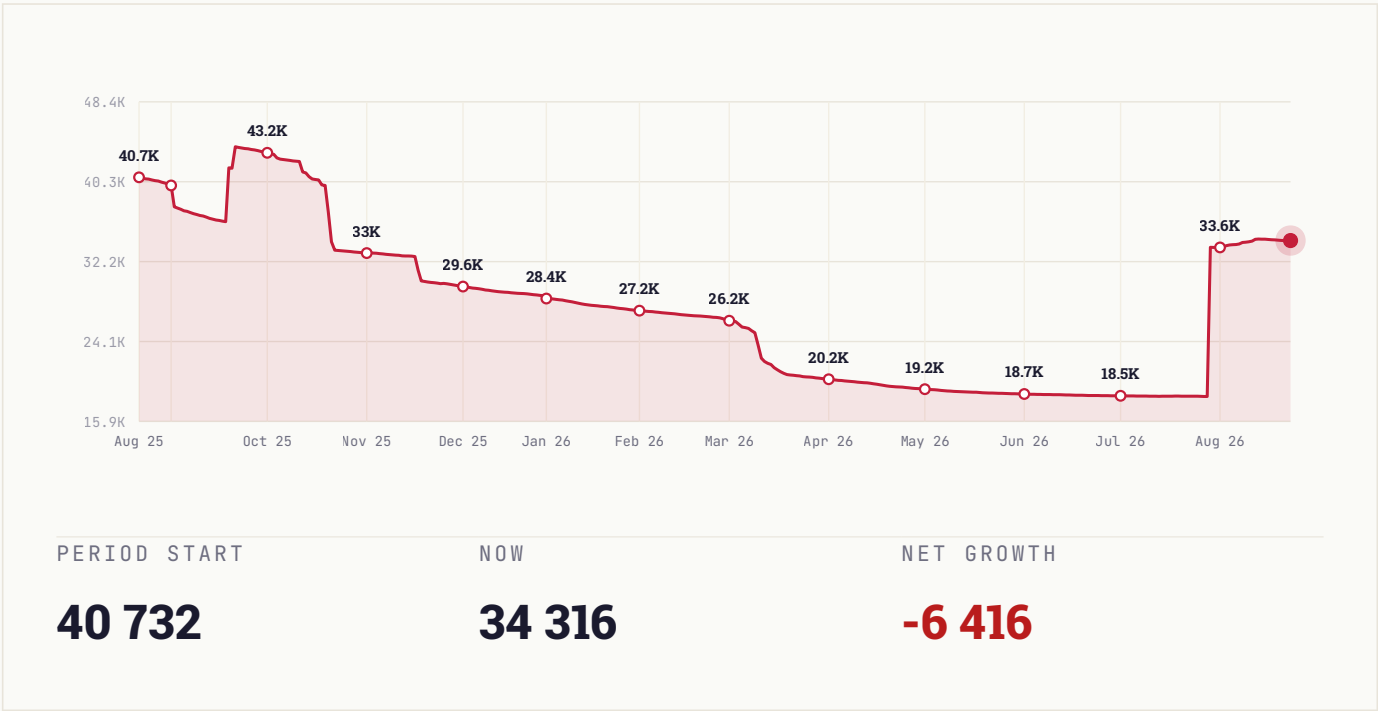
WORST 3

↓ 27.07 · 08:13 VIDEO 🍷 257 liters of illegal alcohol confiscated in Gelendzhik At one shop, a 38-year-old seller traded wine, cognac and chacha...	VIEWS 1 139 REP. 2	REACTIONS 2 ER 3.3%
↓ 27.07 · 07:14 VIDEO Happiness looks something like this. 💙👉Subscribe Gelendzhik News	VIEWS 1 096 REP. 2	REACTIONS 15 ER 3.2%
↓ 27.07 · 06:35 VIDEO 257 liters of illegal alcohol seized in Gelendzhik Police with administration reps checked one of the retail...	VIEWS 1 095 REP. 3	REACTIONS 4 ER 3.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

