

PROMTPRESS PUBLIC REPORT

Channel audit

Kazan on Maximum



@kazancity

🏆 'Largest and most read channel of Kazan' per JournalTOP 2025

Ads: @kznpr News bot: @Kznjournal_bot Registered in

Roskomnadzor list: <https://clck.ru/3FuPfE>

SUBSCRIBERS

399 416

+1322 per month

ERR (% SEE POSTS)

19.0%

per day 17.5%

REACH/POST

72.9K

ad reach 70.1K/24h

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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 399 416 —	 SUBS REACH 18.26% avg % subs see post	 VIEWS/POST 72.9K median 72.2K · 29 days	 POSTS/DAY 21.1 ~147 per week
 7D TREND -3.2% vs previous week	 REACTIONS/POST 980.8 total 618,916 reactions, 234,386 reposts, 64,064 comments	 POST LENGTH 264 chars median 242 · 29 days	 POSTS ANALYZED 631 29 days
 AD REACH 70.1K 24h avg	 CHURN / MONTH +1322 over the last month	 QUOTABILITY 497 citation index · 8,883 channels mentioned ever	 CHANNEL AGE 3 years 10 months created 09.09.2022

AI EDITOR SUMMARY

Channel «Kazan on Maximum» — 399 416 subs. Each post gets avg 72.9K people (18% of subs), average reach — room to grow. Publishes 147 posts/week (~21/day) — very active. Week Jul 6–12 reach stable (-3.2% vs week Jun 29 – Jul 5).

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 TOP POSTS SHARE

- 01 Analysis based on **631** posts over 29 days.
- 02 Dominant format – **Text** (276/631 posts).
- 03 Avg post length – **264** chars (median 242).
- 04 Peak audience activity – **Sunday**, 23:00 MSK.
- 05 Top posts get **2x** more views than the weakest (99.7K avg for top vs 59.5K for worst) – among 631 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 08:29 VIDEO 🧐 Illustration of today – flowerbed floating along Peterburgskaya to siren sounds 🕶️ Kazan at Max	VIEWS 104 543 REPOSTS 6 181	REACTIONS 1 612 ER 26.2%
Nº2 13.07 · 05:02 PHOTO ✈️ S7 contract for 100 Kazan Tu-214 jets may fall through Due to lack of guarantees for cockpit upgrade...	VIEWS 99 130 REPOSTS 250	REACTIONS 678 ER 24.8%
Nº3 12.07 · 20:04 VIDEO ⚡ Huge crowds at Kazan airport due to mass flight delays and cancellations 'No seats, terrible stuffiness, AC...'	VIEWS 95 509 REPOSTS 1 154	REACTIONS 801 ER 23.9%

Nº4 23.06 • 07:38 VIDEO  Massive flooding downtown after 5 min downpour – from readers to bot Reminder: storm warning in effect today – heavy...	VIEWS 94 372 REACTIONS 692 REPOSTS 3 555 ER 23.6%
Nº5 04.07 • 20:01 VIDEO  Several bodies lying at 'Olimpiyets' bus stop on Gorkovskoye Highway Witnesses report to bot that they were hit by...	VIEWS 93 086 REACTIONS 966 REPOSTS 878 ER 23.3%

WORST 3

↓ 15.07 • 12:43 TEXT  Apple behaving inadequately, but switching to Android is premature – State Duma committee head on IT policy Company is committing...	VIEWS 59 904 REACTIONS 968 REPOSTS 133 ER 15.0%
↓ 03.07 • 12:01 TEXT  Russian Academy of Sciences believes 'fuel crisis' benefits Russians Fewer cars on roads will make air cleaner...	VIEWS 59 460 REACTIONS 2 197 REPOSTS 433 ER 14.9%
↓ 03.07 • 11:01 PHOTO Learn psychology online – no relocation, no quitting your job, no years of prep Moscow Institute of Psychology launched...	VIEWS 59 167 REACTIONS 72 REPOSTS 34 ER 14.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

