

PUBLIC REPORT BY PROMTPRESS

Channel audit

IZ.RU



@izvestia

Official channel IZ.RU on Telegram Feedback: @infoPovodsBot

Other socials: izru.taplink.ws Registered in Roskomnadzor list:...

SUBSCRIBERS

134 832

-275 per month

ERR (% WHO SEE
POSTS)

4.0%

in 24 hrs **3.0%**

REACH/POST

4.5K

ad reach **4K**/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 and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media» category

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.

 SUBSCRIBERS 134 832 —	 SUBS REACH 3.3% avg % subs see post	 VIEWS/POST 4.5K median 4.1K · 12 days	 POSTS/DAY 62.7 ~439 per week
 7D TREND — no data for period	 REACTIONS/POST 30.4 only 23,630 reactions, 12,581 reposts, 0 comments	 POST LENGTH 614 chars median 612 · 12 days	 POSTS ANALYZED 778 12 days
 AD REACH 4K 24h avg	 CHURN / MONTH -275 last month	 CITATION RATE 5 501 citation index · 13,298 channels mentioned all time	 CHANNEL AGE 10 years 9 months created 24.09.2015

AI EDITOR SUMMARY

Channel «IZ.RU» – 134 832 subs. Each post averages 4.5K people (3% from subs), reach is low – consider expanding audience. Publishes 439 posts/week (~63/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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **778** posts in 12 days.
- 02 Dominant format — **Video** (263/778 posts).
- 03 Avg post length — **614** chars (median 612).
- 04 Peak audience activity — **Tuesday**, 04:00 MSK.
- 05 Top posts get **14x** more views than the weakest (32.7K avg for top vs 2.3K for worst) — among 778 posts in 12 days. Analyze what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 10.07 · 09:19 PHOTO Over a million women and girls left without life-saving humanitarian aid due to UN funding cuts, writes...	VIEWS	REACTIONS
	66 499	16
	REPOSTS	ER
	107	49.3%
Nº2 06.07 · 08:49 VIDEO People continue to gather at Revolution Square in Tehran to bid farewell to Ayatollah Ali Khamenei. IRGC released footage of a huge crowd...	VIEWS	REACTIONS
	17 754	26
	REPOSTS	ER
	35	13.2%
Nº3 07.07 · 11:09 PHOTO Vladislav Misevich, one of the founders and members of the band "Pesnyary", has died, reports "Belarus Today". Misevich's death was reported by his...	VIEWS	REACTIONS
	13 860	69
	REPOSTS	ER
	53	10.3%

Nº4 03.07 • 20:09 VIDEO  Footage of liberation of Konstantinovka in DPR released by Russian Defense Ministry 🕶️ More news from IZ RU in MAX	VIEWS 12 901 REACTIONS 37 REPOSTS 28 ER 9.6%
Nº5 05.07 • 13:33 TEXT ! Kyiv refused ceasefire in Konstantinovka to hand over bodies of fallen Ukrainian soldiers, says Russian Defense Ministry. "Ukrainian...	VIEWS 11 535 REACTIONS 27 REPOSTS 37 ER 8.6%

