

PUBLIC PROMTPRESS REPORT

Channel audit

Kommersant



@kommersant

Official channel of Kommersant Publishing House. Business, finance, politics, society, culture & sports news. Feedback: kommersant.ru/lk/feedback Ads: advpr@kommersant.ru List...

SUBSCRIBERS

287 112

+16015 per month

ERR (% SEE POSTS)

9.0%

in 24h **6.7%**

REACH/POST

23.7K

ad reach **18.4K**/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 287 112 —	 SUBS REACH 8.27% avg % subs see post	 VIEWS/POST 23.7K median 21.1K · 15 days	 POSTS/DAY 61.4 ~430 per week
 7D TREND — no data for period	 REACTIONS/POST 139.2 total 134,066 reactions, 61,771 reposts, 0 comments	 POST LENGTH 508 chars median 498 · 15 days	 POSTS ANALYZED 963 15 days
 AD REACH 18.4K 24h avg	 CHURN / MONTH +16015 last month	 CITATION RATE 5 930 citation index · 17,309 channels mentioned all time	 CHANNEL AGE 10 years 3 months created 21.03.2016

AI EDITOR SUMMARY

Channel «Kommersant» — 287 112 subs. Each post averages 23.7K people (8% of subs), reach is low — consider expanding audience. Posts 430 posts per week (~61/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 **963** posts in 15 days.
- 02 Dominant format — **Text** (505/963 posts).
- 03 Avg post length — **508** chars (median 498).
- 04 Peak audience activity — **Friday**, 11:00 MSK.
- 05 Top posts get **6x** more views than the weakest (103.6K avg for top vs 16.6K for worst) — among 963 posts over 15 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 06.07 · 07:45 TEXT FAS opened a case against six gas station operators in Moscow over price hikes. The agency found that 'AIST', 'Fuel Syndicate'...	VIEWS 109 853 REPOSTS 324	REACTIONS 194 ER 38.3%
Nº2 08.07 · 06:33 TEXT  Damage in case of ex-deputy governor of Belgorod and Kursk regions Vladimir Bazarov estimated at 1.723 bln rub. Embezzlement related to...	VIEWS 100 676 REPOSTS 245	REACTIONS 84 ER 35.1%
Nº3 07.07 · 11:55 TEXT Former Chinese official sentenced to death for bribes of 2.2 billion yuan (\$325M). 69-year-old Yang Yulin, who served...	VIEWS 100 376 REPOSTS 317	REACTIONS 143 ER 35.0%

Nº4 09.07 · 11:57 PHOTO By 2050, cancer will be diagnosed in 35 million people annually worldwide, according to a WHO report. Today, about...	VIEWS 86 216 REPOSTS 269	REACTIONS 142 ER 30.0%
Nº5 02.07 · 15:05 PHOTO  New criminal cases reach court over construction of fortifications on border with Ukraine in Kursk region....	VIEWS 85 102 REPOSTS 214	REACTIONS 85 ER 29.6%

