

PROMTPRESS PUBLIC REPORT

# Channel audit

## Kedr.media



@kedr\_media

Kedr — independent media about the environment. We write about the most important ecological events Site: <https://kedr.media>  
Support: [https://t.me/kedrmedia\\_support\\_bot](https://t.me/kedrmedia_support_bot) Write to us:...

SUBSCRIBERS

**26 605**

+1820 per month

ERR (% SEE POSTS)

**17.0%**

daily 8.4%

REACH/POST

**4.4K**

ad reach 2.2K/24h

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**— CONTENTS · 2026**

# What's inside the report

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**01 Channel snapshot**

12 key metrics · AI summary

**02 Content analysis**

Top 5 posts · worst 3 · takeaways

**03 Subscriber dynamics**

Year chart · growth

**04 Citation rate**

Who mentions the channel &amp; how

**05 Ad potential**

How long a post brings reach

**06 Competitors**

Niche neighbors · your spot

**07 Mention dynamics**

6 months · monthly

**08 Niche comparison**

Rank in category «Nature»

**09 Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                     |                                                                                                                                                                                             |                                                                                                                                                                                     |                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>26 605</div> <div>—</div>             | <div> SUBSCRIBER REACH</div> <div>16.72%</div> <div>avg % of subs see post</div>                           | <div> VIEWS/POST</div> <div>4.4K</div> <div>median 3.4K · 28 days</div>                            | <div> POSTS/WEEK</div> <div>26.7</div> <div>over period</div>                      |
| <div> 7D TREND</div> <div>-48.8%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>144.9</div> <div>total 15,647 reactions, 3,567 reposts, 346 comments</div> | <div> POST LENGTH</div> <div>936 chars</div> <div>median 999 · 28 days</div>                       | <div> POSTS ANALYZED</div> <div>108</div> <div>28 days</div>                       |
| <div> AD REACH</div> <div>2.2K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>+1820</div> <div>last month</div>                                         | <div> CITATION RATE</div> <div>410</div> <div>citation index · 931 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>4 years 20 days</div> <div>created 05.05.2022</div> |

AI EDITOR SUMMARY

Channel «Kedr.media» – 26 605 subs. Each post is seen by 4.4K people (17% of subs), that's average reach – room to grow. Publishes 27 posts per week (~4/day) – active posting. For week May 25–31, reach dropped -48.8% vs week May 18–24 – worth analyzing why.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **108** posts over 28 days.
- 02 Dominant format – **Photo** (74/108 posts).
- 03 Avg post length – **936** chars (median 999).
- 04 Audience activity peak – **Tuesday, 08:00 MSK**.
- 05 Top posts get **23x** more views than the weakest (29.6K avg top vs 1.3K worst) – among 108 posts over 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                              |                                                                   |                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------------------------|
| <div><div>Nº1</div><div>28.04 · 05:09</div><div>PHOTO</div></div> <div>«Над городом огромные столбы дыма». В Туапсе новая атака беспилотников и новый пожар на нефтеперерабатывающем заводе НАСТОЯЩИЙ МАТЕРИАЛ...</div>                      | <div>VIEWS</div> <div>35 330</div> <div>REP.</div> <div>284</div> | <div>REACTIONS</div> <div>236</div> <div>ER</div> <div>132.8%</div> |
| <div><div>Nº2</div><div>12.05 · 06:03</div><div>PHOTO</div></div> <div>Fuel of unfreedom. Russia built its prosperity on oil, but now rising prices hinder the country's development THIS MATERIAL...</div>                                  | <div>VIEWS</div> <div>28 873</div> <div>REP.</div> <div>159</div> | <div>REACTIONS</div> <div>108</div> <div>ER</div> <div>108.5%</div> |
| <div><div>Nº3</div><div>05.05 · 06:13</div><div>PHOTO</div></div> <div>Pillars of smoke and streams of oil. Report from Tuapse, where people get used to living inside a disaster THIS MATERIAL (INFORMATION) HAS BEEN PRODUCED AND...</div> | <div>VIEWS</div> <div>24 712</div> <div>REP.</div> <div>107</div> | <div>REACTIONS</div> <div>172</div> <div>ER</div> <div>92.9%</div>  |

