

PROMTPRESS PUBLIC REPORT

Channel audit

Glasnaya



@glasnaya_media

Media with a female voice. Inspiring change, promoting freedom and equality. Stories without stereotypes, analytics, podcast: <https://glasnaya.media/> Contact «Glasnaya»: @glasnaya_support_bot

SUBSCRIBERS

17 160

+1040 per month

ERR (% SEE POSTS)

20.0%

per day **12.9%**

REACH/POST

3.6K

ad reach **2.2K/24h**

— CONTENTS · 2026

What's 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 Citation rate

Who mentions the channel and how

05 Ad Potential

How long a post generates 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.

 SUBSCRIBERS 17 160 —	 SUBSCRIBER REACH 20.83% avg % subs see post	 VIEWS/POST 3.6K median 3.3K · 28 days	 POSTS/WEEK 28.2 for the period
 7D TREND -32.3% vs prev week	 REACTIONS/POST 214.7 24,475 reactions, 3,315 reposts, 1,985 comments	 POST LENGTH 949 chars. median 1000 · 28 days	 POSTS ANALYZED 114 28 days
 AD REACH 2.2K 24h avg	 CHURN / MONTH +1040 last month	 CITATION RATE 274 citation index · 622 channels mentioned it ever	 CHANNEL AGE 5 years 2 months created 01.03.2021

AI EDITOR SUMMARY

Channel «Glasnaya» — 17 160 subs. Each post gets avg 3.6K people (21% of subs), that's average reach — room to grow. Posts 28 posts per week (~4/day) — active posting. For week 25–31 May reach dropped -32.3% to week 18–24 May — find out why.

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 114 posts in 28 days.
- 02 Dominant format — Text (56/114 posts).
- 03 Avg post length — 949 chars (median 1000).
- 04 Peak audience activity — Tuesday, 16:00 MSK.
- 05 Top posts get 11x more views than the weakest (13.9K avg for top vs 1.2K for bottom) — among 114 posts in 28 days. Find what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 05.05 · 13:07 TEXT «Life in the city isn't sweet, but in villages it's even harder». Why you should read the story «Mother of a Whore» written by...	VIEWS 22 033 REPOSTS 177	REACTIONS 125 ER 128.4%
Nº2 30.04 · 14:47 TEXT Support letters. How three Russian women made helping political prisoners their routine and personal protest THIS MATERIAL (INFORMATION)...	VIEWS 11 736 REPOSTS 47	REACTIONS 128 ER 68.4%
Nº3 13.05 · 14:22 TEXT «They push the idea that escorting is normal». How the «relationship coach» market works THIS MATERIAL (INFORMATION) IS PRODUCED AND...	VIEWS 7 841 REPOSTS 56	REACTIONS 179 ER 45.7%

Nº4 13.05 • 10:11 PHOTO Oxxxymiron's team called the artist's grooming allegations a Kremlin propaganda campaign THIS MATERIAL (INFORMATION) HAS BEEN PRODUCED AND...	VIEWS 6 790 REPOSTS 134 REACTIONS 566 ER 39.6%
Nº5 08.05 • 13:42 POLL (captionless post – poll)	VIEWS 6 198 REPOSTS 18 REACTIONS 138 ER 36.1%

WORST 3

↓ 25.05 • 13:30 PHOTO Paris police check dozens of schools after complaints of child abuse, including sexualized violence THIS MATERIAL...	VIEWS 1 322 REPOSTS 13 REACTIONS 97 ER 7.7%
↓ 25.05 • 12:33 TEXT Project Ad Rem together with art center Linda de La launches a lecture series on modern legal defense methods in Russia. THIS...	VIEWS 1 303 REPOSTS 3 REACTIONS 42 ER 7.6%
↓ 25.05 • 14:51 PHOTO Honored teacher of Kazakhstan pulled a 13-ton bus and set a world record THIS MATERIAL (INFORMATION) HAS BEEN PRODUCED AND...	VIEWS 1 039 REPOSTS 23 REACTIONS 134 ER 6.1%

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.

