

PROMTPRESS PUBLIC REPORT

Channel audit

25th Hour • Business & Finance



@hour_25

Author-driven media on financial literacy and business trends. Not about hustle culture. About real life. 📺Ads — @Hour_25bot
Managers — @Hour_25bot RKN...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
288 289	3.0%	6.3K
12.06.2026 +2566 per month	per day 1.5%	ad reach 4.4K/24h

HTTPS://PROMTPRESS.COM/AUDIT/HOUR_25

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Top 5 posts · worst 3 · takeaways

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Who mentions the channel and how

05 Ad potential

How long a post generates reach

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 288 289 —	 SUBSCRIBER REACH 2.18% avg % subs see post	 VIEWS/POST 6.3K median 6.3K · 29 days	 POSTS/WEEK 35.3 over period
 7D TREND -20.7% vs previous week	 REACTIONS/POST 68.5 total 10 346 reactions, 4 557 reposts, 0 comments.	 POST LENGTH 297 chars. median 275 · 29 days	 POSTS ANALYZED 151 29 days
 AD REACH 4.4K 24h avg	 CHURN / MONTH +2566 last month	 QUOTABILITY 203 citation index · 784 channels mentioned ever	 CHANNEL AGE 7 years 9 months created 17.08.2018

AI EDITOR SUMMARY

Channel «25th Hour • Business & Finance» – 288 289 subs. Each post averages 6.3K people (2% from subs), reach is low – consider expanding audience. Publishes 35 posts per week (~5/day) – active posting. For week June 1–7, reach dropped -20.7% vs week 25–31 May – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 151 posts over 29 days.
- 02 Dominant format — Photo (83/151 posts).
- 03 Avg post length — 297 chars (median 275).
- 04 Peak audience activity — Tuesday, 21:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (9.2K avg top vs 4K worst) — among 151 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 14:29 TEXT ☒ "Kamaz" starts mass layoffs after record 43 billion ruble loss. Per media, about 500 lost jobs in April...	VIEWS 9 376 REACTIONS 49 REP. 34 ER 3.3%
Nº2 19.05 · 18:36 PHOTO ☒ Schools publish full lists of banned words & topics for students. @hour_25 ☒ We're on MAX	VIEWS 9 153 REACTIONS 165 REP. 184 ER 3.2%
Nº3 24.05 · 13:16 PHOTO An 11-year-old boy from Nizhny Novgorod region lost 60,000 rubles playing on his mother's phone. He fell victim to scammers who...	VIEWS 9 080 REACTIONS 70 REP. 28 ER 3.1%

Nº4

20.05 · 09:08

PHOTO

Now you can copy big whales' trades. AI bot tracks the best & largest positions - @bit_academy_bot Good trades...

VIEWS

9 009

REACTIONS

81

REP.

7

ER

3.1%

Nº5

05.06 · 11:01

VIDEO

We always learn for ourselves, it's impossible to learn for someone else. Sber's Chairman German Gref noted in an interview with Ksenia Sobchak that...

VIEWS

8 900

REACTIONS

82

REP.

