

PROMTPRESS PUBLIC REPORT

Channel audit

Topics. Main

(GlavMedia)



@glavmedia

News, politics, media, emergencies, events, plus opinions and monitoring. 18+, feed may contain profanity. Project by admins of leading Russian Telegram channels. Everyone contributes. Posts from...

SUBS

67 006

-159 per month

ERR (% WHO SEE
POSTS)

6.0%

in 24h **5.4%**

REACH/POST

2.9K

ad reach **3.6K**/24h

— CONTENT · 2026

What's inside the report

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Top 5 posts · worst 3 · insights

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Who mentions the channel and how

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How long a post generates reach

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6 months · monthly

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Rank in «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 67 006 —	 SUB REACH 4.4% avg % subs see post	 VIEWS/POST 2.9K median 2.8K · 3 days	 POSTS/DAY 259.9 ~1819 per week
 7D TREND — no data for period	 REACTS/POST 21.1 total 18,503 reactions, 14,937 reposts, 0 comments	 POST LENGTH 405 chars. median 315 · 3 days	 POSTS ANALYZED 877 3 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH -159 last month	 CITATION RATE 2 700 citation index · 8,186 channels mentioned ever	 CHANNEL AGE 7 years 15 days created 01.07.2019

EDITOR AI SUMMARY

Channel «Topics. Main (GlavMedia)» – 67 006 subs. Each post averages 2.9K people (4% of subs), reach is low – consider expanding audience. Publishes 1819 posts per week (~260/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **877** posts in 3 days.
- 02 Dominant format — **Text** (400/877 posts).
- 03 Avg post length — **405** chars (median 315).
- 04 Peak audience activity — **Tuesday**, 20:00 MSK.
- 05 Top posts get **2×** more views than the weakest (4.5K avg for top vs 2.5K for worst) — among 877 posts over 3 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 12.07 · 21:32 TEXT !!🇺🇸🇷🇺 "I can't die now. I still need to impose sanctions against Russia": Axios on the last hours of Russophobe Senator Graham's life —In...	VIEWS 4 629 REPOSTS 22	REACTS 99 ER 6.9%
Nº2 12.07 · 22:51 VIDEO 🇳🇴 Norwegian fans after World Cup exit held a 'race' on baggage carousel at airport. The team left the tournament, but their fans managed to...	VIEWS 4 626 REPOSTS 66	REACTS 77 ER 6.9%
Nº3 12.07 · 21:31 PHOTO The Times published a piece on Finland's preparations for nuclear war with Russia. The article details a vast network of bomb shelters...	VIEWS 4 250 REPOSTS 24	REACTS 28 ER 6.3%

Nº4 13.07 • 03:31 **PHOTO**

US sees largest monthly money supply growth in five years.
@banksta

VIEWS
4 137

REPOSTS
13

REACTS
7

ER
6.2%

Nº5 12.07 • 21:31 **TEXT**

Many targets on Moscow. Pass through Kaluga region. Also many recorded in Krasnodar Krai. Don't neglect shelters!

VIEWS
4 135

REPOSTS
8

REACTS
26

ER
6.2%

WORST 3

↓ 13.07 • 06:11 **TEXT**

Volkswagen CEO Oliver Blume tries to avoid plant closures in Germany to cut costs, he said in an interview...

VIEWS
2 520

REPOSTS
—

REACTS
4

ER
3.8%

↓ 13.07 • 05:20 **PHOTO**

✓ US Strikes on Iran Map Tonight

VIEWS
2 490

REPOSTS
6

REACTS
12

ER
3.7%

↓ 13.07 • 05:23 **TEXT**

Regions want to simplify and speed up procurement, and for SMEs — raise the initial max price limit...