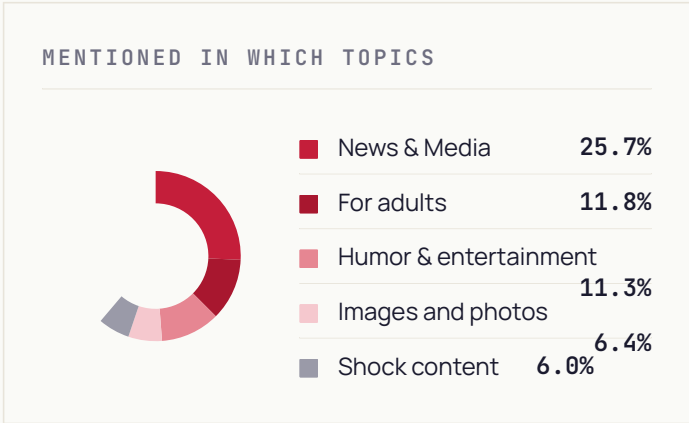
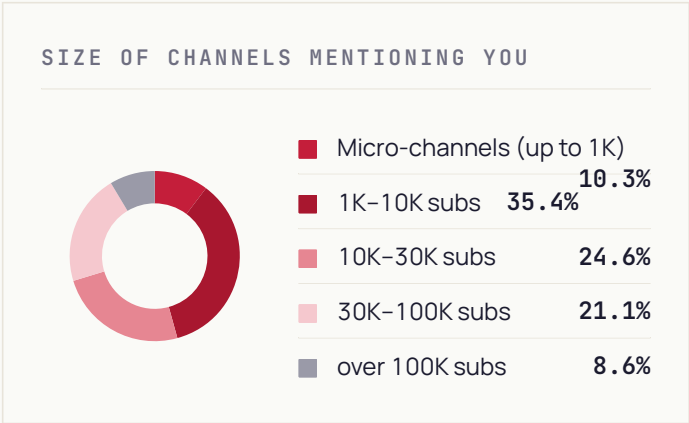
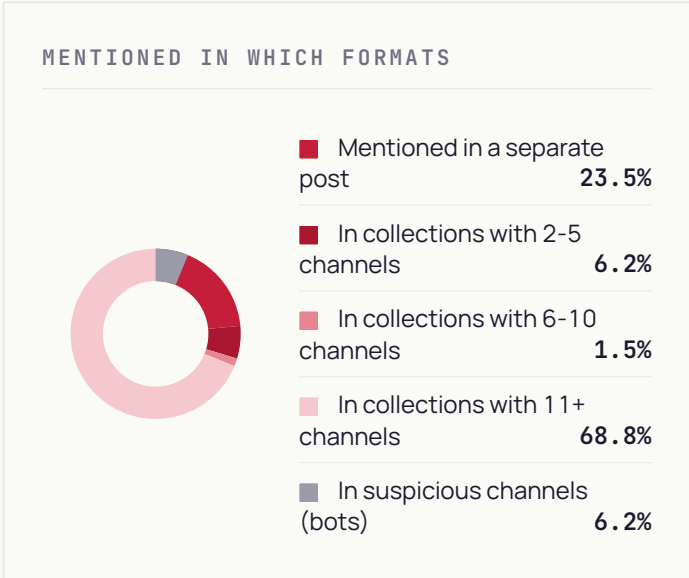
Yearly subscriber growth chart. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