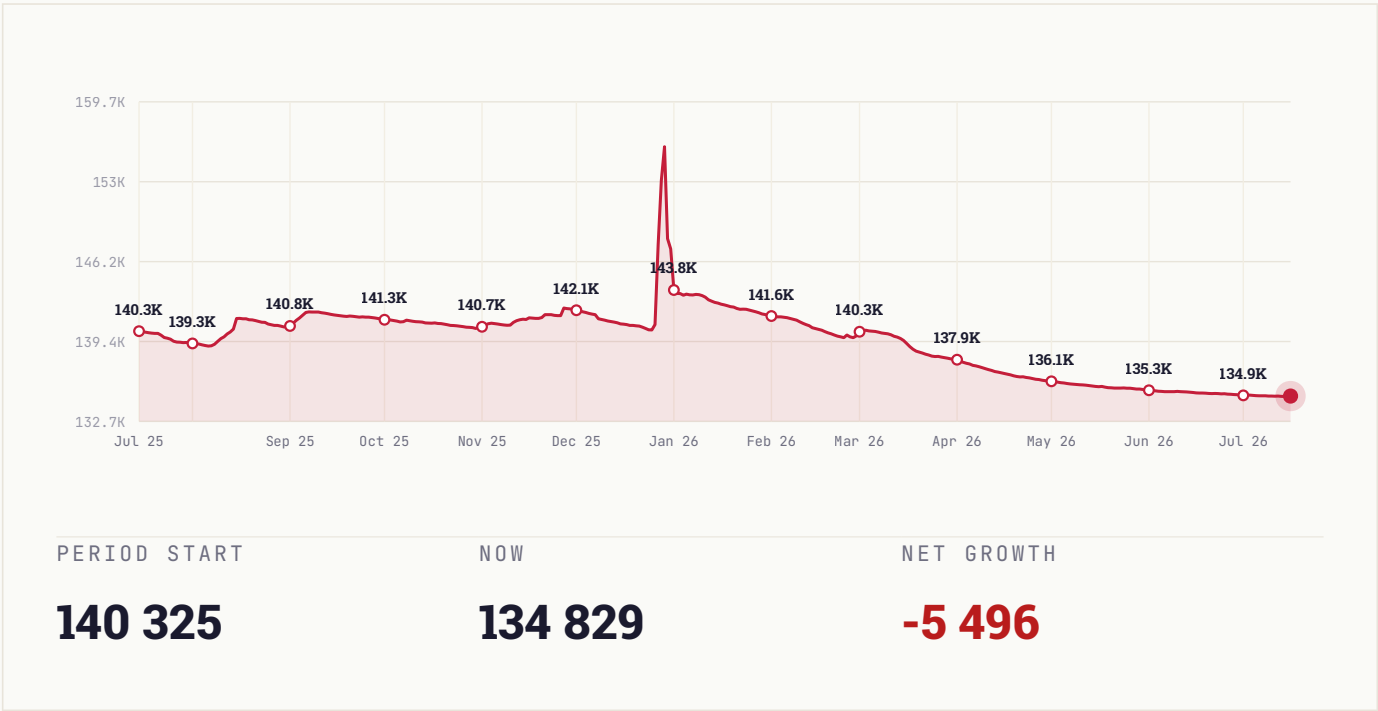
WORST 3

↓ 03.07 • 20:21 VIDEO The "Sever" troop group is successfully creating a security zone. Our soldiers and officers play a decisive role...	VIEWS 2 589 REACTIONS 30 REPOSTS 11 ER 1.9%
↓ 03.07 • 20:25 TEXT Kyiv's claims of non-existent successes play into Russia's hands – Vladimir Putin "These actors disorganize themselves and...	VIEWS 2 563 REACTIONS 34 REPOSTS 9 ER 1.9%
↓ 03.07 • 22:03 VIDEO Division of 200 billion rubles between Eksmo top manager and ex-wife may lead to criminal case. Ex-spouse of owner...	VIEWS 1 790 REACTIONS 7 REPOSTS 15 ER 1.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