VIEWS
2 449

REPOSTS
4

REACTS
5

ER
3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

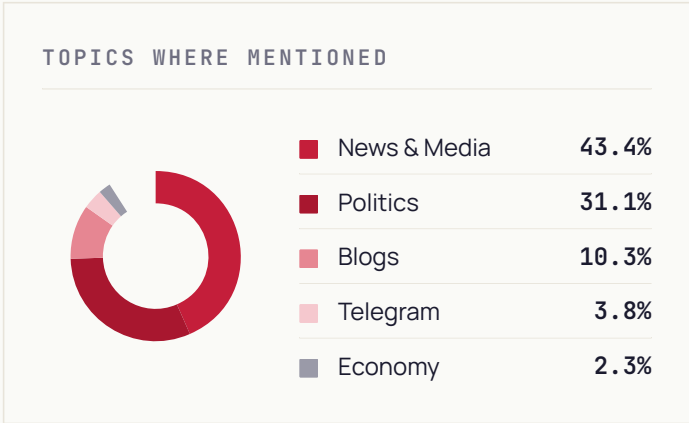
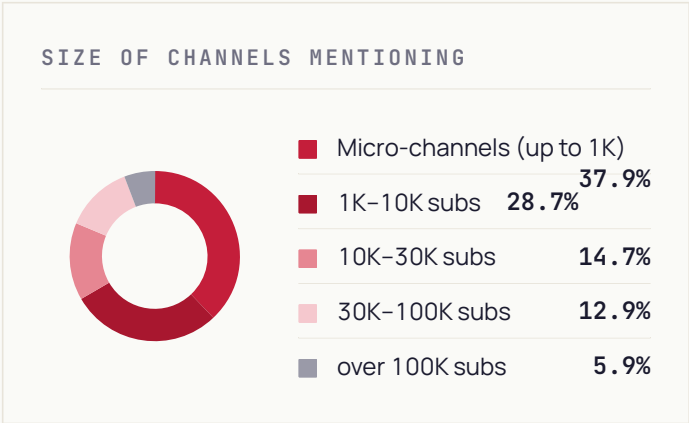
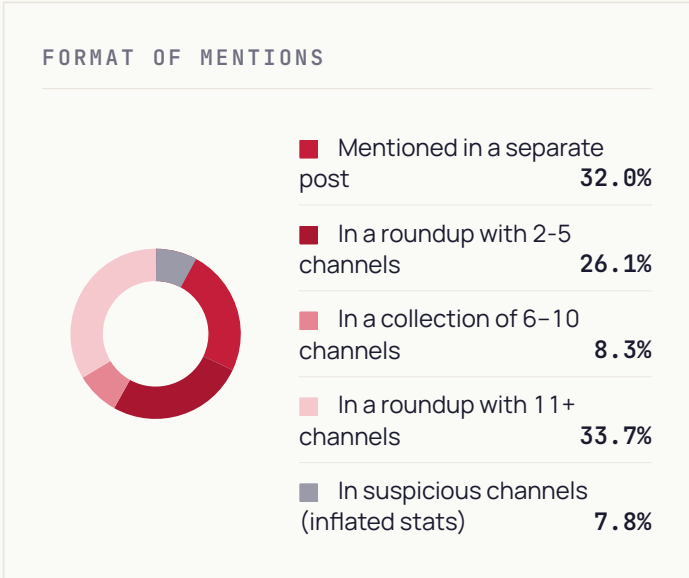
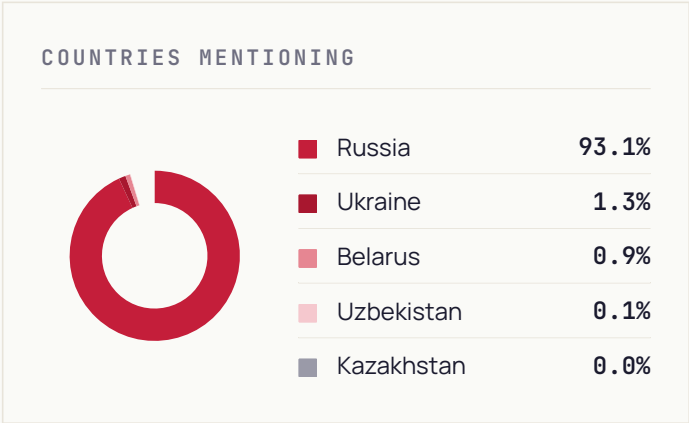
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

