

PROMTPRESS PUBLIC REPORT

Channel audit

Masha Blinova.

Маша Блинова.

Фитнес



@mashablinovafit

Healthy fitness. Workouts with love for your body. Eco-friendly relationship with your body. Join workouts via Subscription at https://masha.fit/?utm_source=tg No. 5329554950

SUBSCRIBERS

279 427

26.06.2026 ⁺⁸²² per month

ERR (% SEE POSTS)

11.0%

per day ^{4.1%}

REACH/POST

28.3K

ad reach ^{11.6K}/24h

[HTTPS://PROMTPRESS.COM/AUDIT/MASHABLINOVAFIT](https://promptpress.com/audit/mashablinovafit)

— 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 growth chart

04 Citation rate

Who mentions the channel and how

05 Ad Potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Position in category «Health & Fitness»

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 279 427 —	SUBSCRIBER REACH 10.12% avg % subs see post	VIEWS/POST 28.3K median 30.1K · 28 days	POSTS/WEEK 7.0 for period
7D TREND -21.7% vs previous week	REACTIONS/POST 641.6 total 18,605 reactions, 0 reposts, 670 comments	POST LENGTH 934 chars median 1,000 · 28 days	POSTS ANALYZED 29 28 days
AD REACH 11.6K 24h avg	CHURN / MONTH +822 last month	CITATION RATE 37 citation index · 190 channels mentioned all time	CHANNEL AGE 4 years 4 months created 24.02.2022

AI EDITOR SUMMARY

Channel «Masha Blinova. Fitness» — 279 427 subs. Each post avg views 28.3K people (10% from subs), reach low — expand audience. Publishes 7 posts/week (~1/day) — regular. Week Jun 15–21 reach dropped -21.7% vs week Jun 8–14 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **29** posts in 28 days.
- 02 Dominant format: **Video** (17/29 posts).
- 03 Avg post length — **934** chars (median 1,000).
- 04 Peak audience activity — **Sunday**, 08:00 MSK.
- 05 Top posts get **2x** more views than weakest (37K avg top vs 21.1K worst) — among 29 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 05:03 VIDEO Don't reduce body work to one problem area. Say, you're worried about your belly. But its appearance depends on much more than just muscles...	VIEWS 37 370 REPOSTS —	REACTIONS 795 ER 13.4%
Nº2 28.05 · 05:04 VIDEO Many mistake the area above the knee for fat and avoid leg exercises. But the real issue is different...	VIEWS 37 249 REPOSTS —	REACTIONS 721 ER 13.3%
Nº3 07.06 · 05:01 VIDEO A pain-free back starts with good thoracic mobility. When the ribcage moves freely, load is evenly...	VIEWS 36 424 REPOSTS —	REACTIONS 729 ER 13.0%

Nº4 09.06 • 05:23 VIDEO ☒ Time to switch shoes! This May, near Chicago, the Barefoot Shoe Expo – the largest barefoot and minimalist footwear expo – took place...	VIEWS 35 447 REPOSTS — REACTIONS 750 ER 12.7%
Nº5 27.05 • 05:01 VIDEO From 3 to 7, movement is key for kids. It develops the nervous system, coordination, balance...	VIEWS 34 983 REPOSTS — REACTIONS 563 ER 12.5%

WORST 3

↓ 20.06 • 04:59 PHOTO ☒☒♀ Gym or home functional training? There's a persistent myth that serious results can only be achieved in the gym...	VIEWS 22 376 REPOSTS — REACTIONS 611 ER 8.0%
↓ 21.06 • 05:05 VIDEO What is a crossover? If you find this machine in a hotel gym, don't skip it! The crossover allows...	VIEWS 21 708 REPOSTS — REACTIONS 413 ER 7.8%
↓ 22.06 • 05:03 PHOTO Join workouts with a subscription → https://masha.fit/?utm_source=tg Subscription workouts are regular sessions with...	VIEWS 19 237 REPOSTS — REACTIONS 404 ER 6.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