15

ER

3.1%

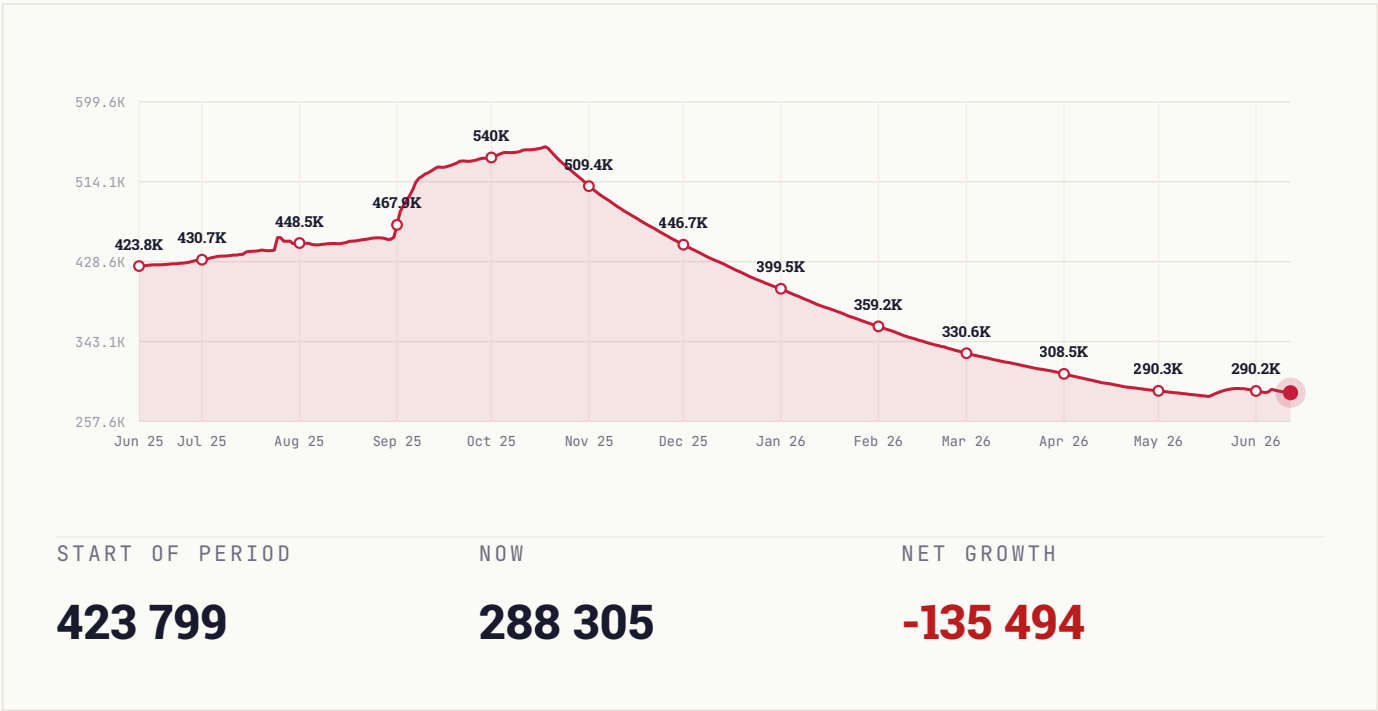
WORST 3

↓ 05.06 · 13:12 PHOTO Over 250 Russians lost millions due to 'car delivery from Korea'. According to media, through Din-X Auto people ordered cars...	VIEWS 4 147 REACTIONS 82 REP. 21 ER 1.4%
↓ 05.06 · 12:03 PHOTO ☒ Russian billionaires have grown \$22 billion richer since year start. Per Bloomberg, the founder's wealth grew most...	VIEWS 4 012 REACTIONS 69 REP. 13 ER 1.4%
↓ 05.06 · 12:12 PHOTO Corporate procurement is accelerating rapidly. At SPIEF, Sber's Deputy Chairman Taras Skvortsov spoke about implementing AI agents in the system...	VIEWS 3 964 REACTIONS 64 REP. 8 ER 1.4%

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.

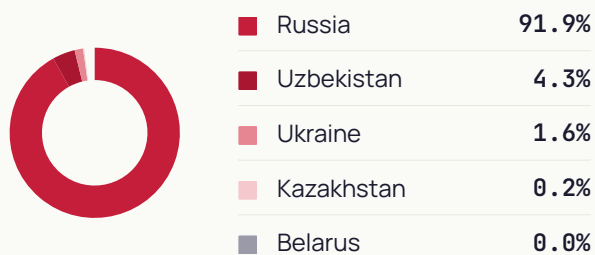


SECTION 04 • CITATIONS

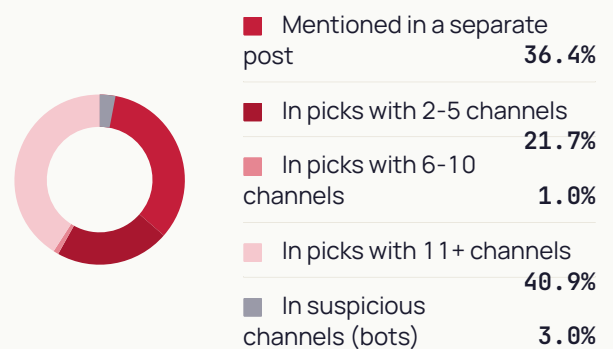
Who mentions the channel and how

Citation index **203** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: **784** different channels.

