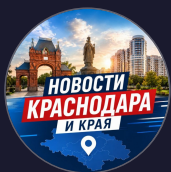


PUBLIC REPORT BY PROMTPRESS

Channel audit

Krasnodar & Region News



@krasnodar_news23

«Novosti Krasnodara i kraja: operatively about the main — politics, economy, social sphere, transport and incidents. Invite link for friends: <https://t.me/+y3-edBue-WkzNDYy> Inquiries:...

SUBSCRIBERS

110 638

+4510 per month

ERR (% SEE POSTS)

21.0%

last day **10.6%**

REACH/POST

24.6K

ad reach **11.8K**/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 Quote rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

4 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 110 638 —	 SUBSCRIBER REACH 22.26% avg % subs see post	 VIEWS/POST 24.6K median 25.5K · 29 days	 POSTS/WEEK 19.7 for the period
 7D TREND -8.4% vs previous week	 REACTIONS/POST 112.9 only 9,370 reactions, 11,574 reposts, 156 comments	 POST LENGTH 521 chars median 513 · 29 days	 POSTS ANALYZED 83 29 days
 AD REACH 11.8K avg per 24h	 CHURN / MONTH +4510 last month	 QUOTE RATE 3 citation index · 6 channels mentioned all time	 CHANNEL AGE 9 months 3 days created 14.10.2025

AI EDITOR SUMMARY

Channel «News of Krasnodar and Region» – 110 638 subs. Each post avg views 24.6K people (22% of subs), this is avg reach – room to grow. Publishes 20 posts per week (~3/day) – regular pace. For week Jul 6–12 reach dropped -8.4% by week Jun 29 – Jul 5 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **83** posts over 29 days.
- 02 Dominant format – **Video** (51/83 posts).
- 03 Avg post length – **521** chars (median 513).
- 04 Peak audience activity – **Friday, 00:00 MSK**.
- 05 Top-performing posts get **2×** more views than the weakest (31.2K avg for top vs 19.7K for worst) – among 83 posts in 29 days. Worth analyzing what the top shares – topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 21:18 PHOTO Prosecutor's office found 18 plots within the protective zone of the Psekups River in Goryachy Klyuch and filed a lawsuit to annul the EGRN data on...	VIEWS 32 421 REPOSTS 61	REACTIONS 93 ER 29.3%
Nº2 05.07 · 08:25 VIDEO Krasnodar's shady operators have leveled up. Today such a service costs from 5,000 rubles Normal or not? 👉 Subscribe : news...	VIEWS 30 815 REPOSTS 151	REACTIONS 93 ER 27.9%
Nº3 27.06 · 15:03 VIDEO SVO fighters won't give bad advice Our guys at the front read and get news on the channel Ukraina.ru The channel works and will work!...	VIEWS 30 390 REPOSTS —	REACTIONS 77 ER 27.5%

Nº4 26.06 • 12:10 **PHOTO**

✈️ Telegram slow? 🎥 YouTube lagging on 4K? ❤️ Enough is enough. 👍 impVPN – your faves fly again 🚀💎 impVPN Premium – the sub that...

VIEWS
30 051

REACTIONS
23

REPOSTS
1

ER
27.2%

Nº5 06.07 • 21:27 **VIDEO**

In Krasnodar, a 15-year-old schoolgirl on a pit bike led police on a chase through courtyards An evening ride along one of...

VIEWS
29 783

REACTIONS
138

REPOSTS
89

ER
26.9%

WORST 3

↓ 10.07 • 11:24 **VIDEO**

In Krasnodar Krai, FSB officers stopped an interregional supply chain of counterfeit alcohol Three suspects detained – a resident...

VIEWS
20 086

REACTIONS
80

REPOSTS
189

ER
18.2%

↓ 10.07 • 06:20 **VIDEO**

🔴AAAAAA🔴 My dears, please don't ignore our plight...
❤️ello, brothers and sisters. My name is Father Igor...

