

PUBLIC REPORT PROMTPRESS

Channel audit

Главный Телеграф



@glavny_telegraff

Главный Телеграф — author-driven news aggregator. We curate the most important news! Questions: @oichtotakoe (only follow link from channel) @Goat_suppp - Ads

SUBSCRIBERS

127 916

+20501 per month

ERR (% SEE POSTS)

33.0%

per day 28.5%

REACH/POST

41.7K

ad reach 36.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 127 916 —	 SUBSCRIBER REACH 32.63% avg % subs see post	 VIEWS/POST 41.7K median 43.4K · 29 days	 POSTS/WEEK 17.5 for period
 7D TREND +2.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 652 chars median 658 · 29 days	 POSTS ANALYZED 73 29 days
 AD REACH 36.5K 24h avg	 CHURN / MONTH +20501 last month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 6 months 29 days created 12.12.2025

AI EDITOR SUMMARY

Channel 'Glavny Telegraf' – 127 916 subs. Each post avg views 41.7K people (33% from subs), good reach. Publishes 18 posts per week (~2/day) – steady. Week Jun 29 – Jul 5 reach stable (+2.3% vs week Jun 22–28).

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 73 posts in 29 days.
- 02 Dominant format – Photo (57/73 posts).
- 03 Avg post length – 652 chars (median 658).
- 04 Audience peak activity – Saturday, 14:00 MSK.
- 05 Top posts get 2x more views than the weakest (56.4K avg top vs 28.1K worst) – across 73 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 11:47 PHOTO ! Russia to Build Lunar Nuclear Plant by 2036 – Roscosmos After 2036, nuclear-powered transport vehicles are planned...	VIEWS 57 357 REPOSTS 1	REACTIONS — ER 44.8%
Nº2 29.06 · 08:55 PHOTO 🔥 Meet GeekVape Sonder Q! This little guy is a real fighter: compact, stylish, and flavor-wise beats any disposable. With it you...	VIEWS 56 405 REPOSTS —	REACTIONS — ER 44.1%
Nº3 23.06 · 15:49 VIDEO Deranged suitor ended up in jail after three years of elaborate stalking and sending home videos to his victim's son. Muscovite faces 8 years...	VIEWS 55 492 REPOSTS —	REACTIONS — ER 43.4%

Nº4 05.07 • 23:02 **PHOTO**

Bloggers accuse dating service «Intwink» of non-payment for ad integrations. The company launched a site with a «hall of...

VIEWS
54 879
REPOSTS
—

REACTIONS
—
ER
42.9%

Nº5 26.06 • 21:22 **PHOTO**

Putin signed a law banning deportation of foreigners who fought in the Russian Armed Forces. Other laws: — Allowing regional...

VIEWS
54 069
REPOSTS
2

REACTIONS
—
ER
42.3%

WORST 3

↓ 14.06 • 14:06 **PHOTO**

Hacker from Ingushetia remotely broke into Yekaterinburg resident's Gosuslugi account and registered 57 locals in her apartment — evicting 'dead souls'...

VIEWS
28 207
REPOSTS
—

REACTIONS
—
ER
22.1%

↓ 12.06 • 16:28 **PHOTO**

Woman from Kaluga caused a scene on a plane. Instead of a Bali vacation, she met four police officers. Qatar Airways flight...

VIEWS
28 150
REPOSTS
—

REACTIONS
—
ER
22.0%

↓ 14.06 • 17:56 **PHOTO**

Putin and Trump agreed on the imminent visit of Witkoff and Kushner to Russia. Key points from the phone call between the US and...