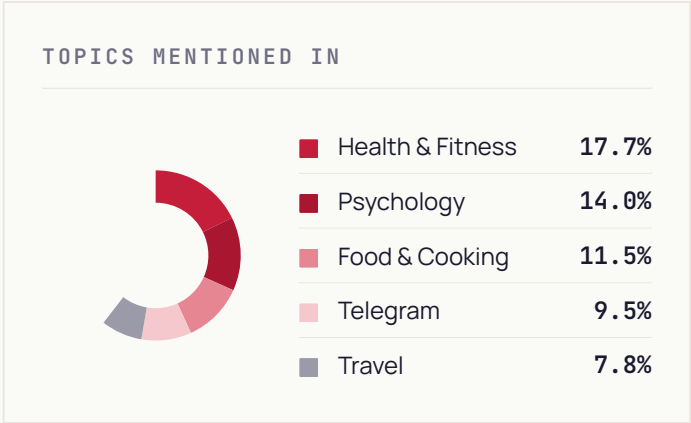
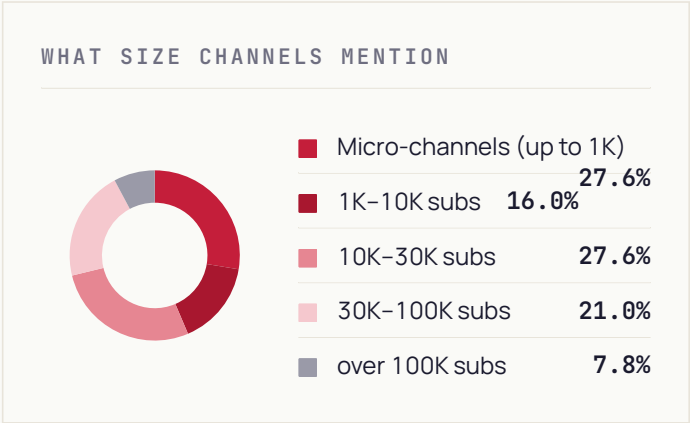
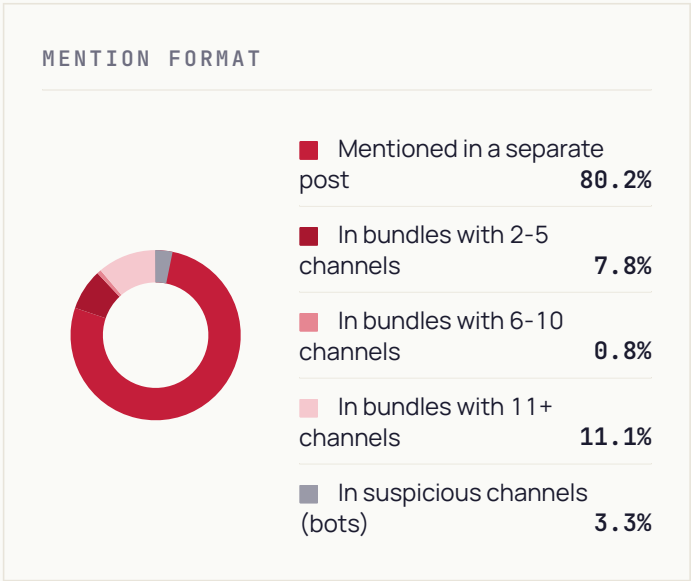
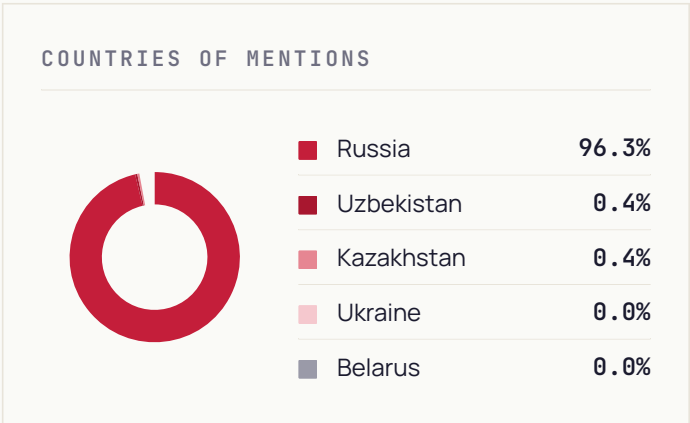
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