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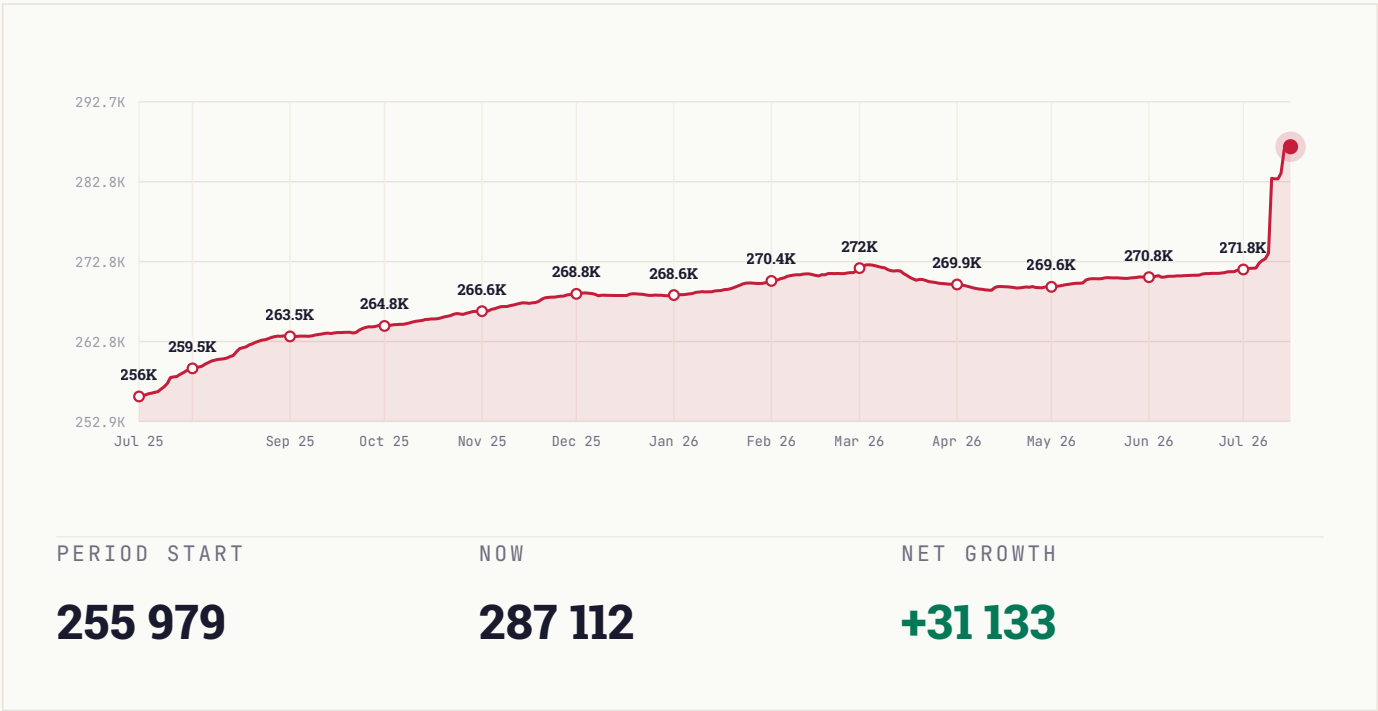
WORST 3

↓ 07.07 · 09:44 TEXT 2nd Western District Military Court postponed the trial on preparation of a terrorist act in Orenburg region, which...	VIEWS 16 610 REPOSTS 4	REACTIONS 32 ER 5.8%
↓ 07.07 · 09:51 TEXT  Rutube ad revenue grew 3.5x in six months, Kommersant reports. Average advertiser check also increased...	VIEWS 16 566 REPOSTS 16	REACTIONS 195 ER 5.8%
↓ 07.07 · 09:47 TEXT Achieving the goals of the SVO can happen peacefully if Kyiv shows goodwill and makes important decisions, said Kremlin spokesman Dmitry...	VIEWS 16 540 REPOSTS 74	REACTIONS 273 ER 5.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