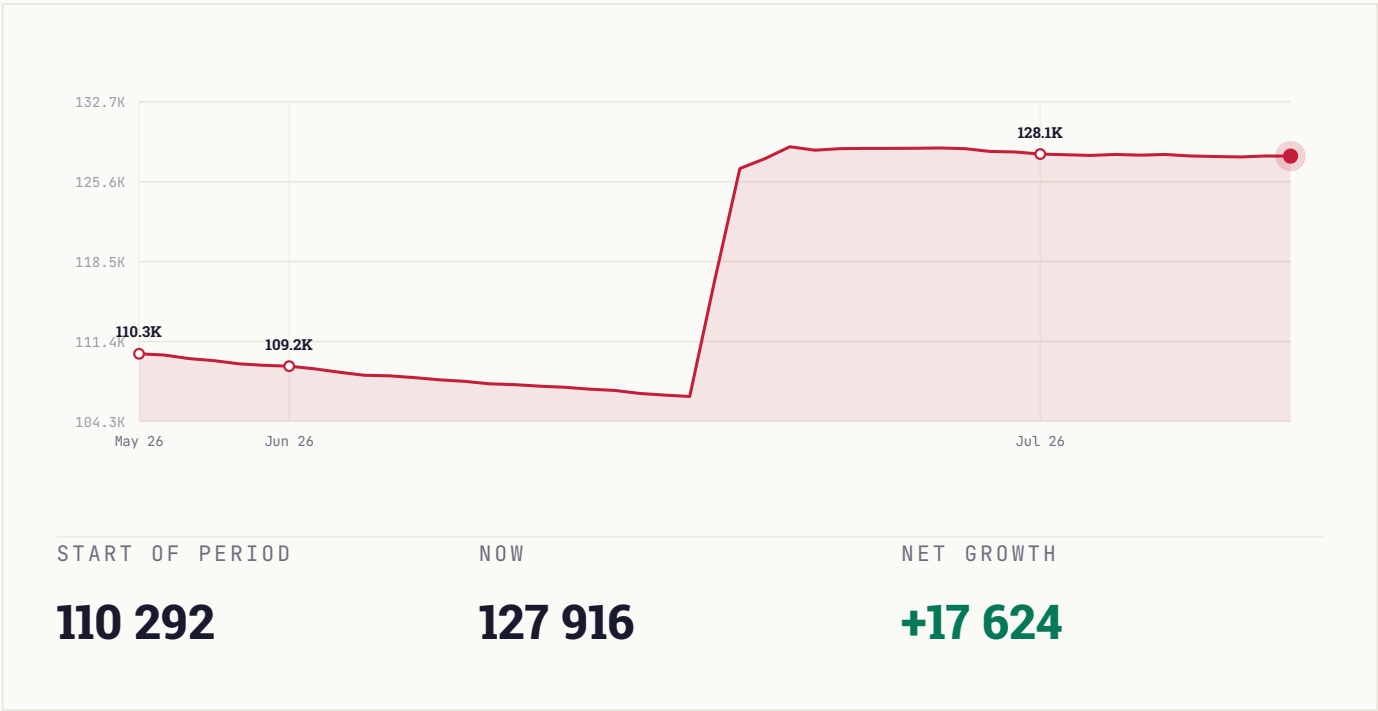
VIEWS
27 955
REPOSTS
—

REACTIONS
—
ER
21.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

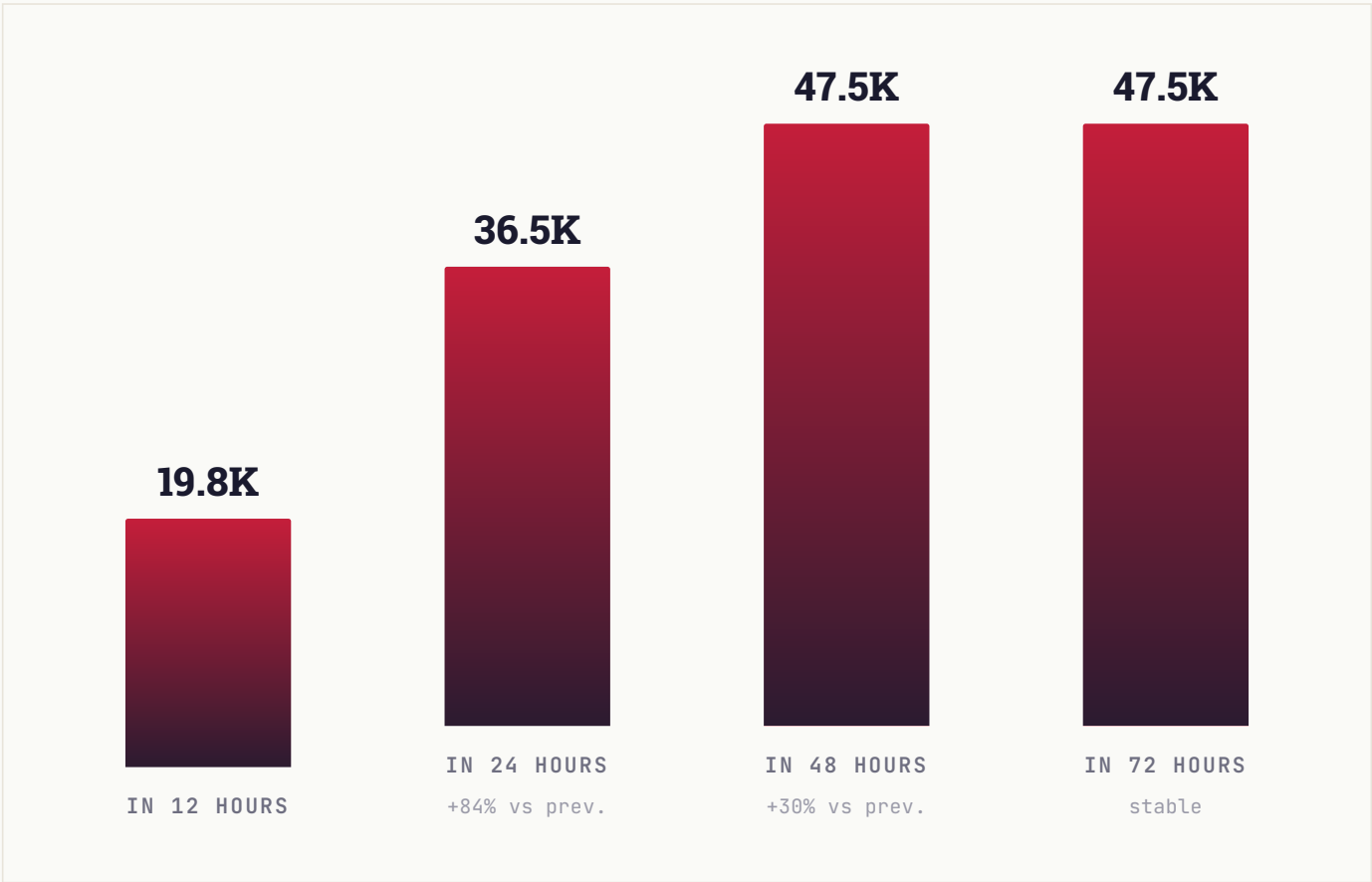
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.5M
کانال اخبار فوری خبر فوری	4.4M
PE Direct 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
GT Главный Телеграф YOU	127.9K