|                                                                                                                                                                                             |                                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 29.04 • 06:06 <b>PHOTO</b><br><b>Kuzbass Breakdown. Report from a coal region where mines are closing en masse. How do people see their future here? THIS MATERIAL...</b>        | <div>VIEWS</div> <div>17 527</div> <div>REACTIONS</div> <div>94</div> <div>REP.</div> <div>104</div> <div>ER</div> <div>65.9%</div> |
| <b>Nº5</b> 15.05 • 14:58 <b>PHOTO</b><br><b>Export of pine nuts from Primorye to China doubled. A year earlier, authorities restricted harvesting – allegedly to protect tigers THIS...</b> | <div>VIEWS</div> <div>14 734</div> <div>REACTIONS</div> <div>196</div> <div>REP.</div> <div>59</div> <div>ER</div> <div>55.4%</div> |

## WORST 3

|                                                                                                                                                                                     |                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| ↓ 25.05 • 12:01 <b>TEXT</b><br><b>«Мозги шевелятся пальцами». Роальду Каупашу 94, но он ходит в походы, учит детей кататься на лыжах и точит браслеты из корневого капа...</b>      | <div>VIEWS</div> <div>1 457</div> <div>REACTIONS</div> <div>85</div> <div>REP.</div> <div>26</div> <div>ER</div> <div>5.5%</div>  |
| ↓ 25.05 • 13:05 <b>PHOTO</b><br><b>«Может вызвать негативную реакцию людей». Госдума отложила рассмотрение законопроекта о застройке особо охраняемых природных территорий –...</b> | <div>VIEWS</div> <div>1 395</div> <div>REACTIONS</div> <div>120</div> <div>REP.</div> <div>25</div> <div>ER</div> <div>5.2%</div> |
| ↓ 25.05 • 15:01 <b>PHOTO</b><br><b>Help the pink salmon reach spawning grounds – fishing nets block the way. New campaign by «Deystvuy» THIS MATERIAL (INFORMATION)...</b>          | <div>VIEWS</div> <div>1 032</div> <div>REACTIONS</div> <div>58</div> <div>REP.</div> <div>17</div> <div>ER</div> <div>3.9%</div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

