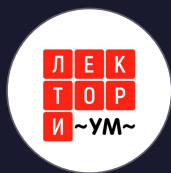


— PROMTPRESS PUBLIC REPORT

Channel audit

Lectorium



@lektorium20

Lifelong self-education. Courses, lectures, educational collections.

Ads & course announcements: @zubar89 Channel included in

Roskomnadzor list: <https://rkn.link/VqQ>

SUBS

116 544

-583 per month

ERR (% SEE POSTS)

3.0%

per day 1.4%

REACH/POST

3K

ad reach 1.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citations

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Niche Comparison

Rank in 'Courses & Guides' category

08 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.

 SUBS 116 544 —	 SUBSCRIBER REACH 2.6% avg % subs see post	 VIEWS/POST 3K median 3.1K · 29 days	 POSTS/WK 14.0 over the period
 7D TREND +14.9% vs previous week	 REACTS/POST — MTPROTO only	 POST LENGTH 446 chars median 407 · 29 days	 POSTS ANALYZED 59 29 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -583 over the last month	 CITATIONS 536 citation index · 608 channels mentioned all time	 CHANNEL AGE 6 years 4 months created 03.03.2020

AI EDITOR SUMMARY

Channel «Lectorium» — 116 544 subs. Avg views per post 3K people (3% from subs), reach low — expand audience. Publishes 14 posts/week (~2/day) — regular. Week Jun 29 – Jul 5 reach grew +14.9% by the week of June 22–28 — positive dynamics.

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 TOP POSTS SHARE

- 01 Analysis based on **59** posts over 29 days.
- 02 Dominant format – **Video** (52/59 posts).
- 03 Avg post length – **446** chars (median 407).
- 04 Peak audience activity – **Saturday**, 08:00 MSK.
- 05 Top posts get **2x** more views than the weakest (4.2K avg for top vs 2.2K for worst) – among 59 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 05:21 VIDEO Delayed life syndrome – #lesson from DOGMA HACKER Have you ever felt you haven't really started living? That your whole life...	VIEWS 4 383 REPOSTS 110	REACTS — ER 3.8%
Nº2 14.06 · 05:45 VIDEO All about Fooocus graphic neural network – #lesson Neuro Digital Art In this video, the author shows how to install Fooocus neural network...	VIEWS 4 215 REPOSTS 56	REACTS — ER 3.6%
Nº3 16.06 · 05:22 VIDEO Cigarettes: a history of deception – #lecture from Poslezavtra In the 20th century, tobacco killed about 100 million people, more than...	VIEWS 4 109 REPOSTS 51	REACTS — ER 3.5%

Nº4 15.06 · 05:44 VIDEO Flashcards for memorization — #lesson Thomas Frank Flashcards are an incredibly powerful learning tool because they...	VIEWS 4 061 REPOSTS 75	REACTS — ER 3.5%
Nº5 15.06 · 14:21 VIDEO 12 rules that will change your life for the better — #lecture by Jordan Peterson Today we will learn from Jordan Peterson and discover his 12...	VIEWS 4 046 REPOSTS 105	REACTS — ER 3.5%

|

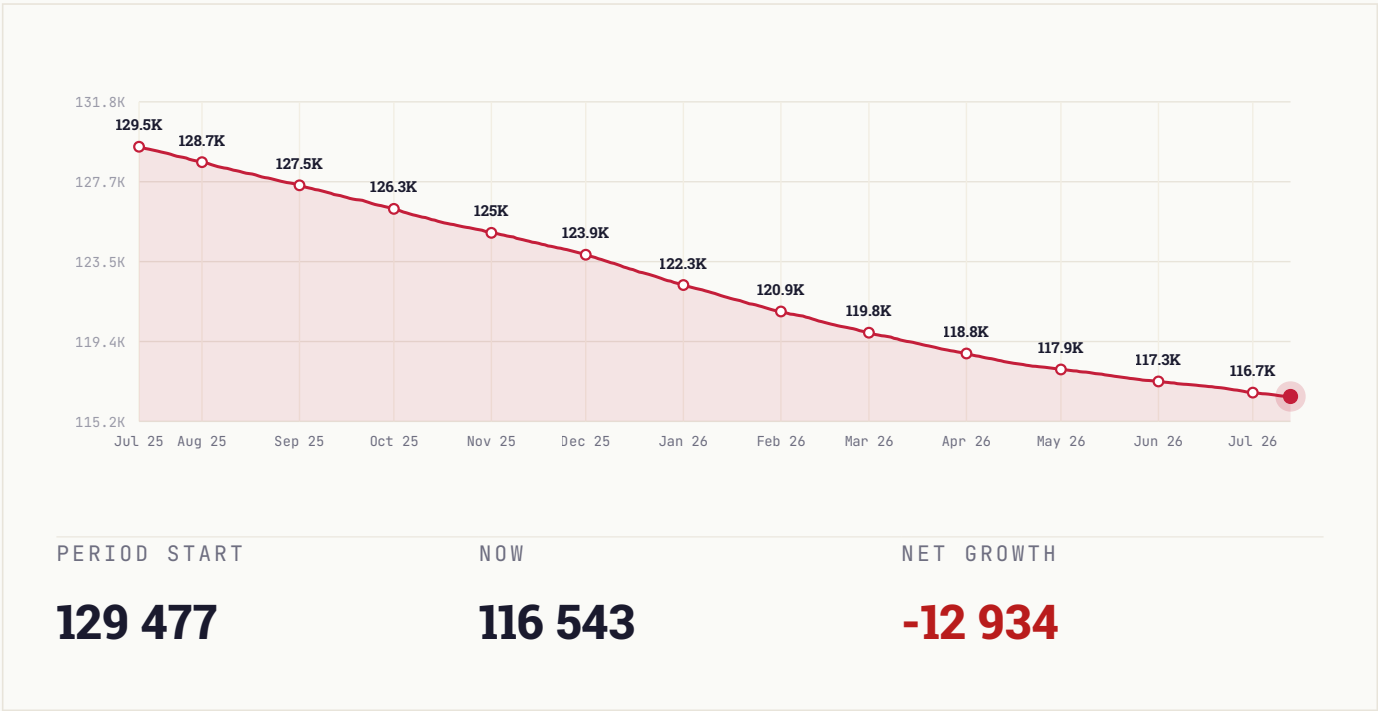
WORST 3

↓ 09.07 · 14:00 TEXT Project 'SVoy Mir' by fintech group 'SVoy' won the 'Best ESG Projects of Russia' 2026 award. The project won in the 'Social...' category	VIEWS 2 245 REPOSTS 2	REACTS — ER 1.9%
↓ 22.06 · 15:10 VIDEO History of Russian culture in 25 minutes - #lecture by Arzamas Rurik and Venichka Erofeev, Kremlin and Tatlin's Tower, Petersburg-paradise and Moscow — Third...	VIEWS 2 211 REPOSTS 40	REACTS — ER 1.9%
↓ 09.07 · 05:33 VIDEO Habitus concept — #lecture from PostNauka Why some people tackle the toughest tasks effortlessly while others fear and...	VIEWS 2 208 REPOSTS 61	REACTS — ER 1.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

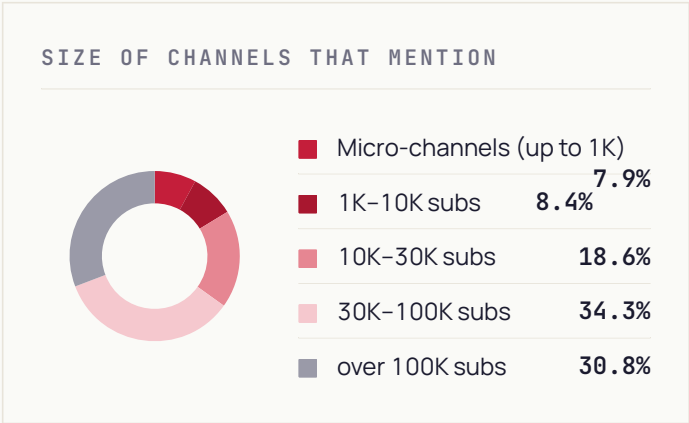
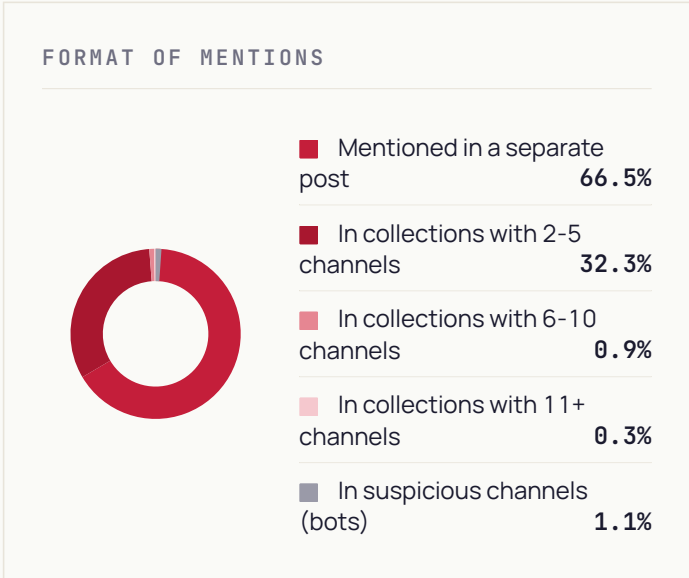
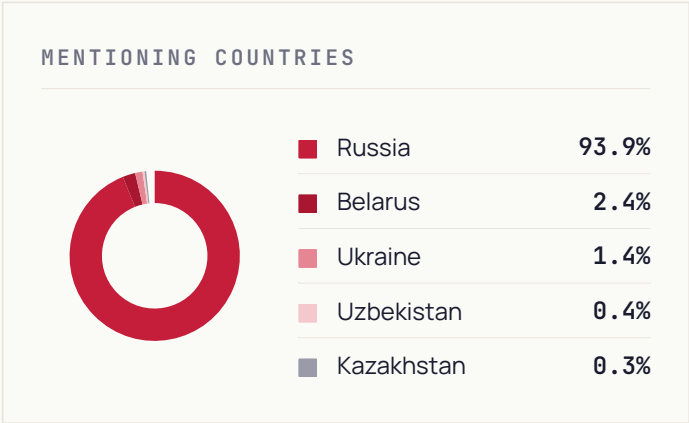
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

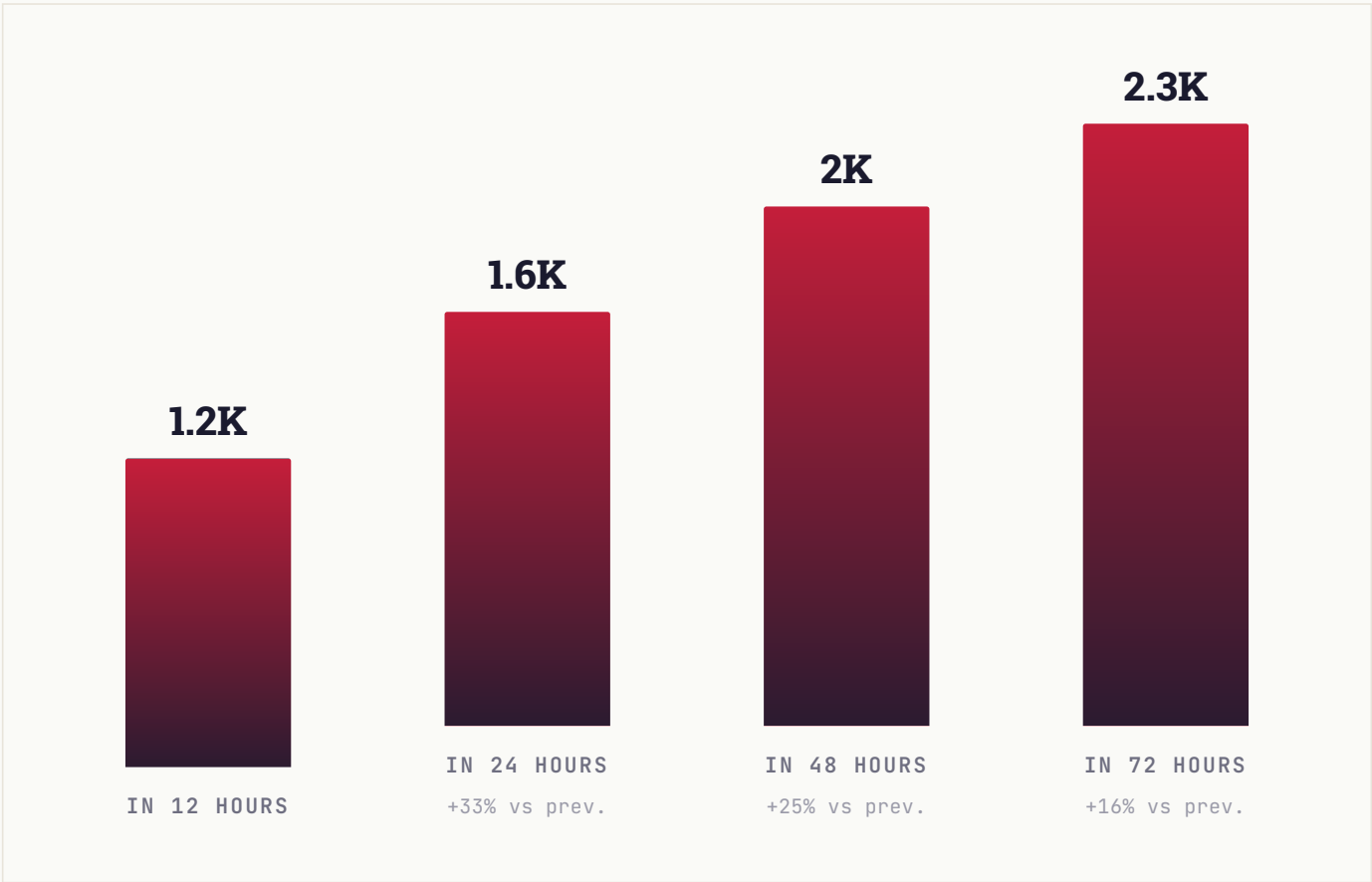
Citation index **536** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **608** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
Mم Manjmy منجمى	406.4K
BO Free education	312.1K
UF UDEMY FREE Coursevania	257.7K
MO My Education	234.9K
EC Extreme Cursos	173.3K
FC Free Courses With Certificates!	168.7K
كو كورسات ووظائف مجانية	152K
نن نیمہ نیکخواہ یوتیوب گرام 	149.9K
لا لوعة الفراق	138.3K
WD Web Development	133.5K
LE Lectorium YOU	116.5K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#14 of 100). Leader — Manjmy منجمى (406.4K).
Goal for coming months: enter niche top-10 through systematic traffic work.

— SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

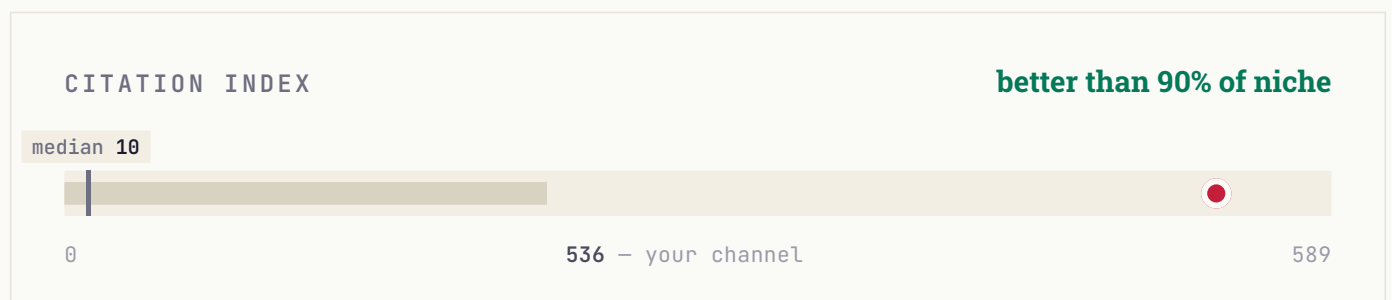
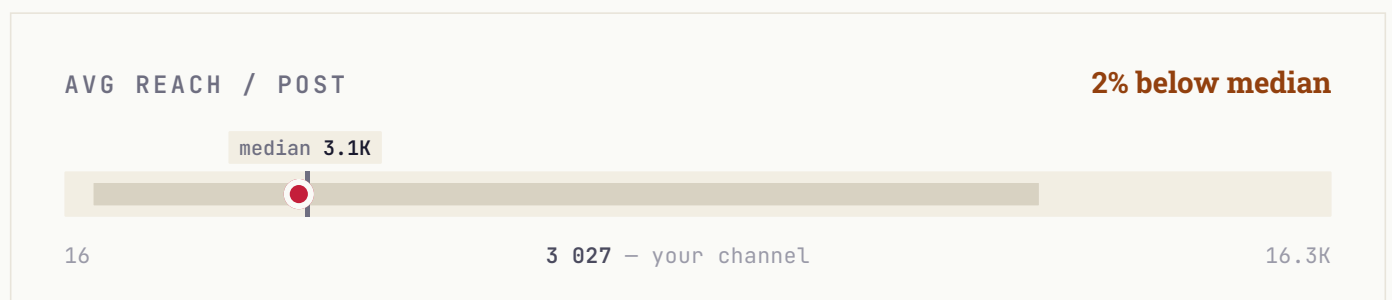
Took top-100 channels in category "Courses & guides» (Russia) and compared your channel against them. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#14

/100

RANK IN NICHE

Channel in top 14% – strong position



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

- 01

Top post of the week — on Saturday
 Audience most active on this day at 08:00 MSK.

EFFECT
Best window for an important post
- 02

ER below niche benchmark — rethink formats
 Current ER 2.6% vs norm 6.0%. Try polls and interactive formats.

EFFECT
+3.4pp ER
- 03

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
- 04

Test polls & interactive formats
 Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy win.

EFFECT
+5-15% ER
- 05

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

EFFECT
Growth from relevant audience

★ NEXT STEPS

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