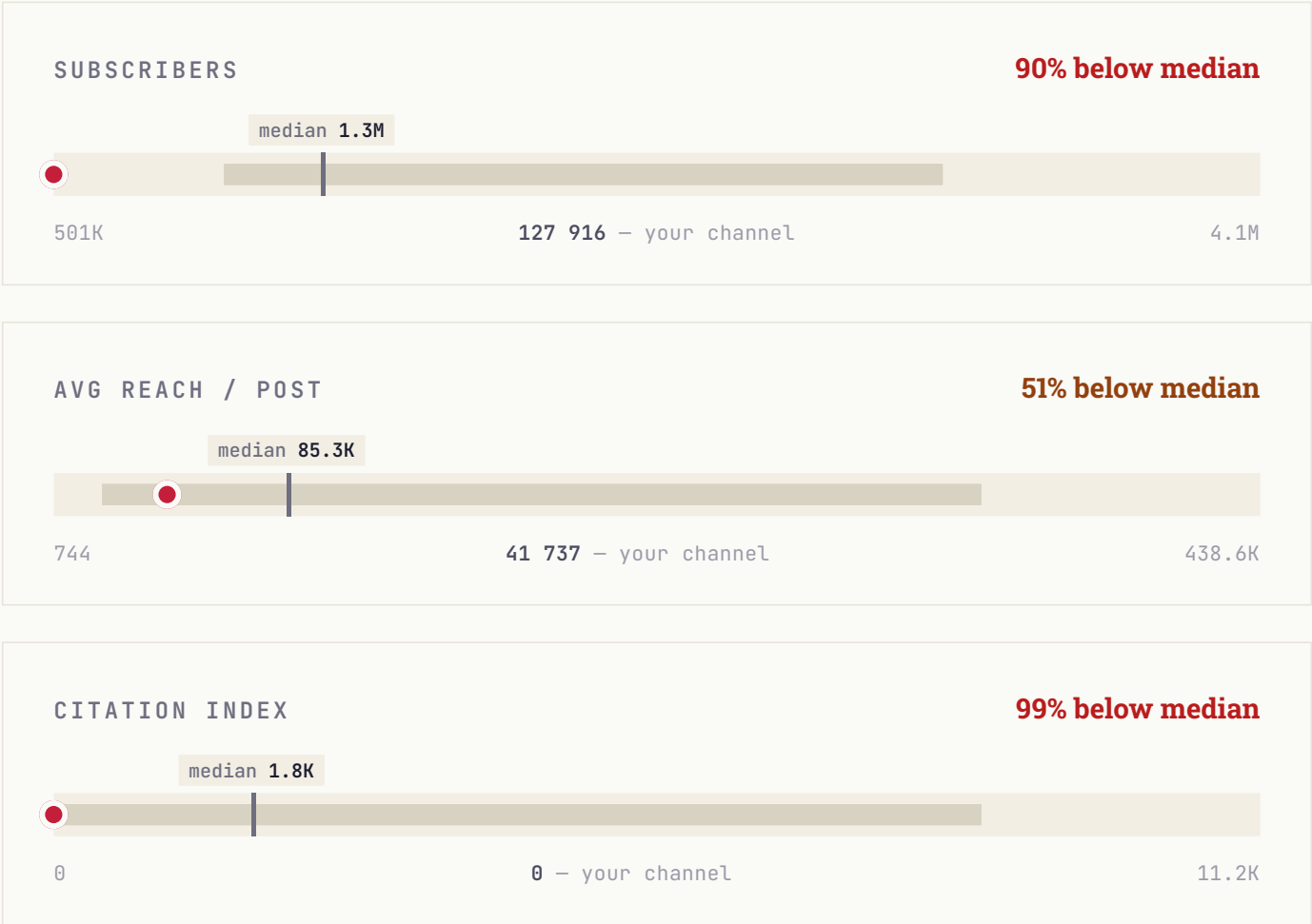
COMPARATIVE INSIGHT

Channel yet outside niche top-97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 06 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 07 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off & revisit in a month.

01 Top post of the week — on Saturday

Audience most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

02 Systematic traffic buying

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

EFFECT

+1K-3K subs

03 Test polls and 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

04 Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. 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**

★ NEXT STEPS

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit 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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