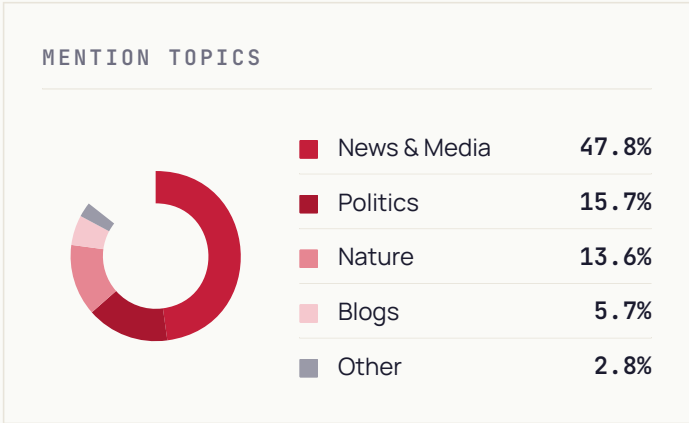
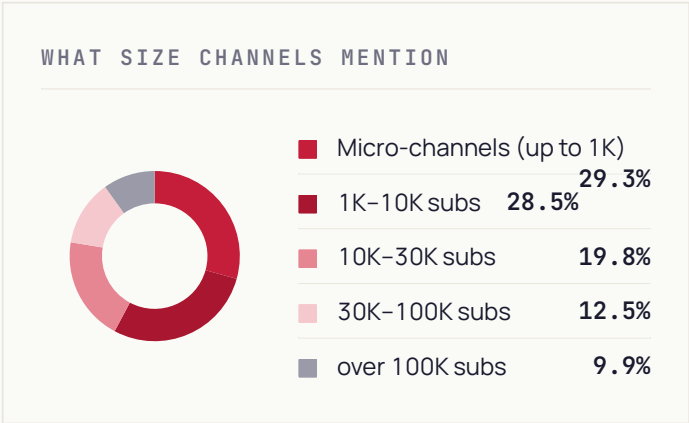
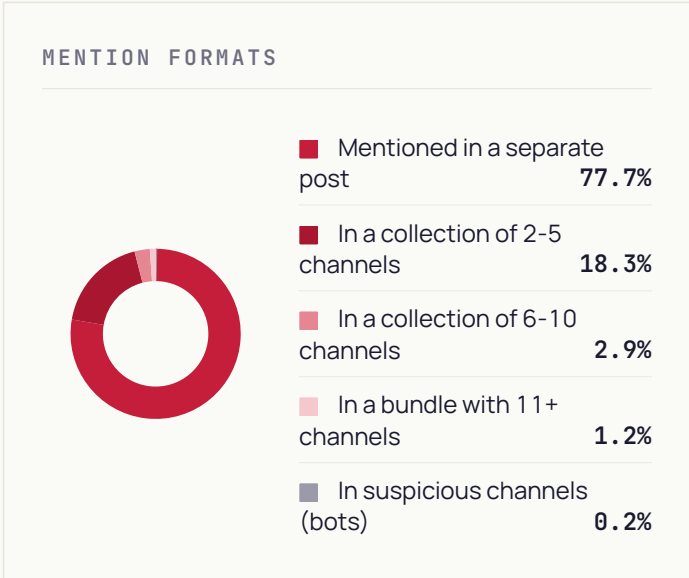
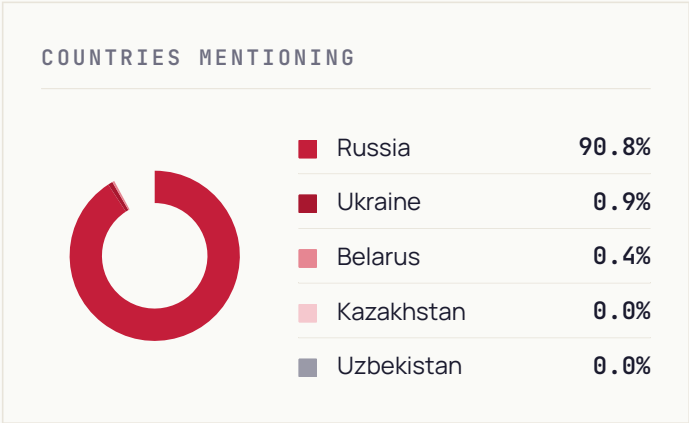
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

# Who mentions the channel & how

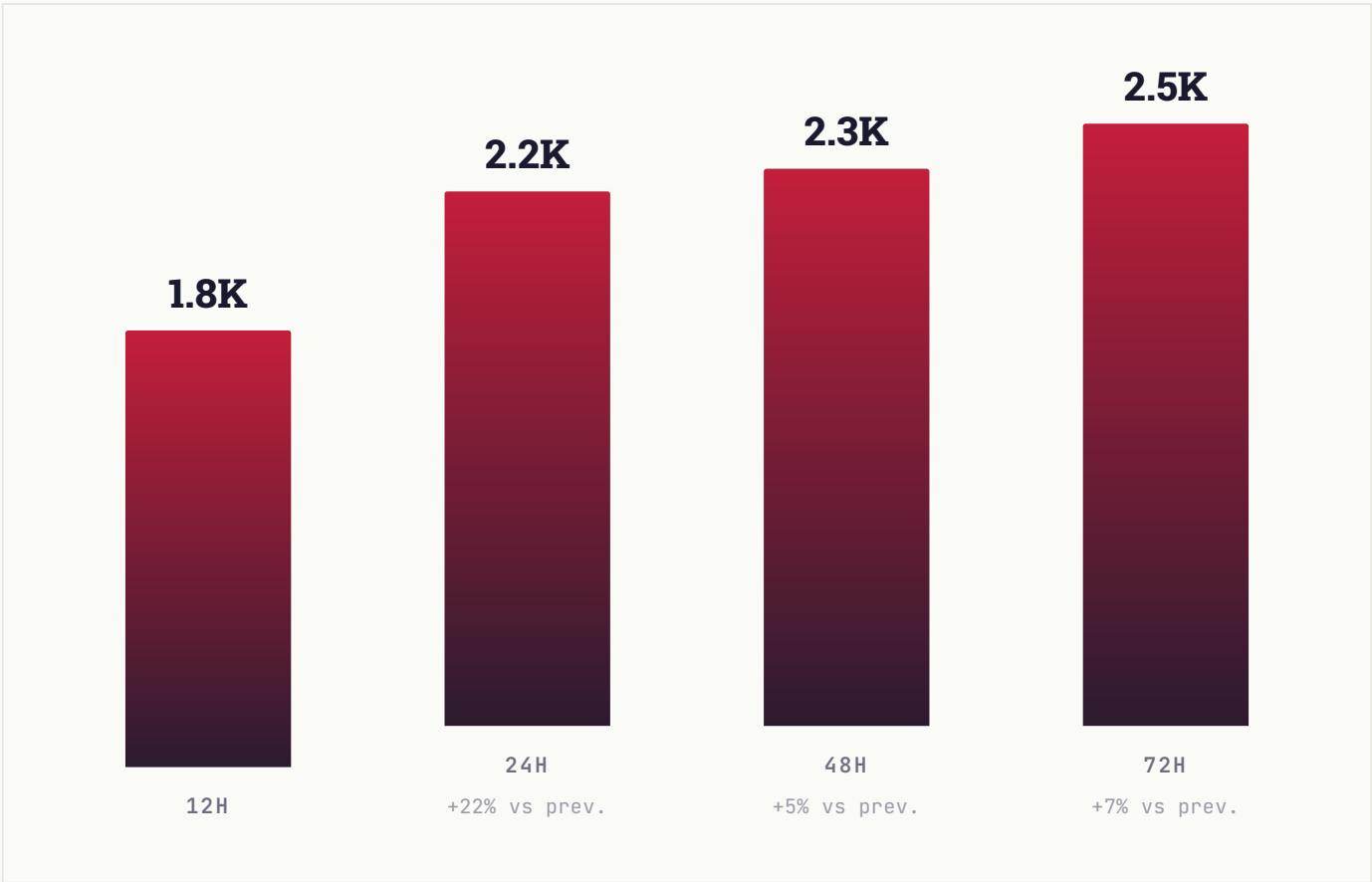
Citation index **410** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **931** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of an ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