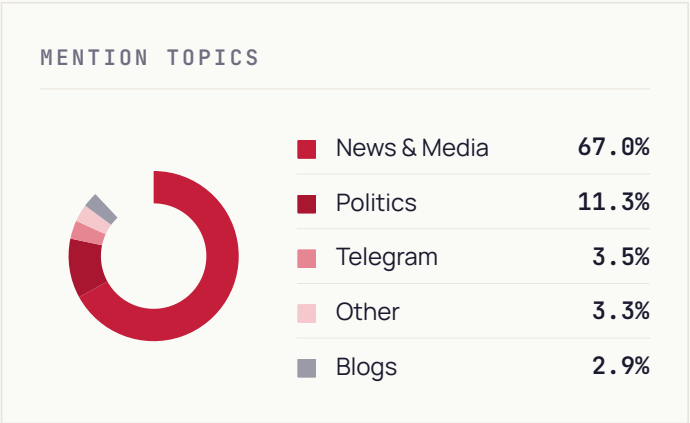
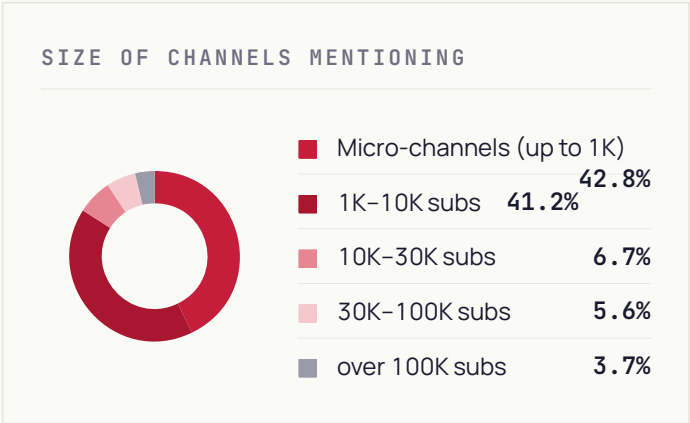
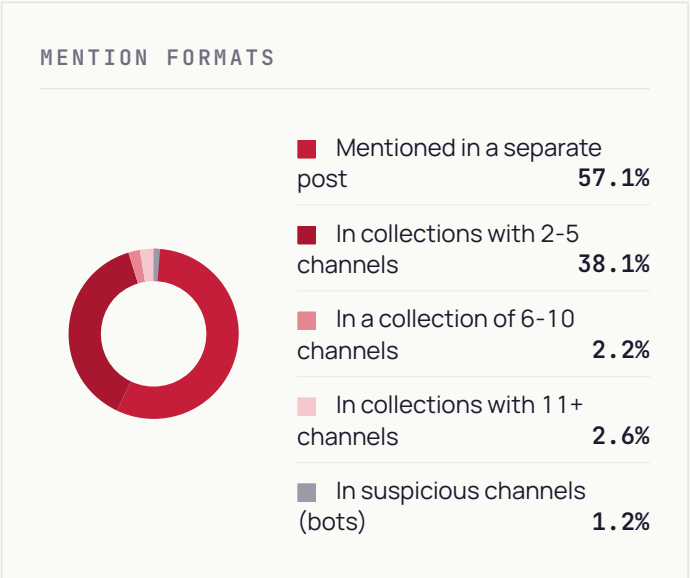
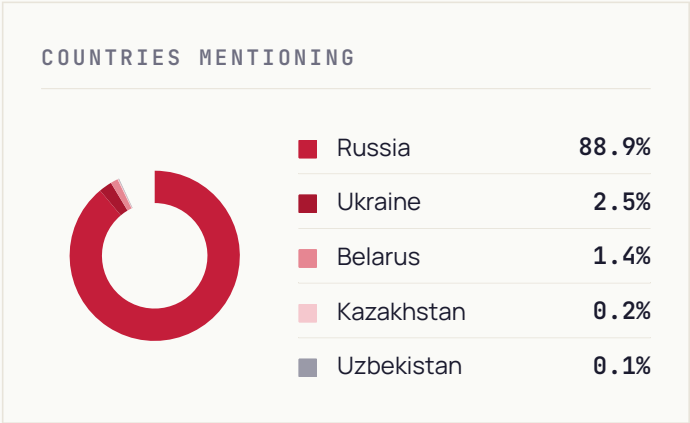
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