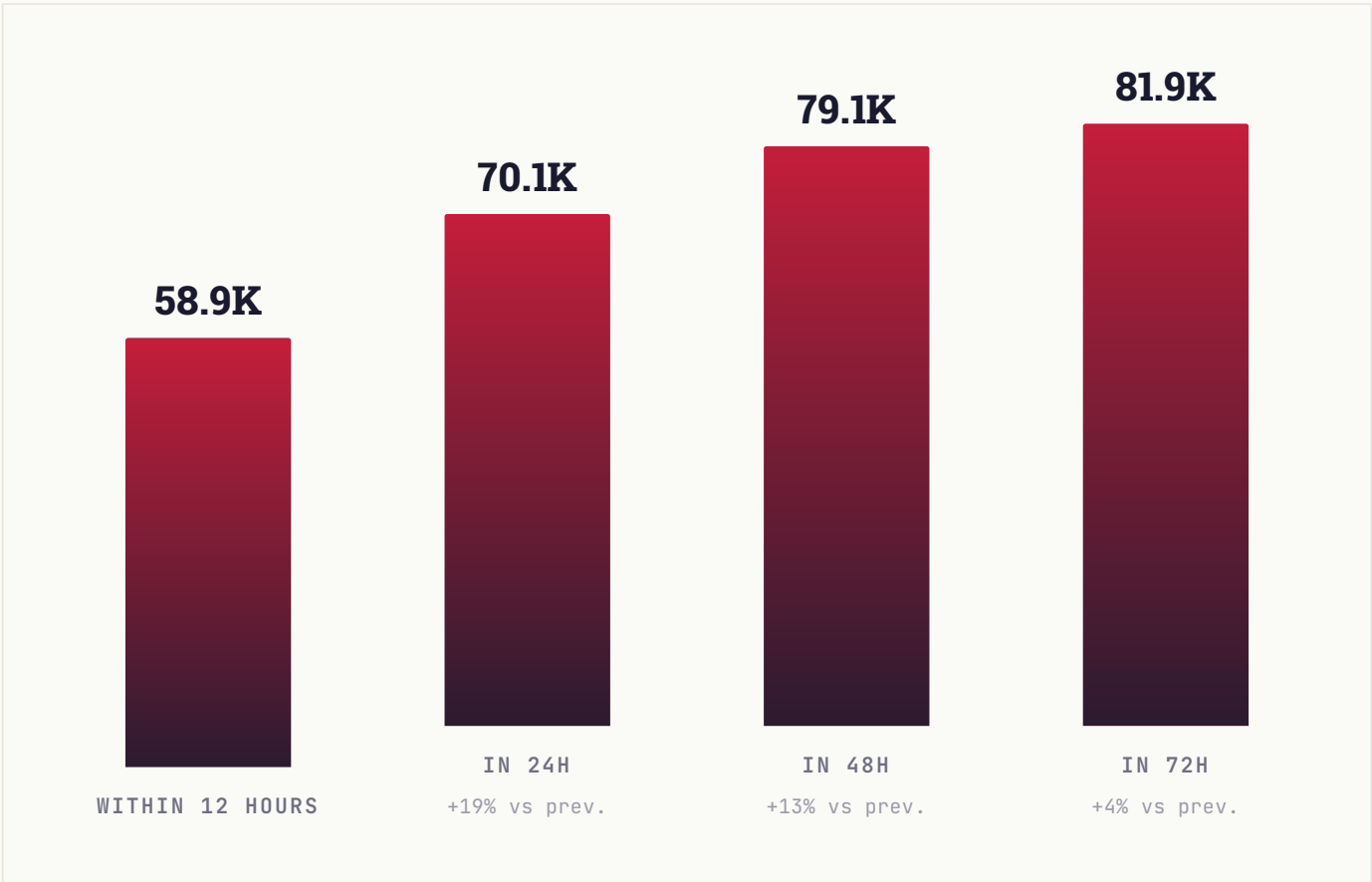
Citation index **497** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: **8 883** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge 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 where it ranks among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6.1M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.9M
ا ج اخبارفوری جنگ	4.3M
ا ب خبرفوری	4.3M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
MA Mash	3.1M
CN Kazan on Maximum YOU	399.4K

COMPARATIVE INSIGHT

Channel is still outside niche top 97 — early growth stage. Niche leader — اخبارفوری (6.1M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

