

PUBLIC REPORT BY PROMTPRESS

Channel audit

Endocrinologist

Magerya



@magerya

Эксперт 1 канала Главврач mageryaclinic.ru !! > 12,000 pregnancies in 6 years Health method author t.me/mageryachistka RKN registration A+:...

SUBSCRIBERS

293 708

-2070 per month

ERR (% WHO SEE POSTS)

3.0%

per day 1.8%

REACH/POST

9.1K

ad reach 5.2K/24h

— TABLE OF 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**

Year chart · growth

04 **Ad potential**

How long a post brings reach

05 **Competitors**

Niche neighbors · your spot

06 **Mention dynamics**

6 months · monthly

07 **Niche comparison**

Rank in «Medicine» category

08 **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 293 708 —	SUBS REACH 3.1% avg % of subs see post	VIEWS/POST 9.1K median 9.2K · 29 days	POSTS/WEEK 40.8 over period
7D TREND -10.5% vs previous week	REACTIONS/POST 45.8 total 7 885 reactions, 3 478 reposts, 2 262 comments	POST LENGTH 449 chars median 428 · 29 days	POSTS ANALYZED 172 29 days
AD REACH 5.2K 24h avg	CHURN / MONTH -2070 last month	CITATION RATE 24 citation index · 221 channels mentioned all time	CHANNEL AGE 8 years 30 days created 27.05.2018

AI EDITOR SUMMARY

Channel «Endocrinologist Magerya» – 293 708 subs. Each post gets on avg 9.1K people (3% from subs), reach is low – consider expanding audience. Publishes 41 posts per week (~6/day) – active posting. For week Jun 15–21 reach dropped by -10.5% by week Jun 8–14 – worth analyzing why.

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 172 posts over 29 days.
- 02 Dominant format — Photo (58/172 posts).
- 03 Avg post length — 449 chars (median 428).
- 04 Peak audience activity — Friday, 15:00 MSK.
- 05 Top posts gather 3× more views than the weakest (16.2K avg for top vs 6.3K for worst) — among 172 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 12:27 VIDEO CHECK YOUR CHILD'S HEALTH by these signs ☒ If your child is the tallest or shortest in class, sleeps poorly, gets tired quickly, gains...	VIEWS	REACTIONS
	17 080	42
	REPOSTS	ER
	56	5.8%
Nº2 09.06 · 11:24 TEXT Lecture on Neurolvin ☒ Composition, action of each component, features. 21-day marathon «Clarity of thinking». ☒ Join in Telegram...	VIEWS	REACTIONS
	16 290	29
	REPOSTS	ER
	44	5.5%
Nº3 05.06 · 08:43 VIDEO Today I'm speaking at St. Petersburg International Economic Forum 2026 (SPIEF) ☒ TOPIC: "Live 120+ years: from profiting from illness to...	VIEWS	REACTIONS
	15 278	86
	REPOSTS	ER
	27	5.2%

Nº4 05.06 · 12:01 VIDEO Thyroid decides your life speed ☒ Iodine — a trace element needed for thyroid hormone production, from...	VIEWS 14 778 REPOSTS 43	REACTIONS 45 ER 5.0%
Nº5 08.06 · 14:05 VIDEO ☒☒☒☒☒ NEUROLION* — nutrient complex from Zhiznivek to support cognitive function, attention, memory, and neuroplasticity...	VIEWS 14 651 REPOSTS 25	REACTIONS 20 ER 5.0%

|

WORST 3

↓ 19.06 · 17:04 TEXT Q: How to drink herbal teas from Zhiznivek? Detailed answer above, listen to audio ☒ ☒ Order on WB Ad. LLC «Zhiznivek»...	VIEWS 6 685 REPOSTS 11	REACTIONS 17 ER 2.3%
↓ 06.06 · 18:30 PHOTO Evening chat ☒ !? Ask questions ☒ Help newcomers find answers ☒ Discuss any topics	VIEWS 6 121 REPOSTS 1	REACTIONS 9 ER 2.1%
↓ 06.06 · 10:58 VIDEO We've been waiting ☒	VIEWS 6 111 REPOSTS 3	REACTIONS 23 ER 2.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