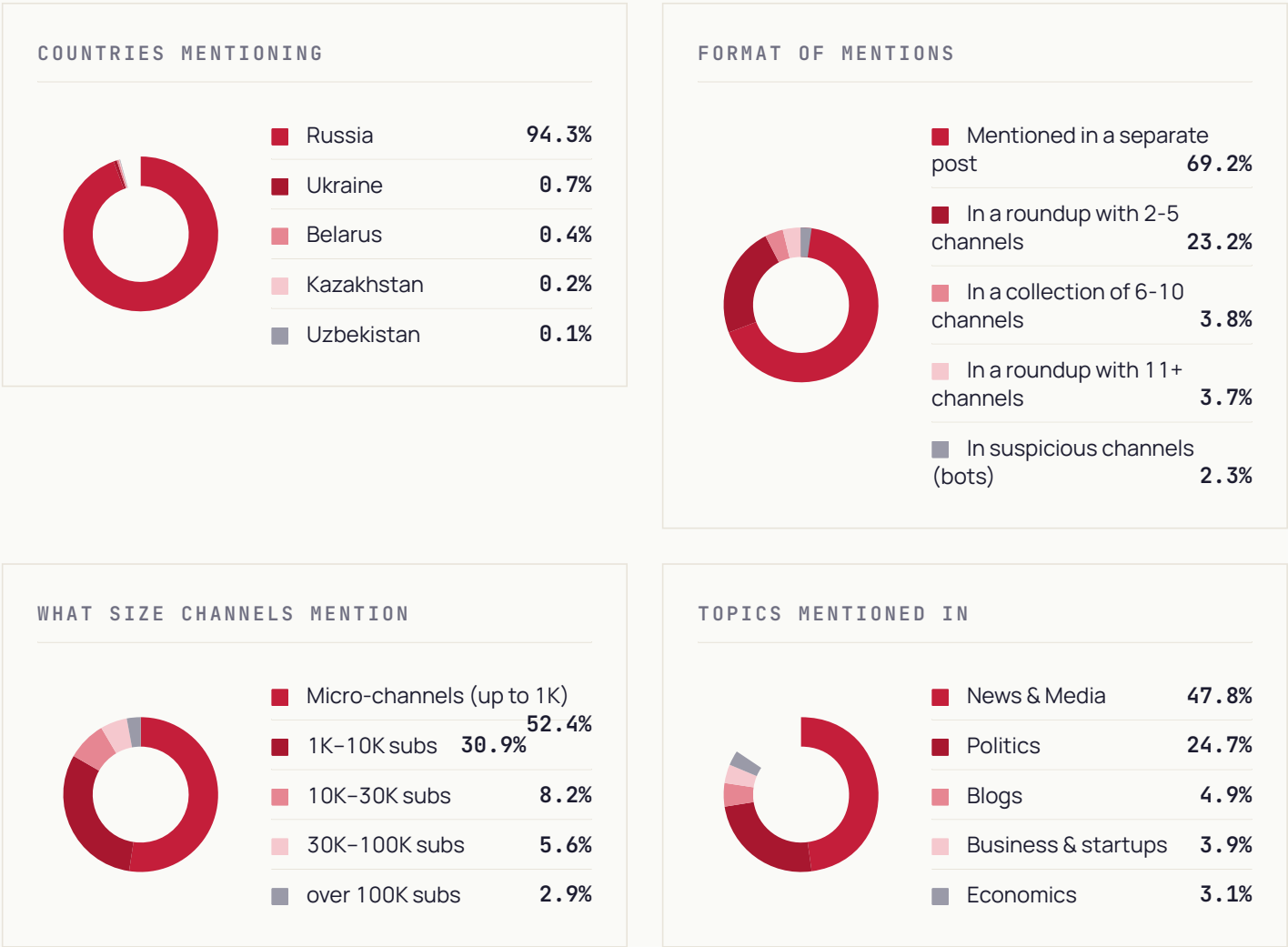
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