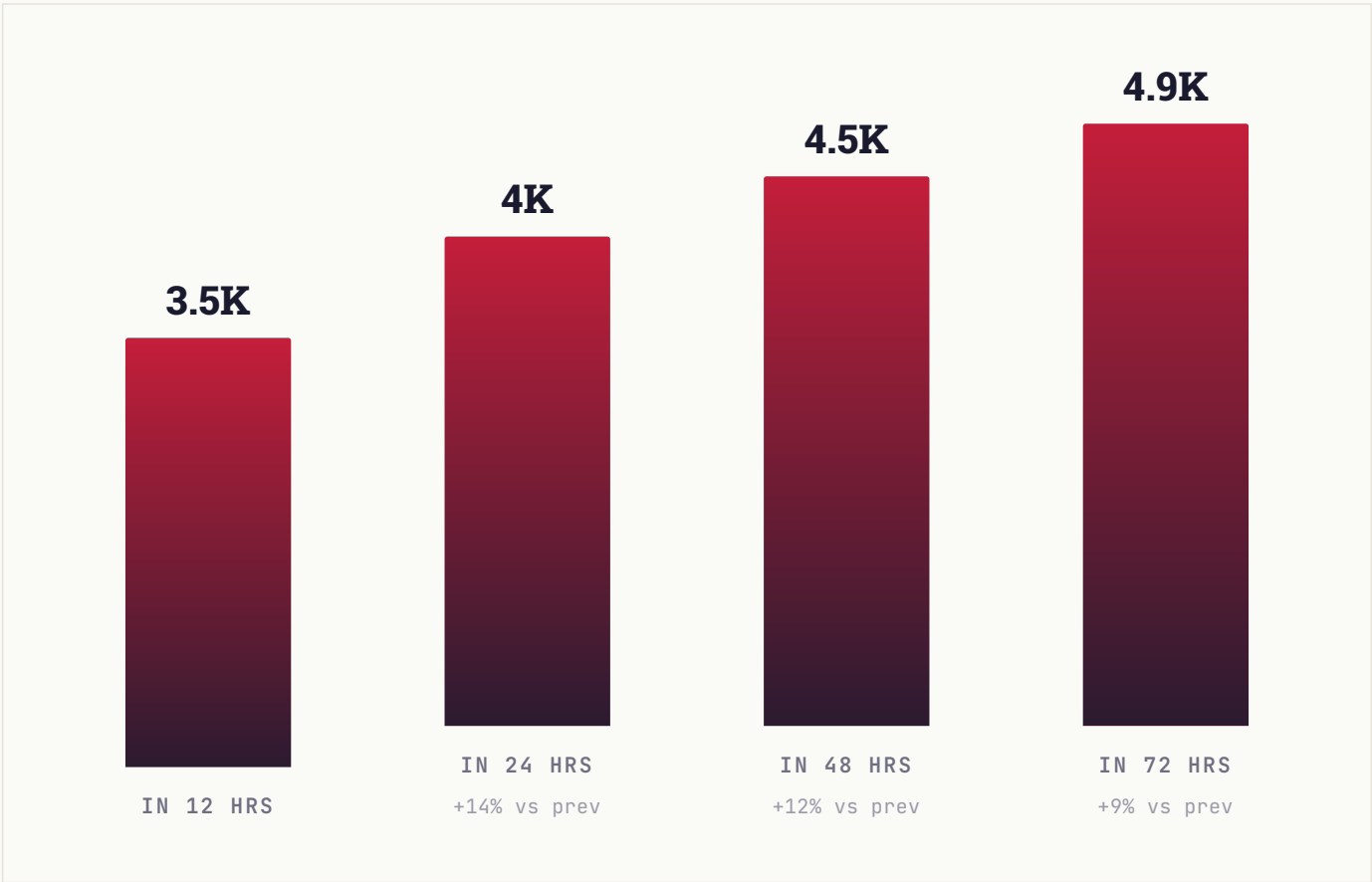
Citation index **5 501** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **13 298** different channels.



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 should "live".



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ ا 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 Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡ Ukraine	3.1M
IZ IZ.RU YOU	134.8K

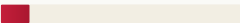
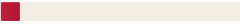
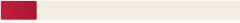
COMPARATIVE INSIGHT