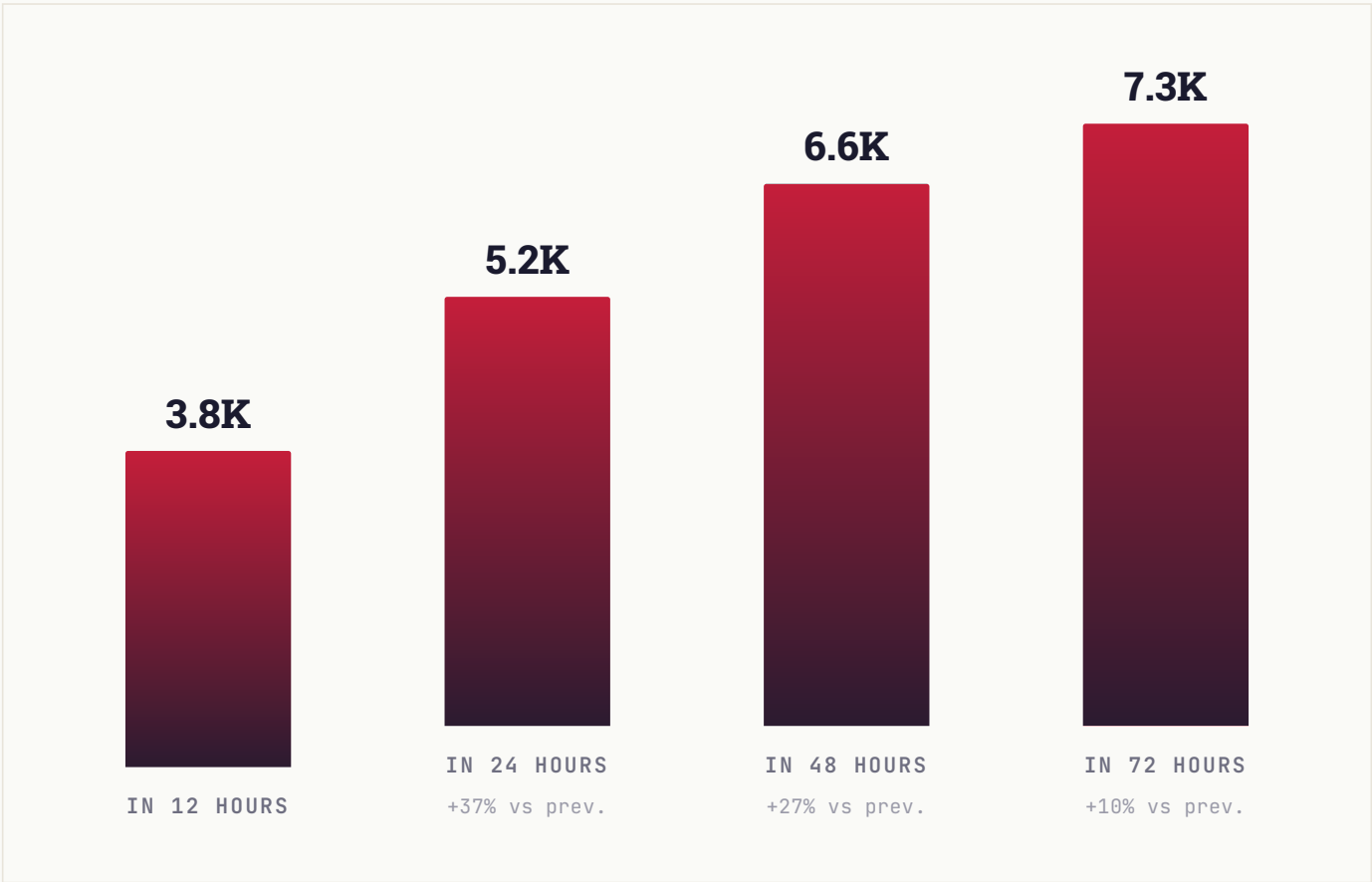
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BI Blog from the morgue	359.3K
ER Endocrinologist Magerya YOU	293.7K
EP EXPERIENCED PHARMACIST	267K
MM Moscow medicine	238.8K
ZD ZdravKontrol	223.6K
KD Dr. Shishonin's channel	215.4K
AT Anatomical Theater	201.6K
MR Mikerina. Giving birth? Call the midwife!	192.6K
DM DOCTOR MYASNIKOV	182.8K
ZS Notes of a forensic expert	171.5K
DS Doctor Sadovskaya	159.2K

COMPARATIVE CONCLUSION

Channel in top-2 niche (#2 of 96 channels in category). One of the leaders — client partners can go for cross-promo with peers; for PR/reach you're a valuable media partner.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **42**, they brought **9 703** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	4	3	1 300
Nov 2025	17	17	1 637
Oct 2025	3	2	1 118
Sep 2025	3	3	4 107
August 2025	8	3	298
July 2025	7	3	1 243