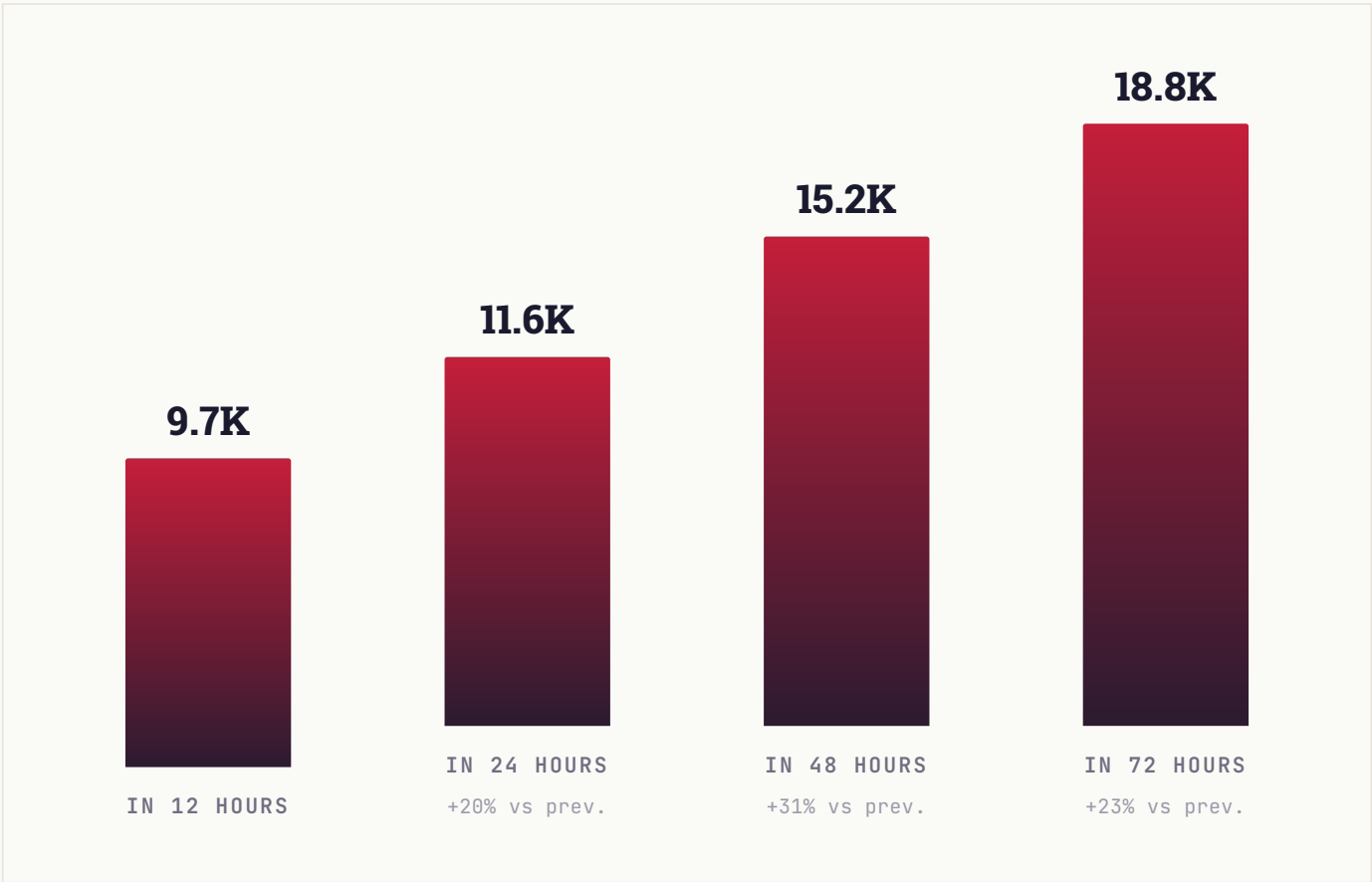
Citation index **37** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **190** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
KZ Test purchase	772.4K
BI Biohackers	585.5K
BI Biohacking	535.2K
SL Sport Life	526.8K
VN Eternity in Tibet	495.9K
NT Our body	482.9K
AU Ales Ulishchenko Osteopath, PhD Author of faceplastics	479.3K
BZ Stay Healthy	449.1K
ZE Healthy Food	418.9K
DZ Doctor Zubareva	414.2K
MB Masha Blinova. Маша Блинова. Фитнес	279.4K

COMPARATIVE INSIGHT

Channel intop quartile of niche (#20 of 96). Leader — Test purchase (772.4K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