VIEWS
19 640

REACTIONS
22

REPOSTS
—

ER
17.8%

↓ 09.07 • 16:27 **VIDEO**

On the night of July 7 in Krasnodar, a man driving a Porter truck hit a group of people on General Troshov Street and fled...

VIEWS
19 232

REACTIONS
102

REPOSTS
155

ER
17.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

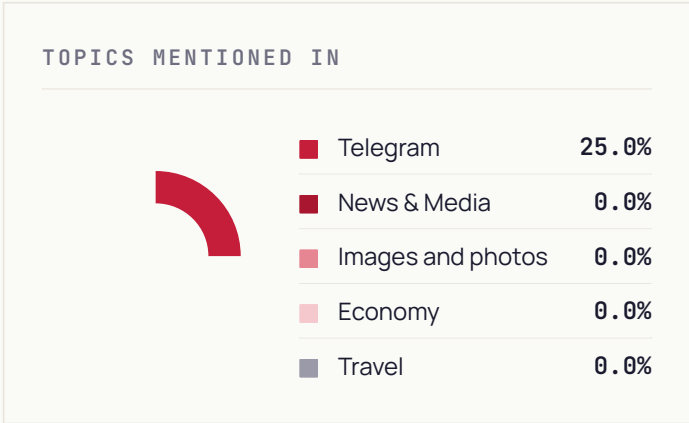
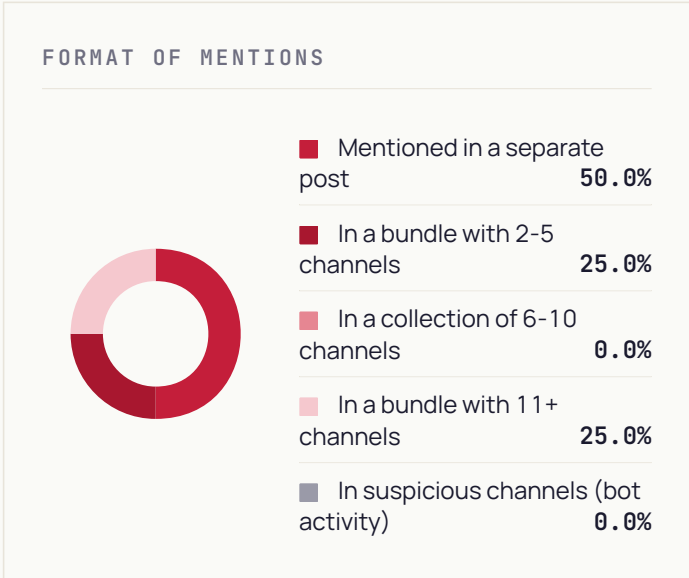
Yearly subscriber growth chart. Key months show exact subscriber count. Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