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

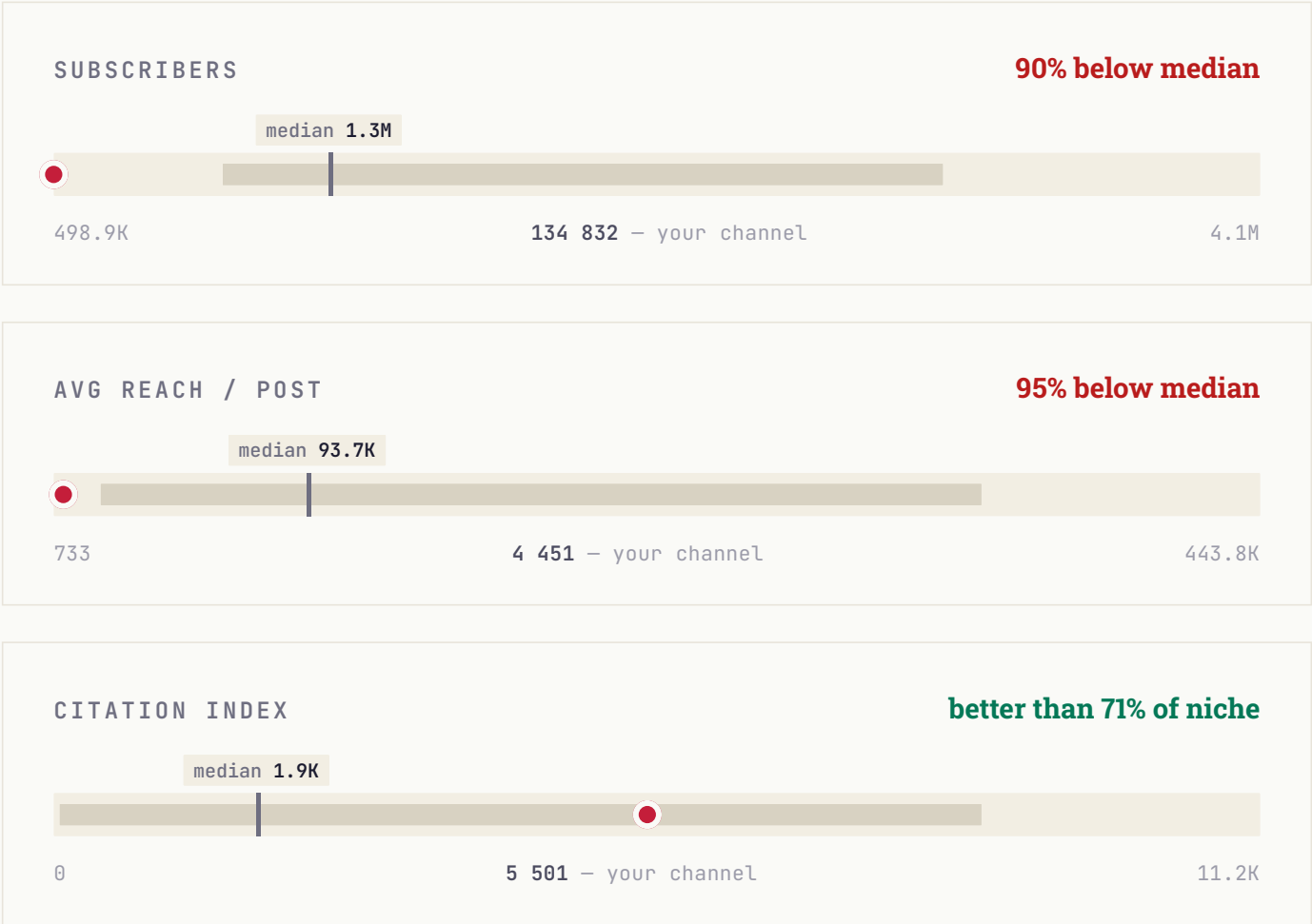
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **30 474**, they brought **21 590** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	6 342	601	154 
December 2025	6 395	609	15 513 
Nov 2025	5 090	473	1 969 
Oct 2025	5 504	456	243 
Sep 2025	3 717	437	1 367 
August 2025	3 426	437	2 344 
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
30 474	6	21 590	

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel. 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 and revisit this report in a month.

01

Best post day — Tuesday

Audience is most active on this day at 04:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.3% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.2pp ER

03

System 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 and interactive formats

Posts with polls/reactions typically 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 with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 with us and close your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager