

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mash



@mash

Send news, photo, video: @inmash1_bot Ad inquiries
@marina_mousse Chat & discuss news: t.me/masx3_0 Registered
in the list...

SUBSCRIBERS

3 130 961

-12073 per month

ERR (% SEE POSTS)

16.0%

per day 14.0%

REACH/POST

477.2K

ad reach 438.2K/24h

— CONTENT · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period.

 SUBSCRIBERS 3 130 961 —	 SUBS REACH 15.24% avg % of subs see post	 VIEWS/POST 477.2K median 482.9K · 29 days	 POSTS/DAY 18.7 ~131 per week
 7D TREND -0.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 661 chars median 679 · 29 days	 POSTS ANALYZED 552 29 days
 AD REACH 438.2K 24h avg	 CHURN / MONTH -12073 last month	 CITATIONS 15 199 citation index · 38 772 channels mentioned ever	 CHANNEL AGE 9 years 1 month created 11.04.2017

AI EDITOR SUMMARY

Channel «Mash» — 3 130 961 subs. Each post gets avg 477.2K people (15% from subs), average reach — room to grow. Publishes 131 posts per week (~19/day) — very active. Week 25–31 May reach stable (-0.9% vs week 18–24 May).

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 552 posts over 29 days.
- 02 Dominant format — Photo (243/552 posts).
- 03 Avg post length — 661 chars (median 679).
- 04 Peak audience activity — Sunday, 06:00 MSK.
- 05 Top posts get 3× more views than the weakest (727.9K avg for top vs 265.5K for worst) — among 552 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№117.05 · 03:06PHOTO	VIEWS	REACTIONS
	779 835	—
Three killed, five injured after drone attack on residential buildings in Moscow region. One more person is being searched under debris, governor said...	REPOSTS	ER
	12 404	24.9%
№209.05 · 18:46PHOTO	VIEWS	REACTIONS
	726 057	—
Vladimir Putin ready to meet Zelensky not only in Moscow but also in a third country, but to sign a deal. The president...	REPOSTS	ER
	2 672	23.2%
№317.05 · 03:19TEXT	VIEWS	REACTIONS
	677 680	—
12 people injured after drone attack on Moscow, said Sergey Sobyenin. Most damage at construction shift near the gate...	REPOSTS	ER
	4 486	21.6%

Nº4 08.05 · 05:31 VIDEO Vitaly Gogunsky spotted with ex-girlfriend of Pasha Teknik, premium elite escort Kristina Lexi. Night price reaches...	VIEWS 674 983 REPOSTS 4 095	REACTIONS — ER 21.6%
Nº5 16.05 · 23:19 VIDEO Bulgaria won Eurovision for the first time in 70 years. Singer Dara with "Bangaranga" crushed it — 516 points and victory by...	VIEWS 668 002 REPOSTS 3 097	REACTIONS — ER 21.3%

|

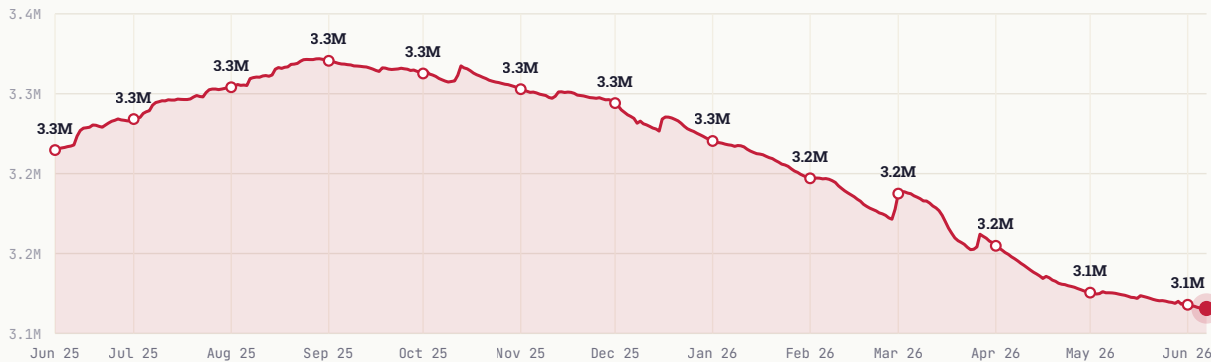
WORST 3

↓ 05.06 · 13:39 VIDEO G7 share of global GDP estimated at 18%. Vladimir Putin started his speech at SPIEF: — Russia is always open to all who...	VIEWS 267 451 REPOSTS 76	REACTIONS — ER 8.5%
↓ 05.06 · 15:15 TEXT Putin: no international isolation for Russia — still supplies uranium to US market...	VIEWS 267 368 REPOSTS 129	REACTIONS — ER 8.5%
↓ 05.06 · 13:49 VIDEO Any country, including Russia, can lose access to dollar/euro assets at any time — reason can be anything...	VIEWS 261 778 REPOSTS 126	REACTIONS — ER 8.4%

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 grew and which lost subs.