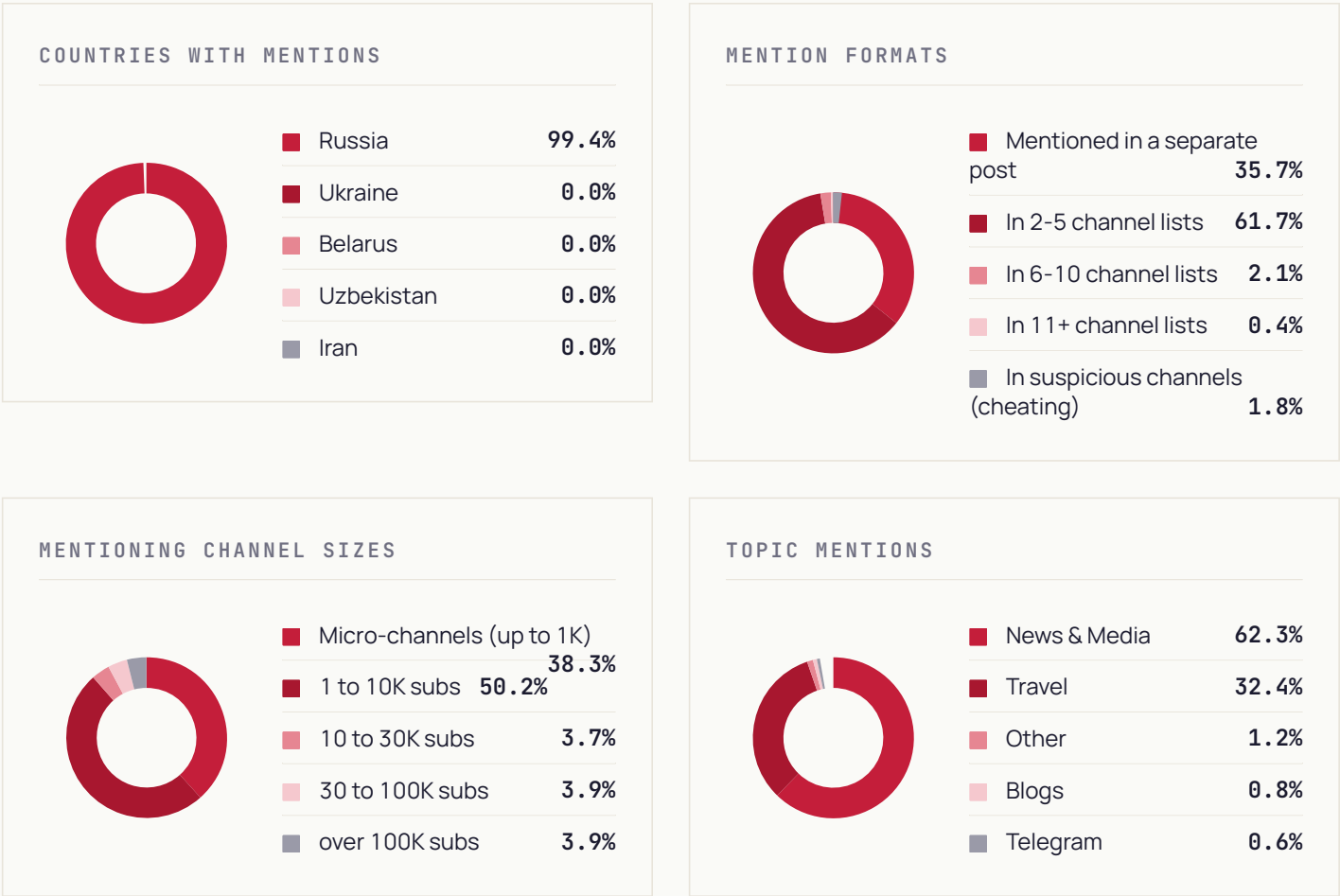
Subscriber growth chart for the year. In key months, exact counts are shown. See in which months the channel gained and in which it lost.