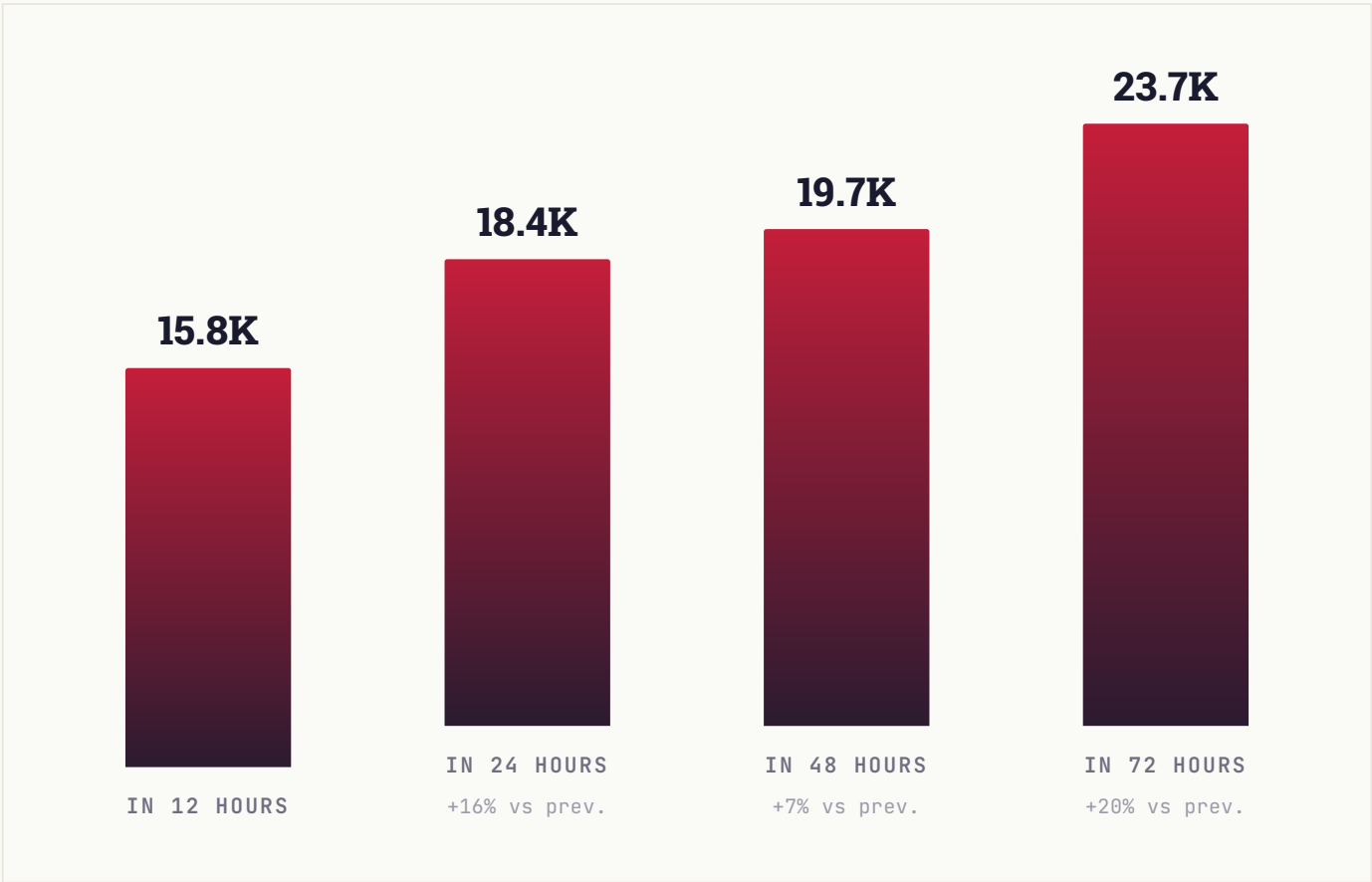
Citation index **5 930** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All time the channel was mentioned **17 309** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.4M
ک ا کانال اخبارفوری خبرفوری	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
TP Trukha ⚡ Ukraine	3.1M
CI Kommersant YOU	287.1K

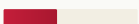
COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