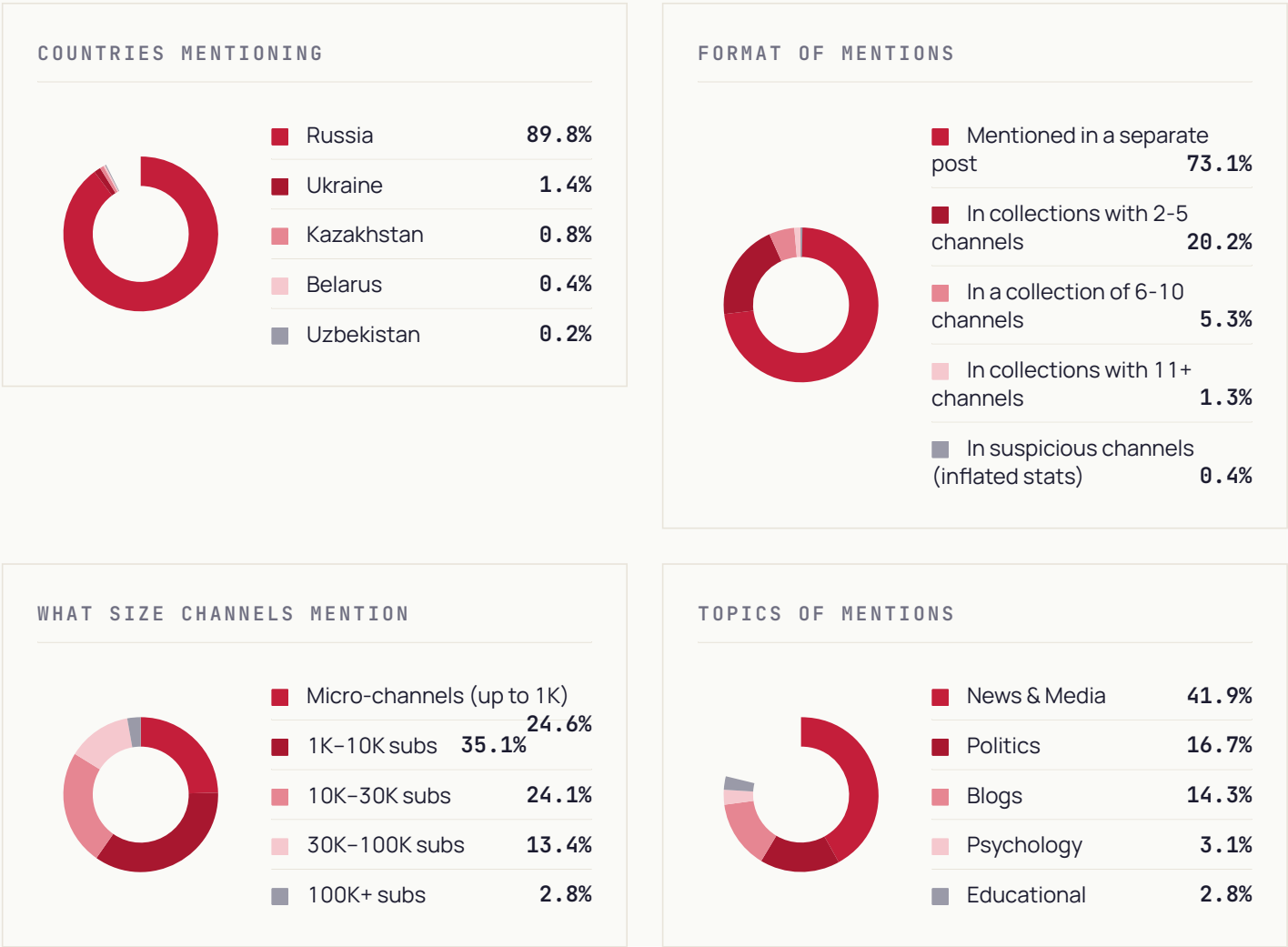


START DATE	NOW	NET GROWTH
12 147	17 167	+5 020

SECTION 04 · MENTIONS

Who mentions the channel and how

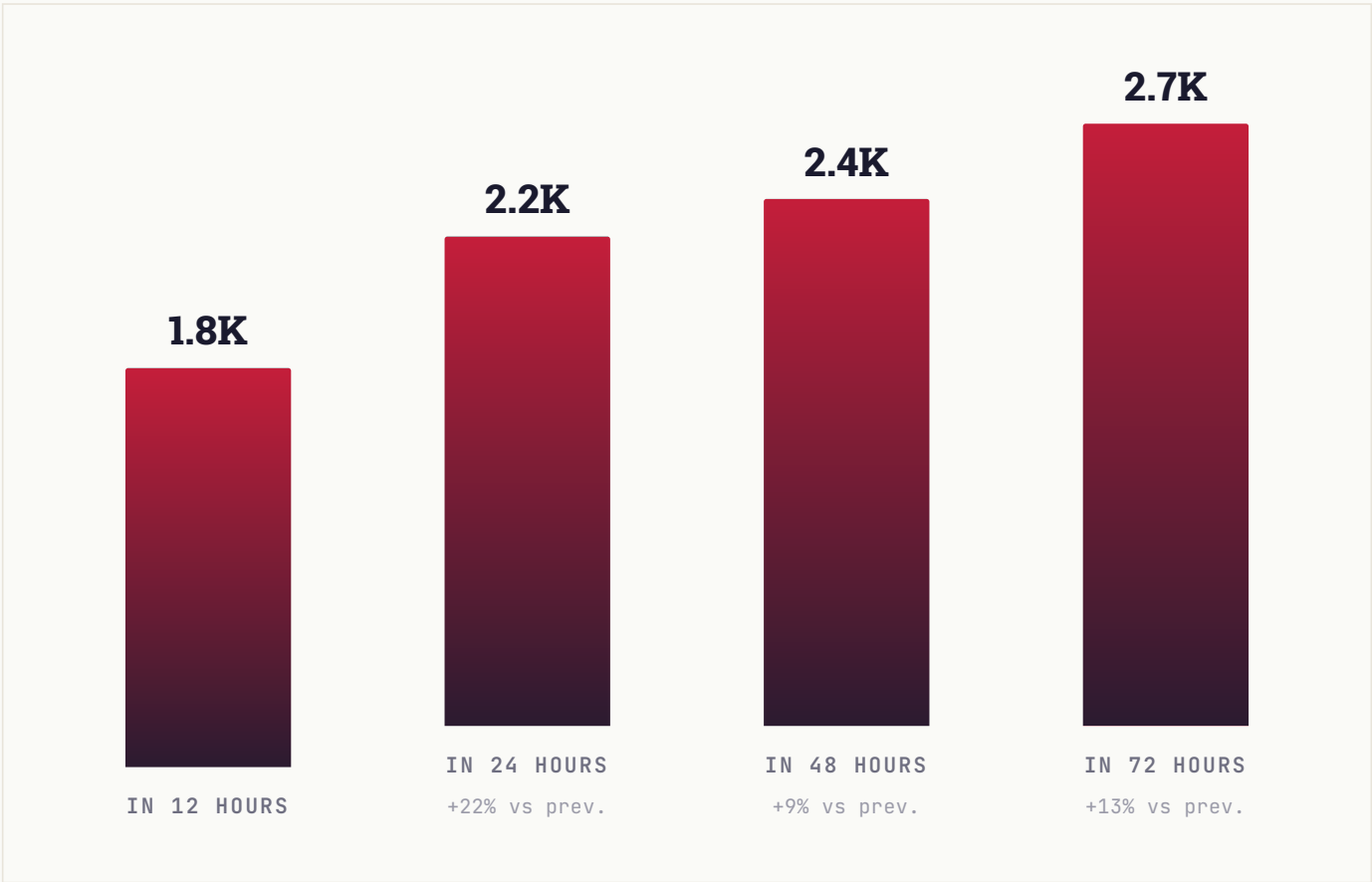
Citation index **274** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **622** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
CPM Media Russia non-Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
GL Glasnaya YOU	17.2K