SECTION 04 · CITATIONS

Who and how mentions the channel

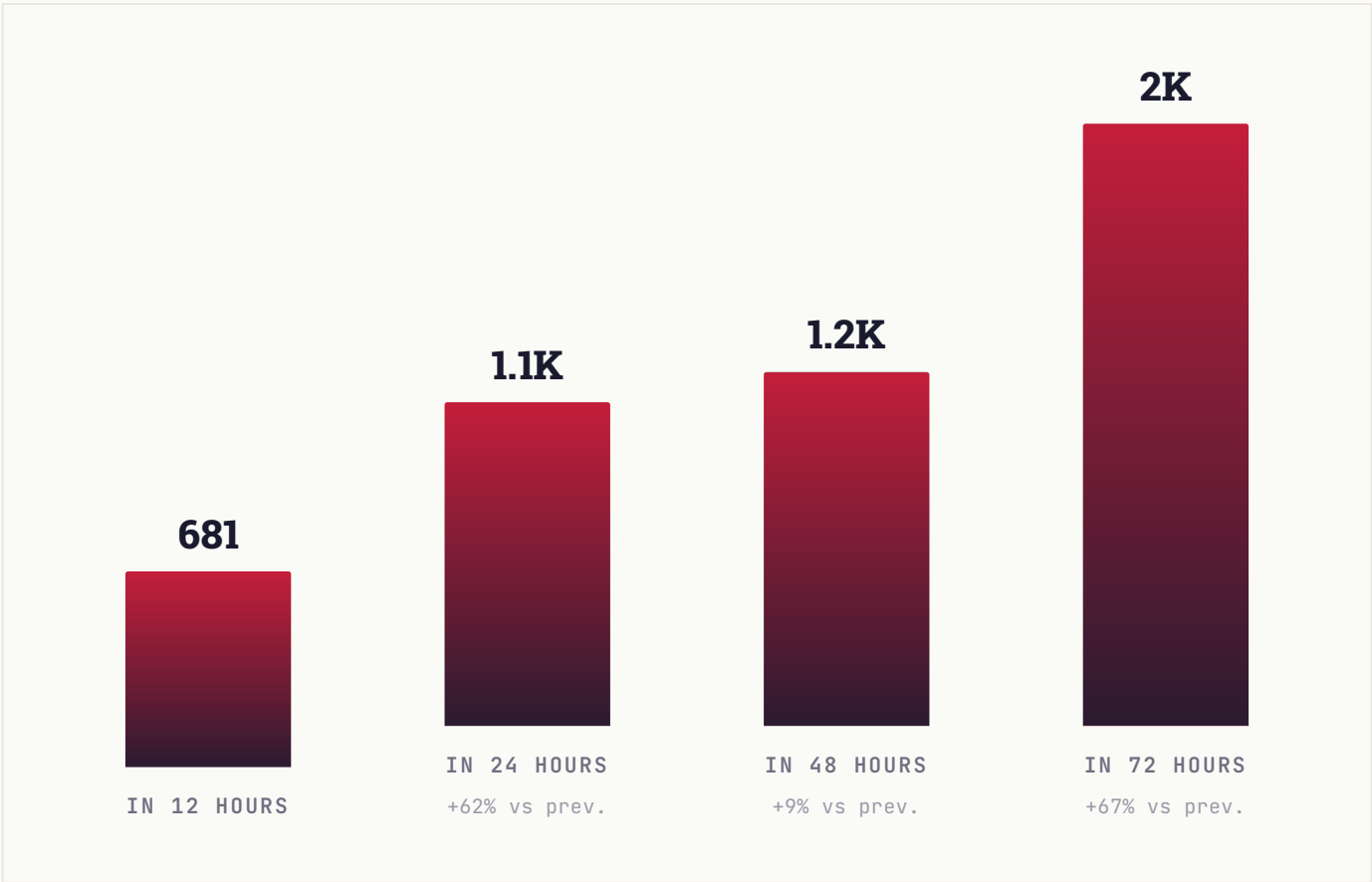
Citation index **22** — channel popularity rating based on mentions. Counts not only their number, but also the weight of mentioners: a post from a channel with 100 k subs 'weighs' more than from a channel with 1 k. All time, the channel was mentioned **75** other channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Average ad post reach by time from publication. Helps assess how long a placement makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — see its place among niche neighbors.

CHANNEL	SUBS
M• Москвач • Moscow News	4.3M
TL Топор Live	4.1M
PE Live • News	4M
M- Москва - это интересно	3.3M
PM First Moscow	3.2M
MA Mash	3.1M
PH RIA Novosti	3M
NM Moscow News	2.7M
MC Москва сегодня	2.7M
Avg. Russian media (non-Moscow)	2.6M
НГ Gelendzhik News Krasnodar Krai YOU	34.3K

COMPARATIVE SUMMARY

Channel so far outside top-99 niche — early growth stage. Niche leader — Москвач • Moscow News (4.3M), median top-99: 776.9K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. For the last **6 months** such mentions were **55**, they brought **7 735** new subscribers.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
February 2026	8	6	0	
January 2026	7	3	0	
December 2025	5	4	0	
November 2025	7	6	92	
October 2025	10	5	0	
September 2025	18	8	7 643	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
55	6	7 735

SECTION 08 · NICHE COMPARISON

Where the channel is in its league

Took top-100 channels of category «News & Media» (Russia) and looked at how the channel looks against them. The gray band — the range that 80% of niche channels fall into (from p10 to p90). The black vertical line — the median. The red dot — your channel.



— SECTION 09 · STRATEGY

What to do now

5 priority actions, ranked by expected impact. Can tick off as a checklist and return to this report in a month.

01

Main post of the week — on Tuesday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually add +5-15% to ER. A weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Once a quarter, exchange posts with channels in the same segment. No need to do it daily — 2-3 collabs drive relevant growth.

EFFECT

**Relevant
audience
growth**

05

Update channel description for Telegram search

Telegram search searches by description. Add 3-5 niche keywords — a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this?

PromptPress?

This audit — what we can do in a few minutes based on public data. Want to go further — run ads via us and close your growth plan in a month.

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