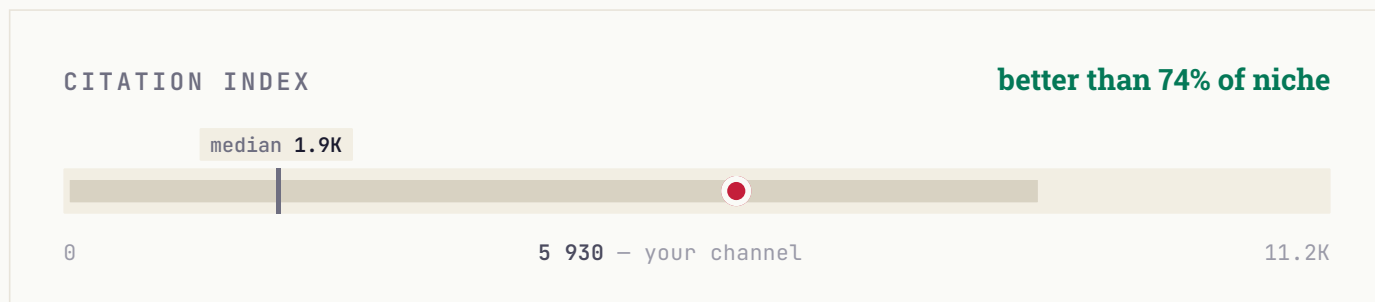
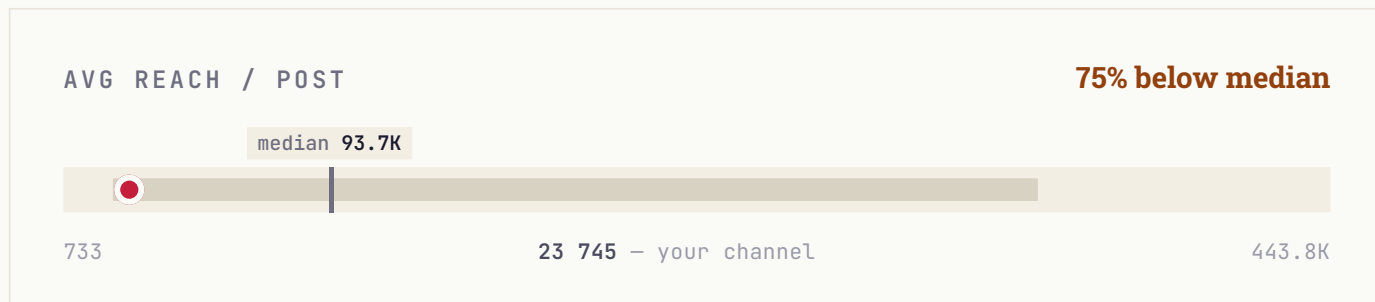
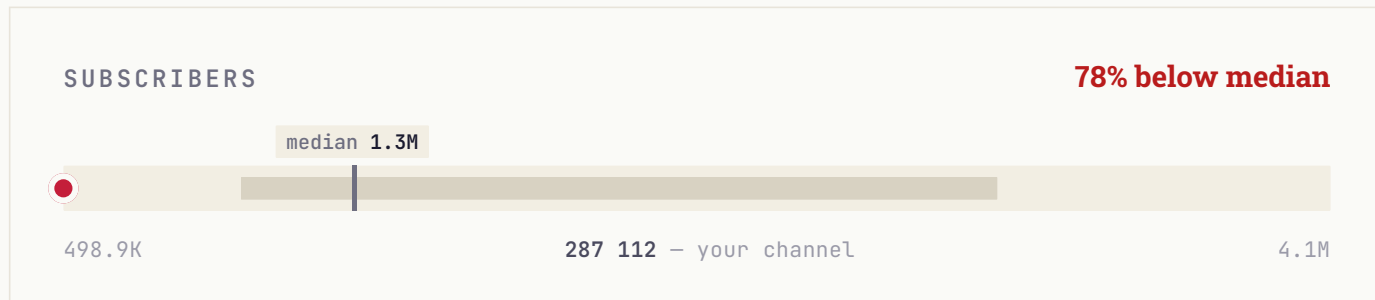
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **27 099**, they brought **12 493** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	2 920	777	1 781 
December 2025	5 077	854	680 
Nov 2025	4 924	801	2 176 
Oct 2025	5 186	848	1 913 
September 2025	4 401	774	1 724 
August 2025	4 591	875	4 219 
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
27 099	6	12 493	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «**News & Media**» (Russia) and saw how your channel compares. Gray band – range covering 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. Can be checked off and revisited in a month.

01

Top post of the week — on Friday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

System traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you 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
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02	Contact manager	t.me/PromptPress_manager
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