COUNTRIES MENTIONING



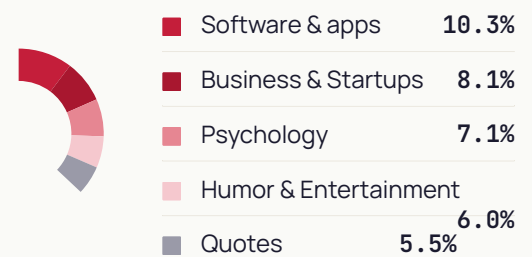
FORMAT MENTIONED IN



CHANNEL SIZE MENTIONS



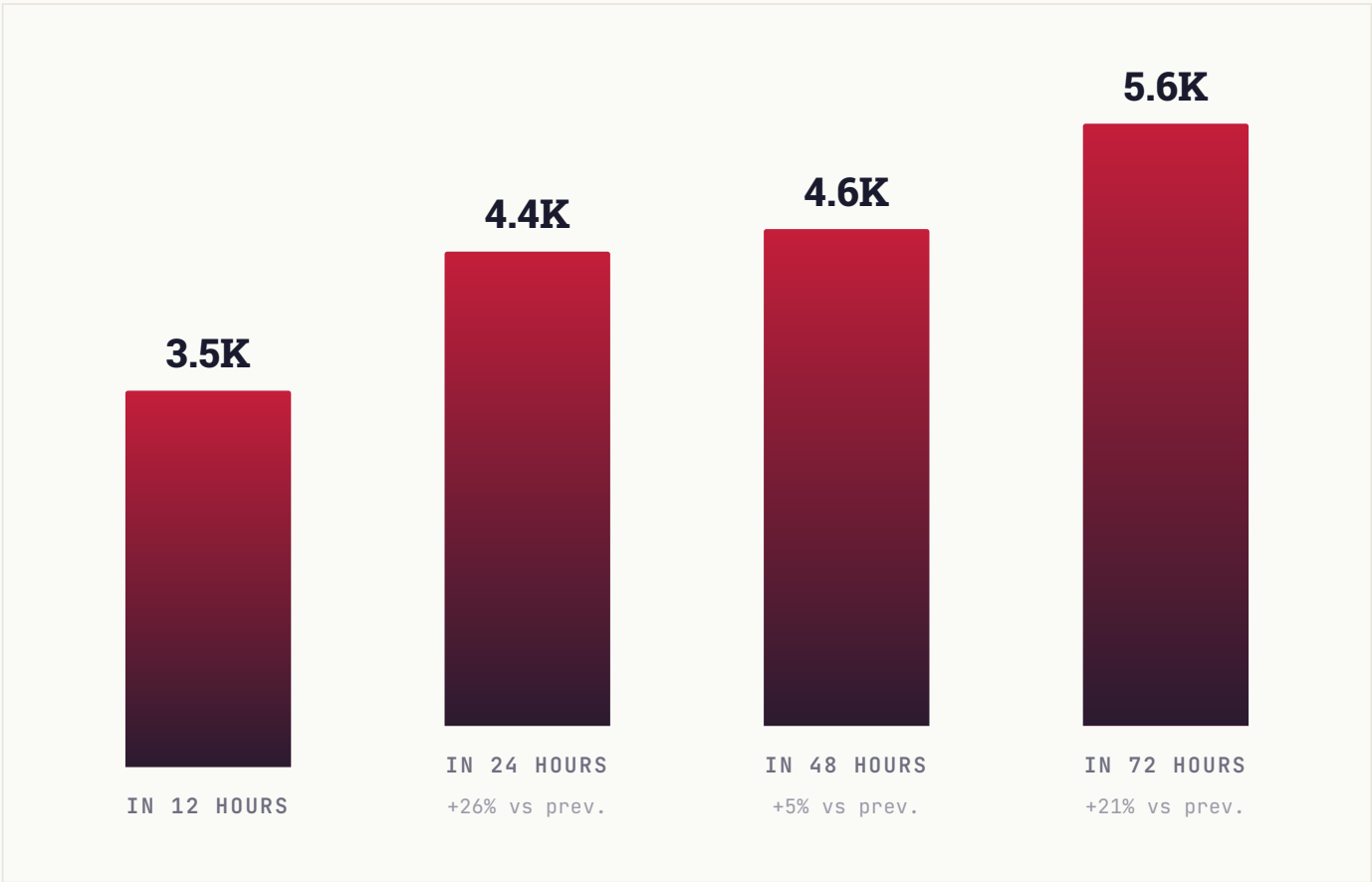
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



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
MO Moscowbusiness	966.6K
KN Books on a Million business blog	872.2K
USSR M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour · Business & Finance YOU	288.3K
BB Business Without Gloss	256.5K
E- E-commerce	254.7K

COMPARATIVE INSIGHT

Channel in niche top 10 (#9 of 100). Strong position. Niche leader — Moscowbusiness (966.6K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions count **0**, they brought **133 655** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS GAINED
December 2025	0	0	0
November 2025	0	0	0
October 2025	0	0	12 199
September 2025	0	0	85 750
August 2025	0	0	10 524
July 2025	0	0	25 182
TOTAL MENTIONS	0	MONTHS OF DATA	SUBS ATTRACTED
	6		133 655