COMPARATIVE CONCLUSION

Channel is not yet outside top 99 of niche — early growth stage. Niche leader — Live Broadcast • News (4.1M), top-99 median: 843.7K. First goal — enter top-99 via systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **377**, they brought **2 445** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
November 2025	56	41	207
October 2025	61	40	136
September 2025	71	47	393
August 2025	62	37	336
July 2025	65	43	1 056
June 2025	62	39	317

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
377	6	2 445

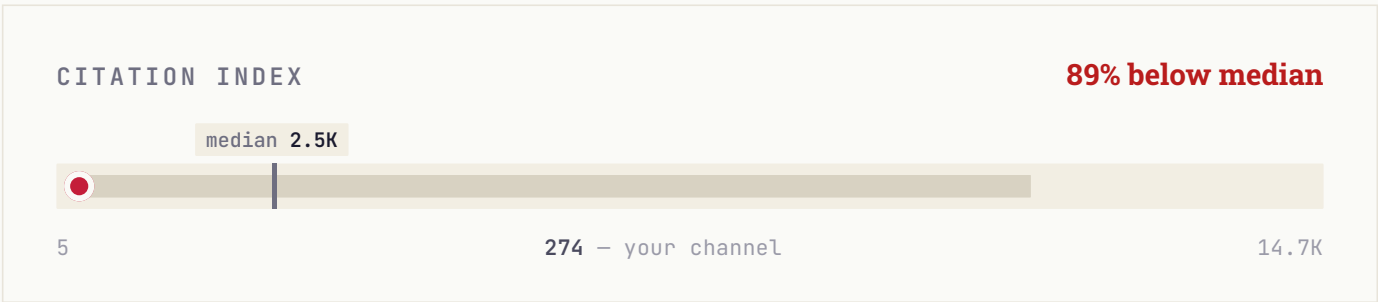
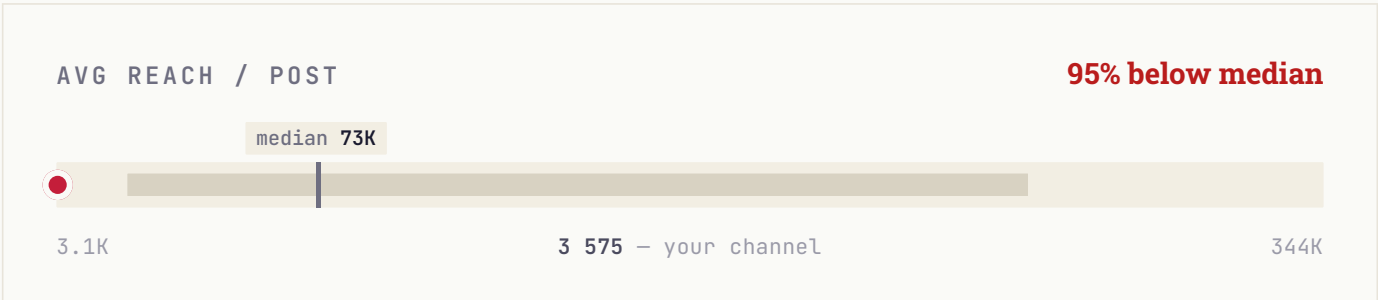
SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#86/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Tuesday
 Audience is most active on this day at 16:00 MSK.

EFFECT
Best window for an important post

02

Increase video post share
 Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing its 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 usually 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
 Swap 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 minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager