

PUBLIC REPORT BY PROMTPRESS

Channel audit

Non-war correspondent Kurlaeva



@kotnamirotvorze
Kurlaevy @KotNaMirotvorze Channel of VGTRK special correspondent Olga Kurlaeva Contact: @KURLAEVA_bot RKN: № 5023068489 #AQUYS

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
18 928	34.0%	7K
+271 per month 12.07.2026	daily 8.6%	ad reach 1.6K/24h

HTTPS://PROMTPRESS.COM/AUDIT/KOTNAMIROTVORZE

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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 18 928 —	 SUBSCRIBER REACH 37.16% avg % subs see post	 VIEWS/POST 7K median 3.1K · 28 days	 POSTS/WEEK 27.3 for the period
 7D TREND -18.7% vs previous week	 REACTIONS/POST 108.2 only 11,899 reactions, 2,902 reposts, 94 comments	 POST LENGTH 514 chars median 457 · 28 days	 POSTS ANALYZED 110 28 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH +271 last month	 CITATION RATE 1 186 citation index · 2,753 channels mentioned ever	 CHANNEL AGE 7 years 11 months created 02.08.2018

AI EDITOR SUMMARY

Channel 'Nevoenkori Kurlaeva' – 18 928 subs. Each post averages 7K people (37% of subs), good reach. Publishes 27 posts per week (~4/day) – active posting. For the week Jun 29 – Jul 5, reach dropped -18.7% to the week of Jun 22–28 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 110 posts over 28 days.
- 02 Dominant format – Text (50/110 posts).
- 03 Avg post length – 514 chars (median 457).
- 04 Audience peak activity – Saturday, 13:00 MSK.
- 05 Top posts get 48x more views than the weakest (77.4K avg top vs 1.6K worst) – among 110 posts over 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 11:06 VIDEO Enemies have launched the 'fake-o-meter' at full blast again. Bots are dumping into travel and info chats, into the chats and communities themselves...	VIEWS 80 791 REPOSTS 372	REACTIONS 109 ER 426.8%
Nº2 04.07 · 10:45 PHOTO Ukrainian fake-makers reach new level. Looks like SBU now tasks their 'garbage' channels to instruct 'waiters' and accomplices (completely...	VIEWS 77 464 REPOSTS 204	REACTIONS 123 ER 409.3%
Nº3 22.06 · 08:16 TEXT The operational situation in Crimea is not hidden. Alert signals are published in messengers, the Ministry of Emergency Situations sends warning SMS. Going on vacation...	VIEWS 73 936 REPOSTS 204	REACTIONS 123 ER 390.6%

Nº4 12.06 • 17:51 VIDEO Another weirdo with a phone instead of a brain detained for video of fuel trucks in Crimea. The wannabe operator was specifically waiting for a fuel truck at a gas station in...	VIEWS 51 273 REPOSTS 407 REACTIONS 307 ER 270.9%
Nº5 22.06 • 13:41 TEXT Friends, I see a real flurry of questions and first rumors about children's vacations in Crimea in the chats. I understand that the official text of the decrees is written...	VIEWS 41 833 REPOSTS 290 REACTIONS 118 ER 221.0%

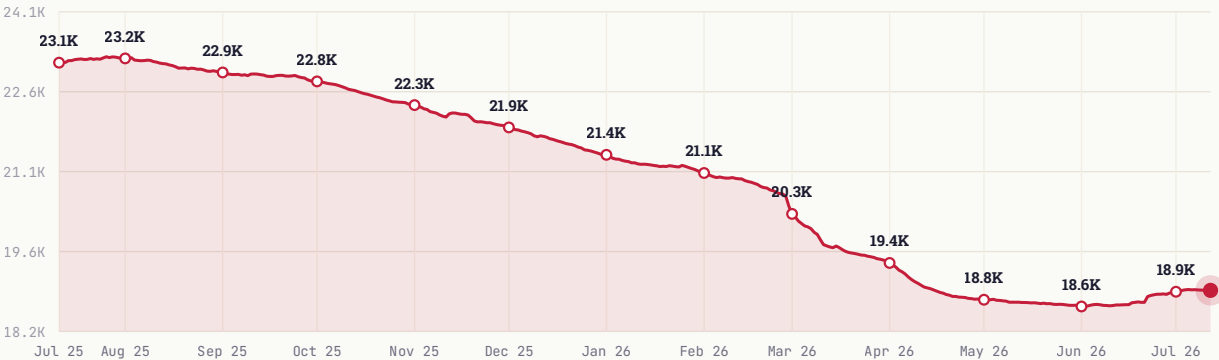
WORST 3

↓ 08.07 • 10:04 TEXT Crimea: reality and headline mastery The electricity situation varies across Crimea's regions, toughest in the northern and western areas...	VIEWS 1 771 REPOSTS 4 REACTIONS 85 ER 9.4%
↓ 08.07 • 13:15 PHOTO Today discussed Crimea & Sevastopol fuel & energy with Energy Minister Sergey Tsivilev...	VIEWS 1 599 REPOSTS 1 REACTIONS 49 ER 8.4%
↓ 08.07 • 11:59 VIDEO Dear Crimeans! I personally read all your appeals and comments on social media and respond to each. Let me clarify...	VIEWS 1 490 REPOSTS 2 REACTIONS 81 ER 7.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



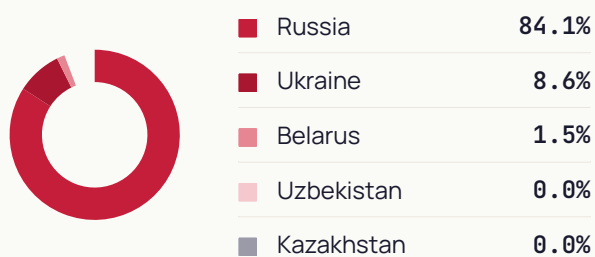
PERIOD START	NOW	NET GROWTH
23 118	18 928	-4 190

SECTION 04 • MENTIONS

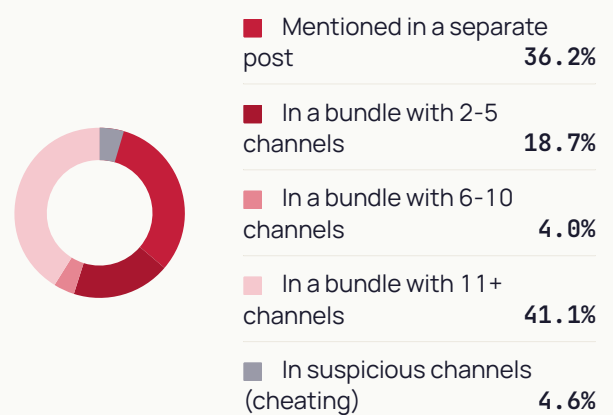
Who mentions the channel and how

Citation index **1 186** — 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 1K. All-time mentions: **2 753** different channels.

WHICH COUNTRIES MENTION



MENTION FORMAT



WHAT SIZE CHANNELS MENTION



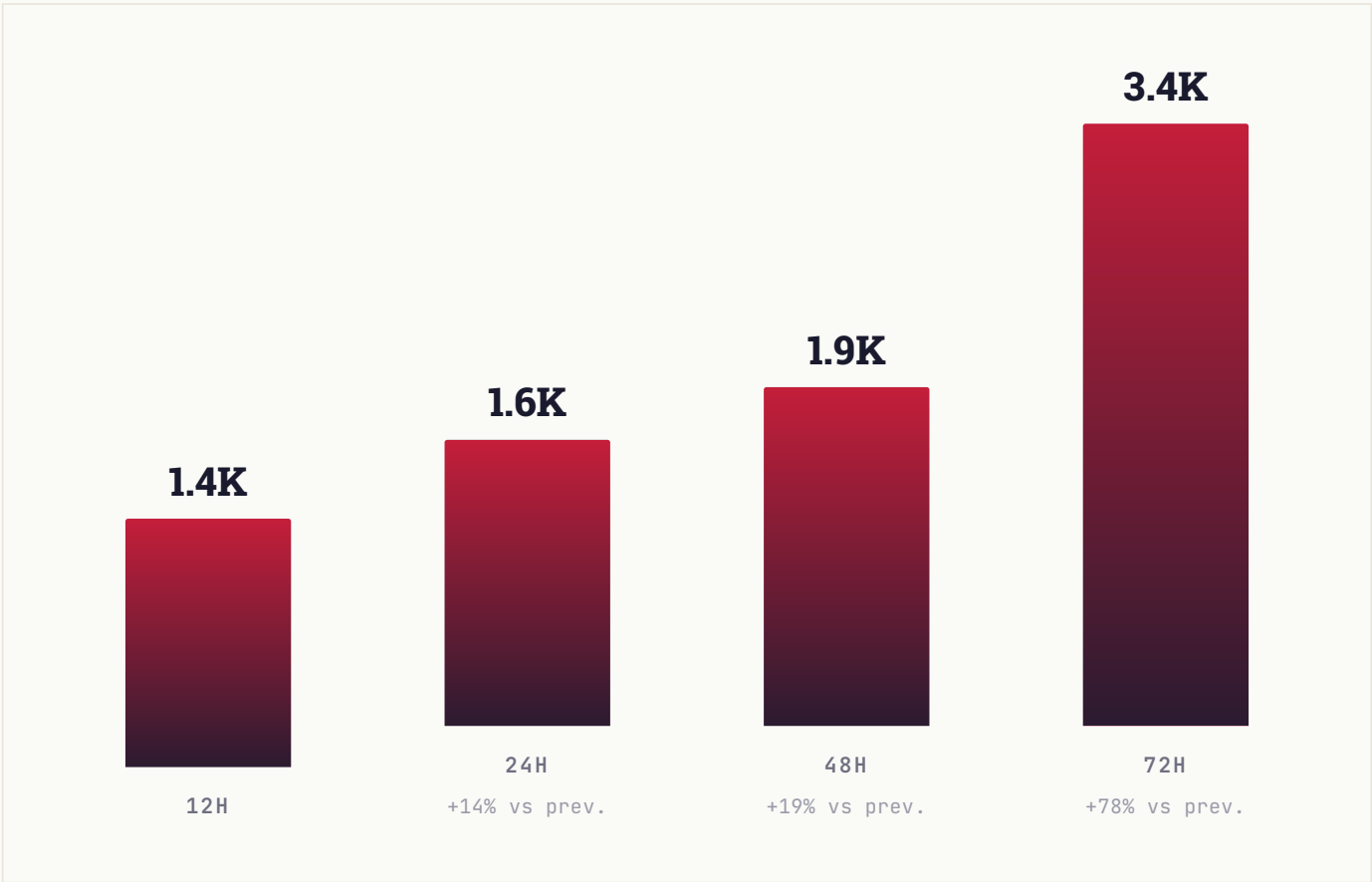
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody lady	1.1M
E1 EVELONE 192	1.1M
LJ brown lives here	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
NK Non-war correspondent Kurlaeva YOU	18.9K

COMPARATIVE CONCLUSION

Channel yet outside top 100 of niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