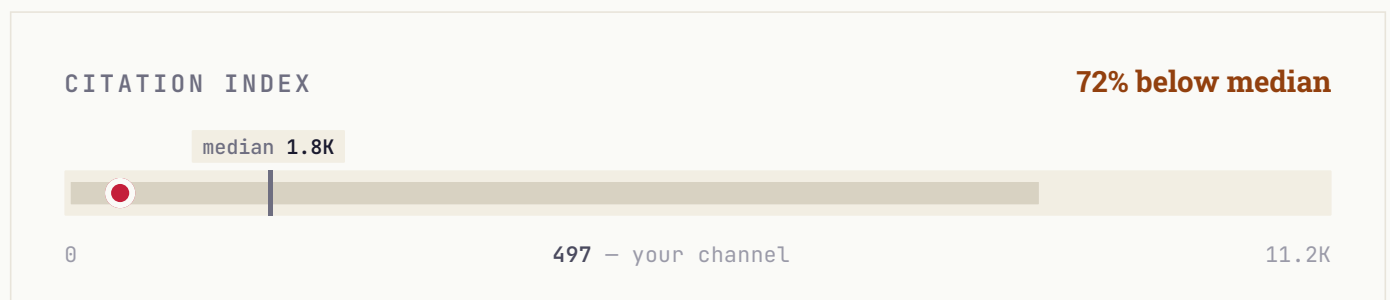
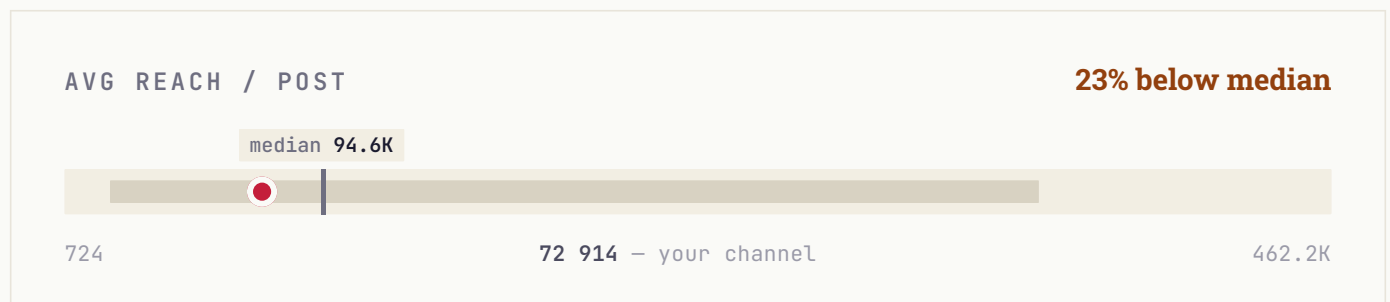
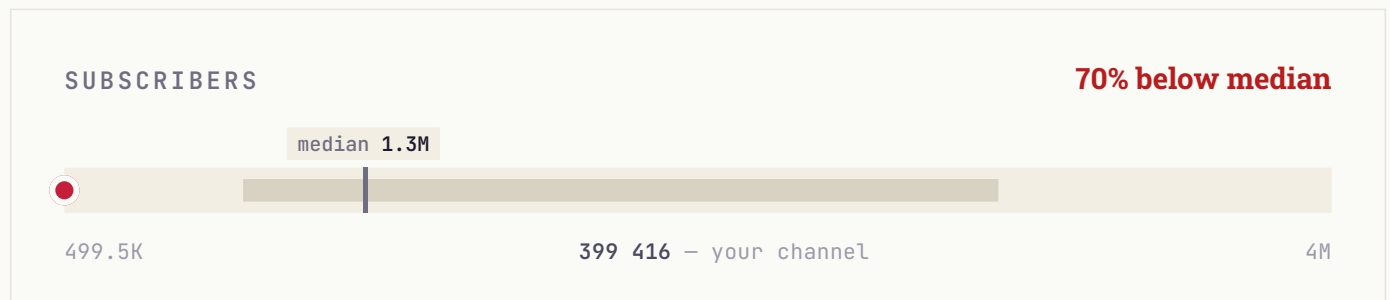
How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **3 926**, they brought **59 939** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	904	607	13 229
December 2025	450	359	10 005
Nov 2025	154	88	337
Oct 2025	1 093	1 018	11 603
Sep 2025	1 083	1 013	10 668
August 2025	242	107	14 097
TOTAL MENTIONS			3 926
MONTHS OF DATA			6
ATTRACTED SUBS			59 939

Where the channel stands in its league

Took top-**100** channels in «**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 ranked by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Sunday

Audience is most active on this day and at 23:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

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

04

Cross-promo with neighboring channels

Cross-post with same-segment channels 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 through us and hit your growth plan in a month.

01 **Launch ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