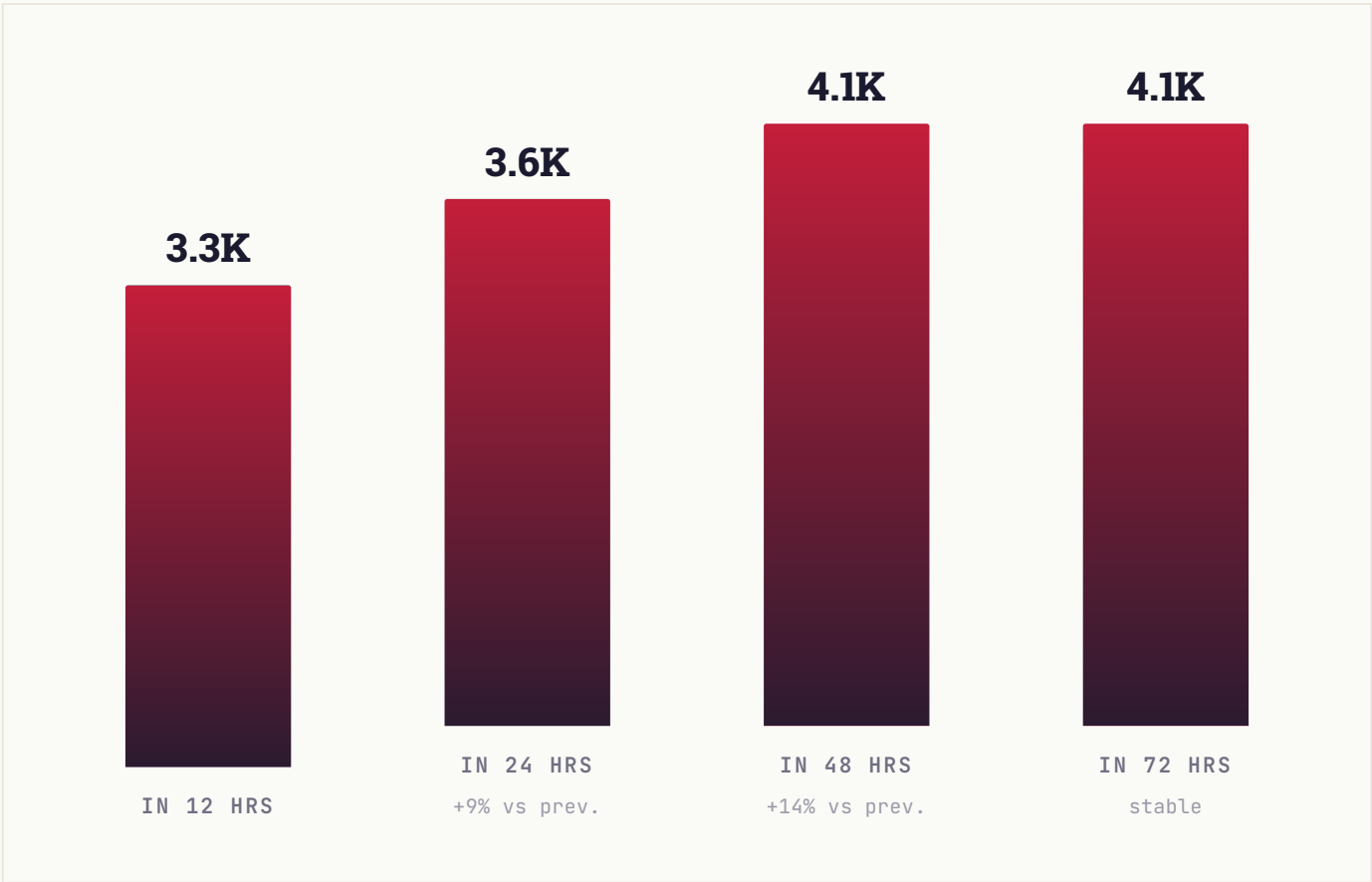
Citation index **2 700** — channel popularity score based on mentions. Considers not just count but also mentioner weight: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **8 186** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
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
ک ا کانال اخبار فوری خبر فوری	4.3M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
TR Trukha ⚡ Ukraine	3.1M
TG Topics. Main (GlavMedia) YOU	67K

COMPARATIVE SUMMARY

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — break into top-97 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

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 **4 184**, they brought **4 254** new subs.

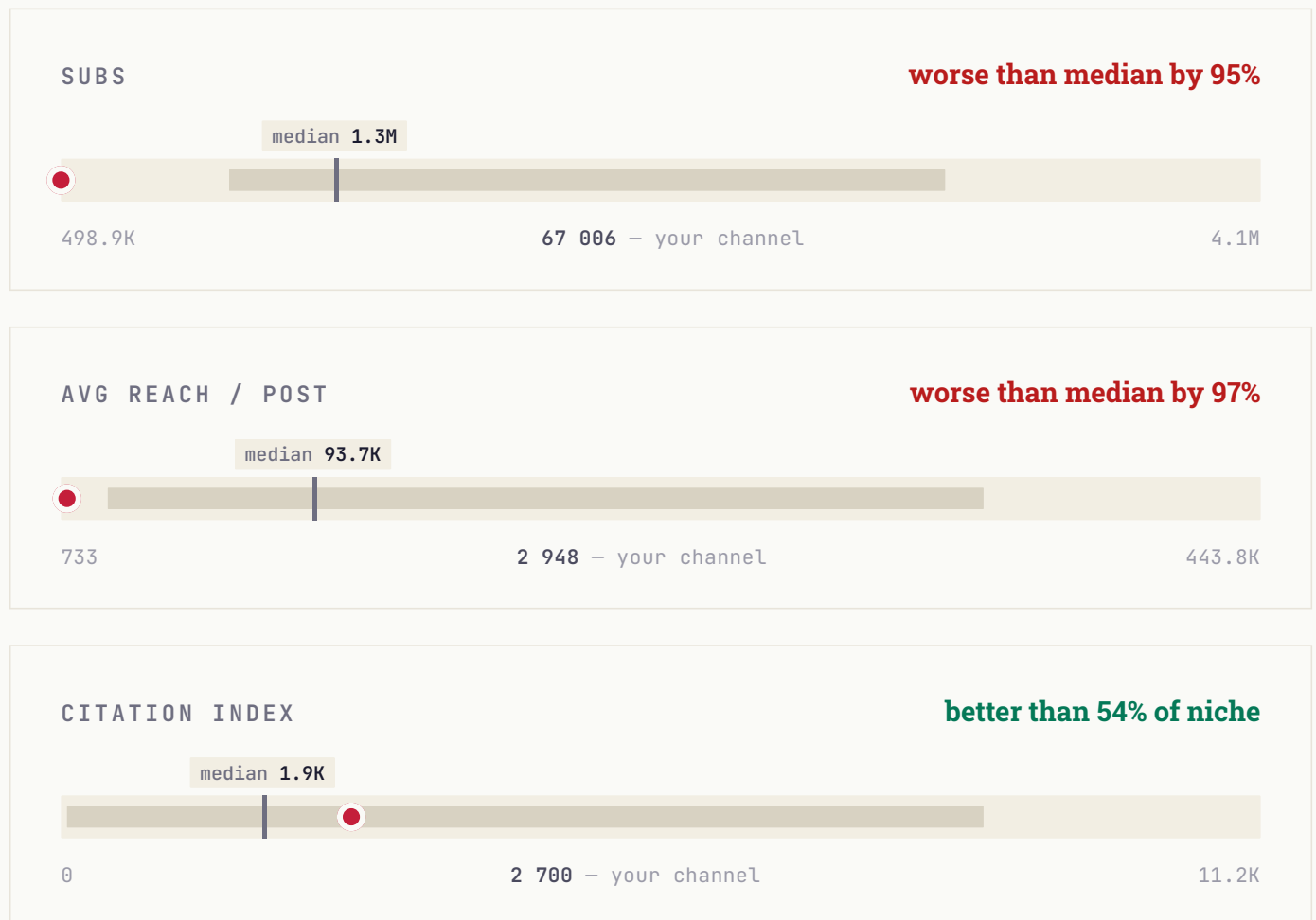
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	560	278	1 802	
December 2025	693	221	510	
Nov 2025	743	250	1 016	
Oct 2025	748	238	157	
Sep 2025	676	223	290	
August 2025	764	256	479	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
4 184	6	4 254

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in «News & Media» (Russia) and compared your channel against them. 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 as done and revisit next month.

01

Top post of the week — on Tuesday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.4% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.1pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks 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 is an easy win.

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 from public data. Want more? 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