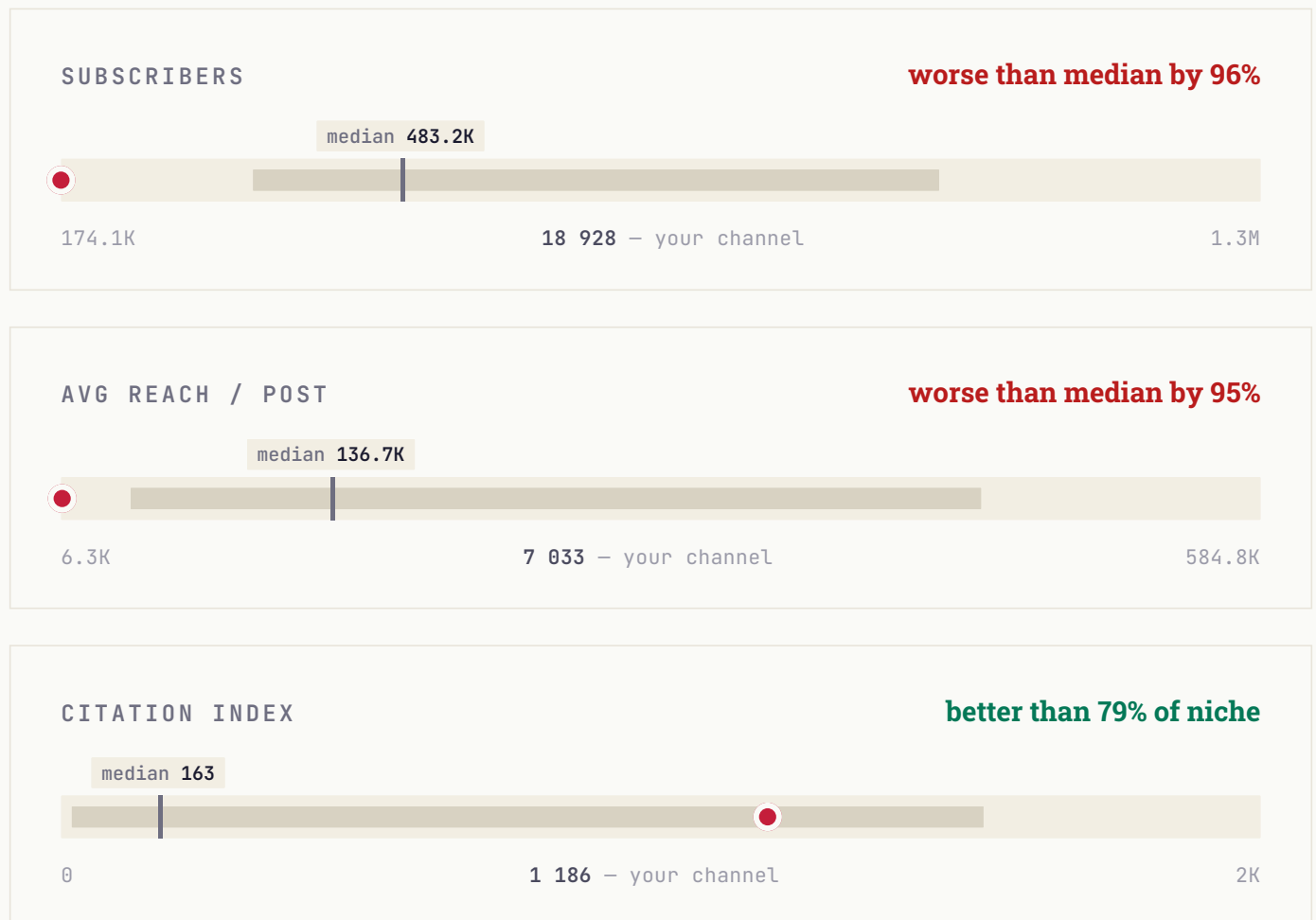
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **103**, they brought **286** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	12	8	62
December 2025	16	14	17
Nov 2025	6	5	83
Oct 2025	4	4	0
Sep 2025	40	29	73
August 2025	25	21	51
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBSCRIBERS
103	6		286

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Blogs» (Russia) and saw how your channel compares. Gray band = range for 80% of niche channels (p10-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 next month.

- | | | |
|-----------|--|--|
| 01 | Main post of the week — on Saturday
On this day at 1:00 PM 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). PromtPress 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 weekly poll on a hot topic is an easy growth lever. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Swap posts quarterly with channels in the same niche.
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 is what we can do in minutes from public data. Want to go further? Run ads with us and close your growth plan in a month.

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

02 **Contact manager** t.me/PromptPress_manager