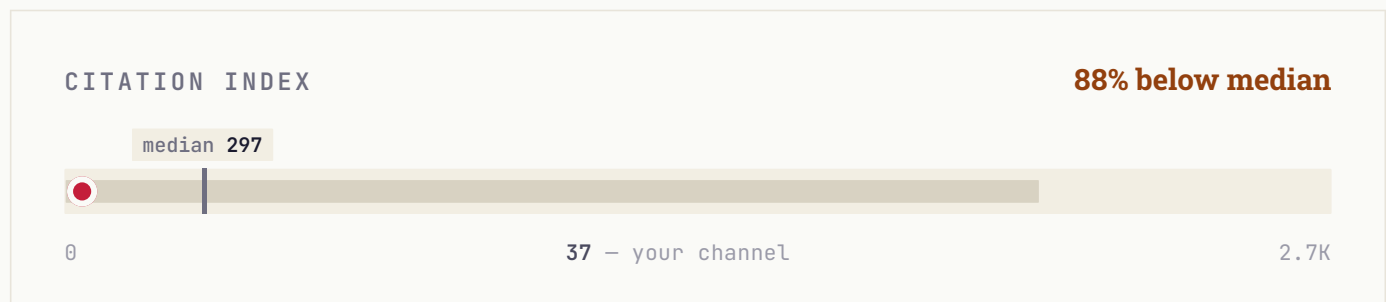
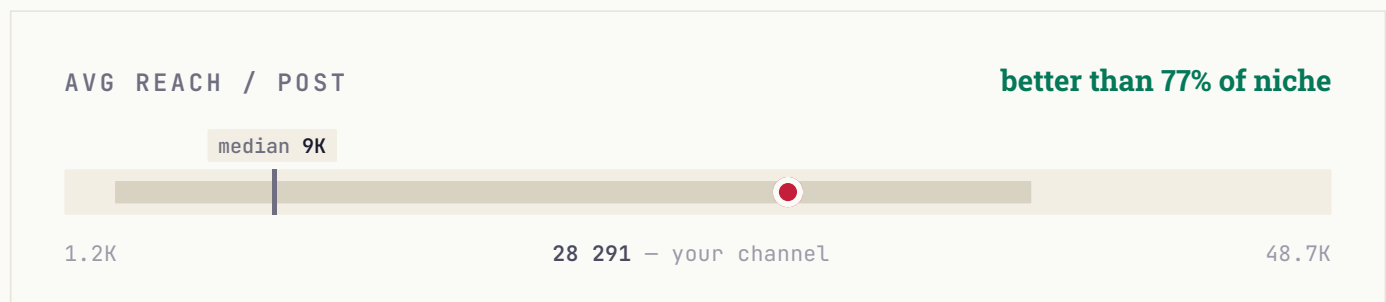
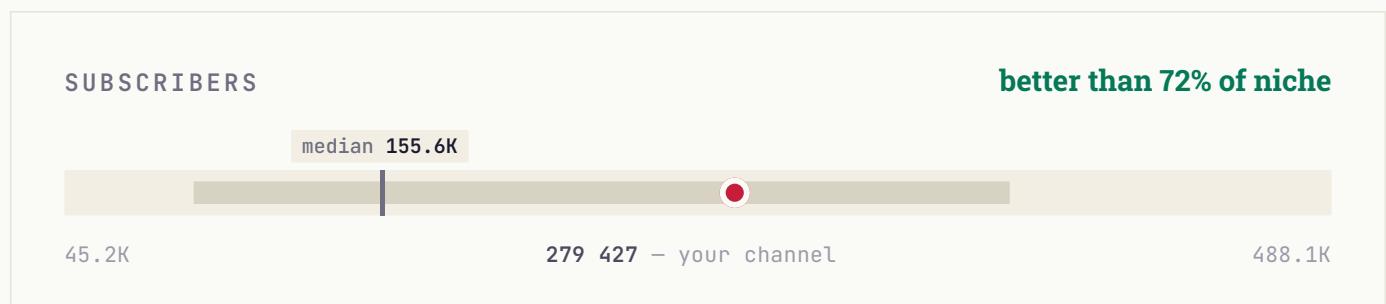
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **21**, they brought **29 365** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	3 561	
November 2025	19	18	4 608	
October 2025	0	0	4 752	
September 2025	1	1	3 659	
August 2025	0	0	5 906	
July 2025	1	1	6 879	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
21	6	29 365

Where the channel ranks in its league

#20 /100 POSITION IN NICHE
Channel in top 20% – strong position



— SECTION 09 · 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 is most active on this day at 08:00 MSK.

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). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls and interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

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 this done by **PromptPress?**

This audit is what we can do in a few minutes from public data.
Want to go further — run ads with us and close your growth plan
in a month.

01	Launch Telegram Ads	https://panel.promptpress.com/register
----	--------------------------------	---

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