START OF PERIOD

3 254 274

NOW

3 130 966

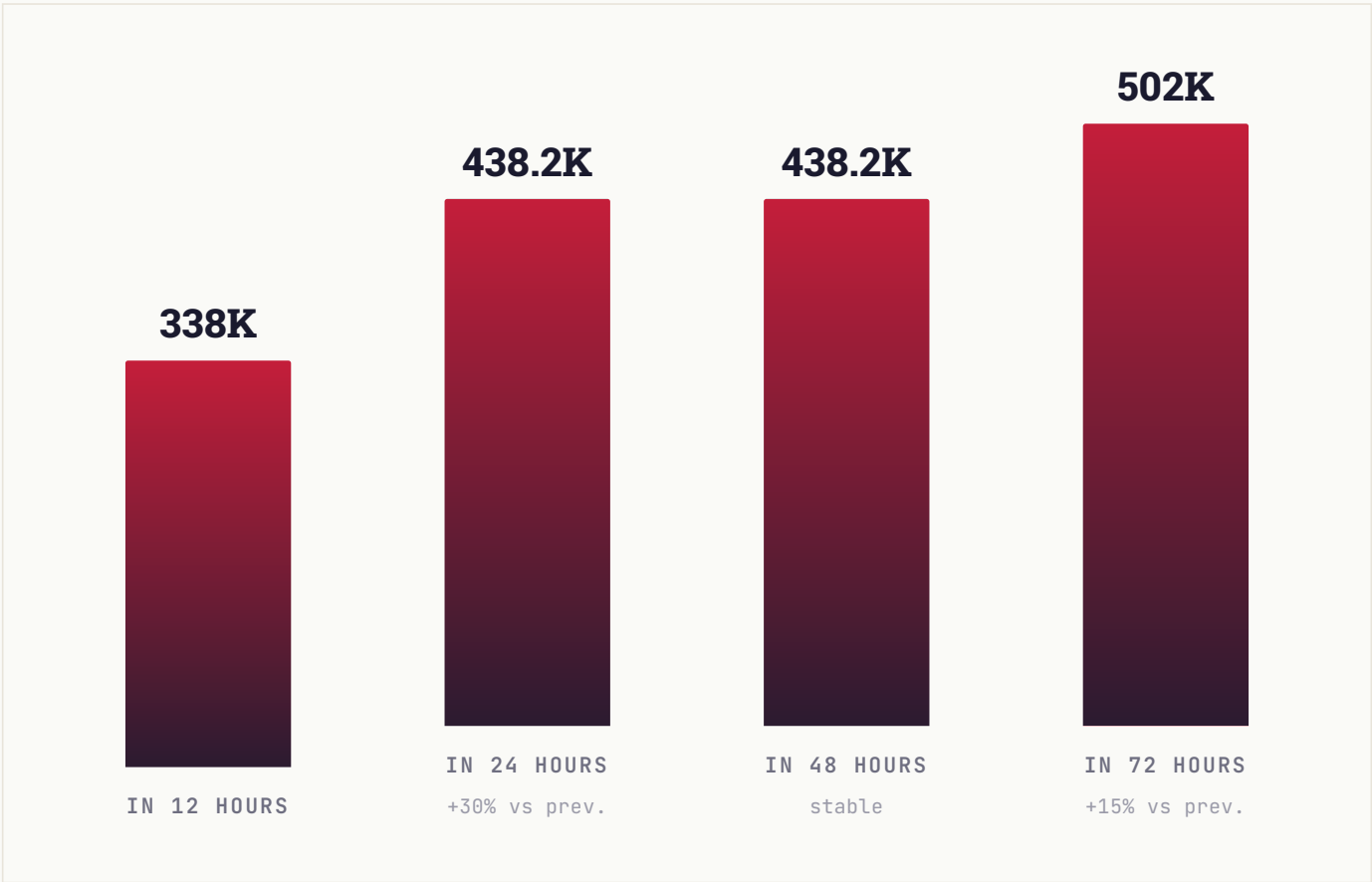
NET GROWTH

-123 308

SECTION 04 · AD POTENTIAL

How long a post drives reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — shows its rank among niche peers.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash YOU	3.1M
PM Perviy Moskovskiy	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
M2 Moscow 24/	2.2M

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#5 of 99). Strong position. Niche leader — Live Broadcast • News (4.1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **25 394**, they brought **90 139** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Dec 2025	4 213	1 612	12 578	
Nov 2025	4 285	1 670	5 918	
October 2025	4 838	1 757	14 650	
September 2025	4 211	1 600	4 117	
August 2025	2 843	1 217	24 472	
Jul 2025	5 004	1 585	28 404	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
25 394		6	90 139	

SECTION 07 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band = range of 80% of niche channels (p10 to p90). Black line = median. Red dot = your channel.

#86/100

RANK IN NICHE

Channel in bottom half of ranking



— 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 — Sunday

Audience most active on this day at 06:00 MSK.

EFFECT

**Best window
for important
post**

02

Systematic traffic buying

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

EFFECT

+1K-3K subs

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 — what we can do in minutes using public data. Want to go further — run ads with 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