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
42	6	9 703

SECTION 07 · NICHE COMPARISON

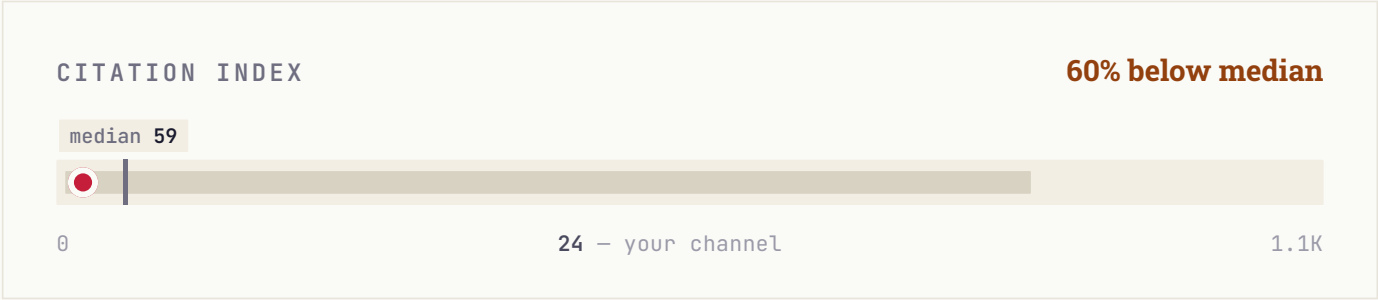
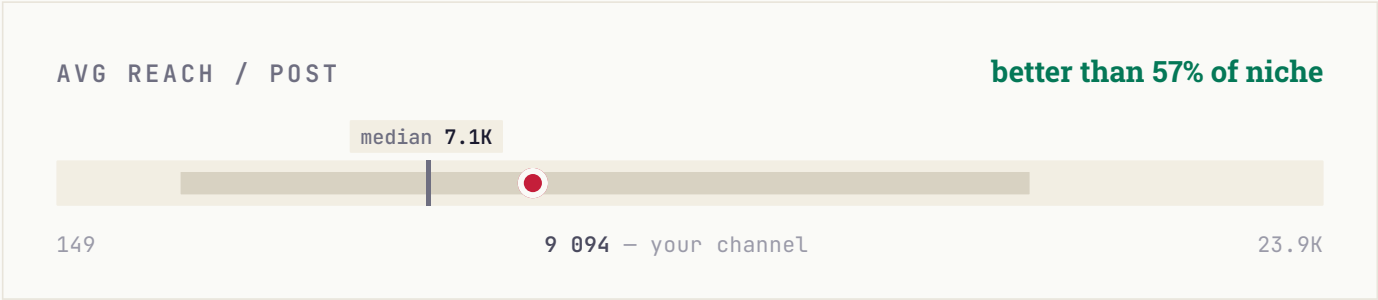
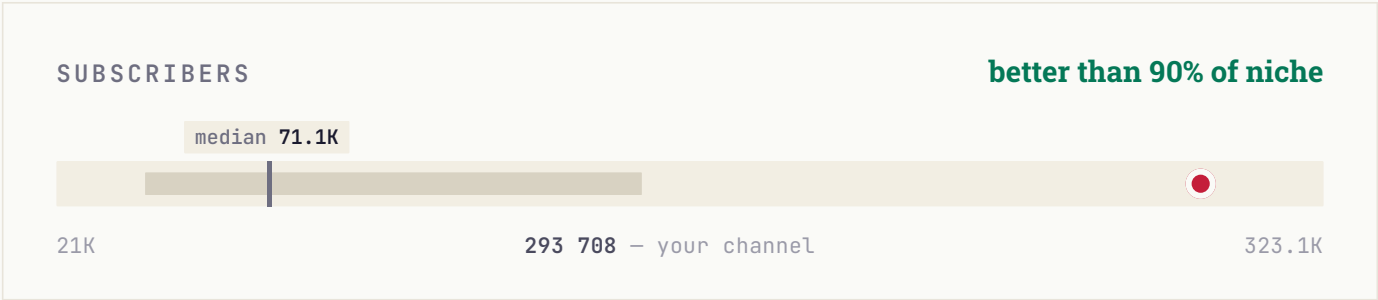
Where channel stands in its league

Took top-100 channels in category "Medicine» (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.

#2/100

RANK IN NICHE

Channel in top 2% medicine Russia



— SECTION 08 • STRATEGY

What to do right now

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

01

Top post of the week — on Friday

Audience most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.1% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.4pp ER

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads through us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