# Who you compete with

11 Nearest channels by topic & audience. Yours is highlighted — see its rank among niche peers.

| CHANNEL                               | SUBSCRIBERS |
|---------------------------------------|-------------|
| US DIY plot                           | 499.7K      |
| SO Doggo                              | 488.1K      |
| MD My Dacha                           | 468.3K      |
| DH Dachnye Khitrosti                  | 406.4K      |
| DU Dachny Ugolok                      | 367.7K      |
| KO Koteika                            | 357.4K      |
| ShP woolly pranksters • cats          | 352.6K      |
| ZU Zeleny Ugolok   Flowers and Plants | 352.3K      |
| NG National Geographic                | 337.2K      |
| NG Nation Geographic                  | 332K        |
| KE Kedr.media YOU                     | 26.6K       |

COMPARATIVE CONCLUSION

Channel is not yet outside top 93 of niche — early growth stage. Niche leader — DIY plot (499.7K), top-93 median: 114.1K. First goal: enter top-93 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 were **479**, they brought **2 949** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|---------------|----------|----------|---------------------|
| November 2025 | 85       | 47       | 249                 |
| October 2025  | 71       | 41       | 234                 |
| Sep 2025      | 80       | 50       | 245                 |
| August 2025   | 74       | 42       | 239                 |
| July 2025     | 94       | 66       | 1 191               |
| June 2025     | 75       | 44       | 791                 |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBSCRIBERS |
| 479            | 6              | 2 949                 |

## SECTION 08 • NICHE COMPARISON

# Where channel ranks in its league

Took top-**100** channels in category «**Nature**» (Russia) and saw how your channel compares. 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 them off and revisit this report in a month.

**01**

## Top post of the week — on Tuesday

On this day at 08:00 MSK audience is most active.

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). PromptPress picks sources for your niche.

EFFECT

**+1000-3000  
subs**

**03**

## Test polls & interactive formats

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

EFFECT

**+5-15% ER**

**04**

## Cross-promo with nearby channels

Swap posts quarterly with channels in the same segment. 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 us to do it PromptPress?

This audit is what we can do in minutes based on public data.  
Want to go further? Run ads through us and hit your growth plan  
in a month.

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**01 Launch Telegram ad** <https://panel.promptpress.com/register>

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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