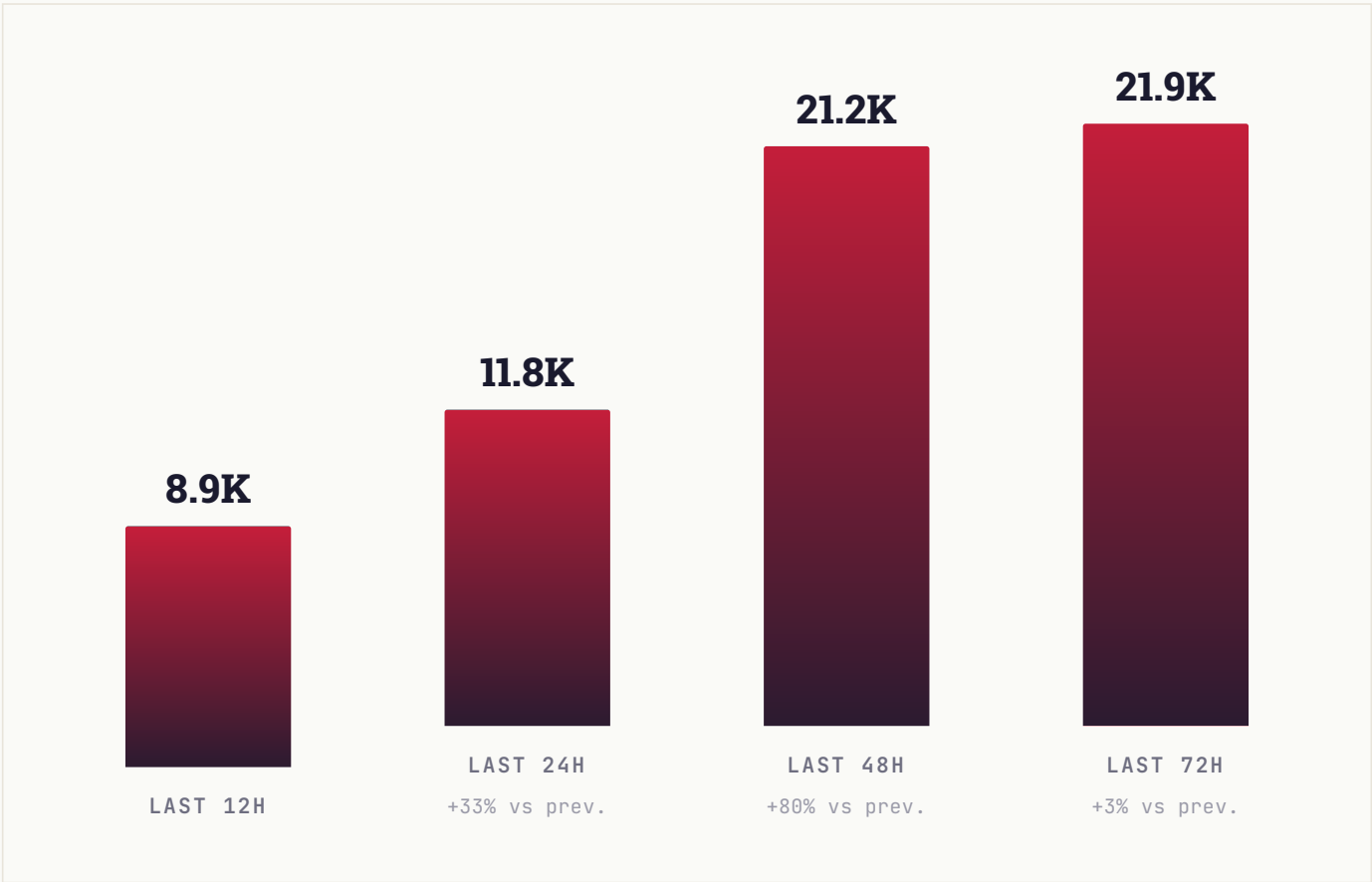
Citation index **3** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **6** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — 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• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡Ukraina	3.1M
NK Krasnodar & Region News YOU	110.6K

COMPARATIVE INSIGHT

Channel is still outside niche top-97 — early growth stage. Niche leader — اخبارفوری (6M), 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 **4 months** such mentions were **0**, they brought **29 743** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	16 307
December 2025	0	0	8 160
November 2025	0	0	5 276
October 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	4	29 743

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating a range. A vertical line marks the median, and a red dot marks the channel's performance. The channel's performance is consistently below the median across all metrics.

Metric	Channel Value	Median	Performance Relative to Median
SUBSCRIBERS	110 638	1.3M	92% below median
AVG REACH / POST	24 629	93.7K	74% below median
CITATION INDEX	3	1.9K	99% below median

SUBSCRIBERS 92% below median

498.9K 110 638 – your channel 4.1M

median 1.3M

AVG REACH / POST 74% below median

733 24 629 – your channel 443.8K

median 93.7K

CITATION INDEX 99% below median

0 3 – your channel 11.2K

median 1.9K

— 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

Main post of the week — on Friday

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

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with channels in the same segment 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

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

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