SECTION 08 · NICHE COMPARISON

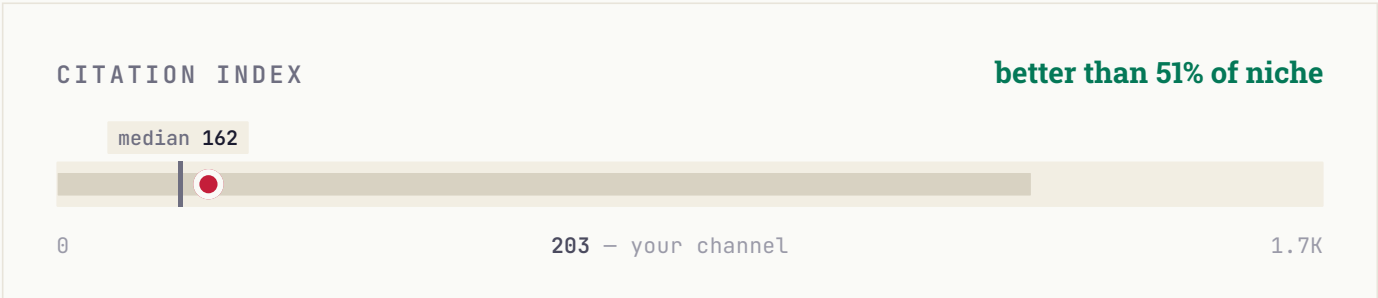
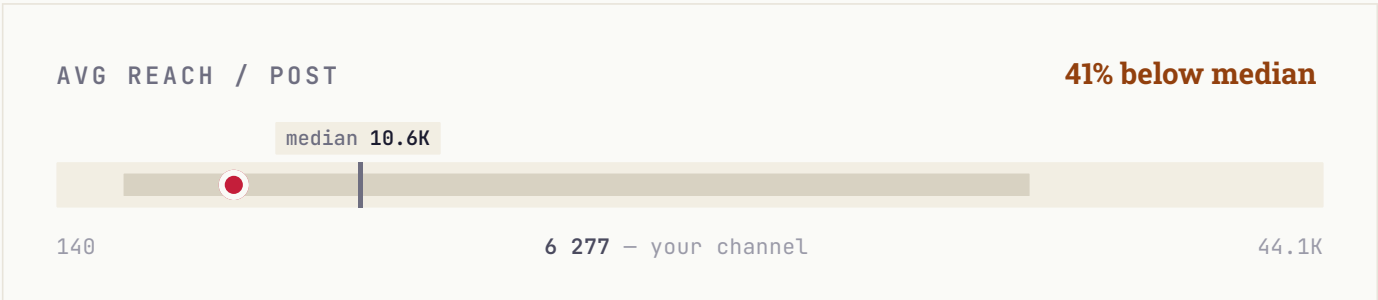
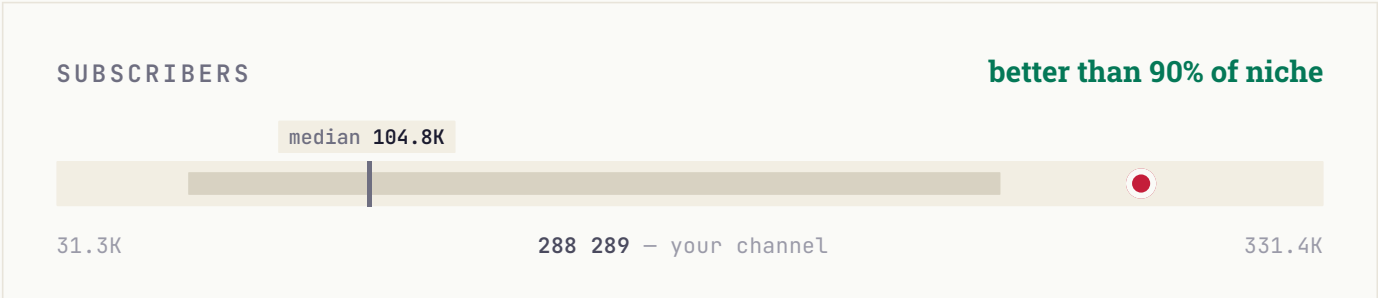
Where the channel stands in its league

Took top-100 channels in category «Business & Startups» (Russia) and compared your channel against them. Gray band = range covering 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#9/100

RANK IN NICHE

Channel in top 9% business & startups Russia



— 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

Top post of the week — on Tuesday

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

EFFECT

**Best time for
an important
post**

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 2.18% vs norm 3.5%. Try polls & interactive formats.

EFFECT

+1.3pp ER

04

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**

05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

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 target 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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