

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mash na Moyke



@mashmoyka

Little brother of that Mash — from St. Petersburg and Leningrad region. Info, video, photos, questions here — @mashmoyka_bot Ad rates and terms: <https://clck.ru/3RHe9w> Best city chat:...

SUBSCRIBERS

334 389

-1369 per month

ERR (% SEE POSTS)

28.0%

per day 15.6%

REACH/POST

84.8K

ad reach 52.4K/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 Citation 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

6 months · monthly

08 Niche comparison

Position 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 334 389 —	 SUBS REACH 25.35% avg % subs see post	 VIEWS/POST 84.8K median 70.2K · 29 days	 POSTS/DAY 7.7 ~54 per week
 7D TREND -3.3% vs previous week	 REACTIONS/POST 488.6 total 110 433 reactions, 93 939 reposts, 5 181 comments	 POST LENGTH 578 chars median 552 · 29 days	 POSTS ANALYZED 226 29 days
 AD REACH 52.4K 24h avg	 CHURN / MONTH -1369 last month	 CITATION RATE 2 225 citation index · 7 319 channels mentioned ever	 CHANNEL AGE 7 years 4 months created 04.03.2019

AI EDITOR SUMMARY

Channel «Mash na Moyke» — 334 389 subs. Each post averages 84.8K people (25% of subs), good reach. Publishes 54 posts per week (~8/day) — active posting. For week Jul 6–12, reach stable (-3.3% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **226** posts over 29 days.
- 02 Dominant format — **Video** (111/226 posts).
- 03 Avg post length — **578** chars (median 552).
- 04 Audience peak activity — **Saturday, 22:00 MSK**.
- 05 Top posts get **11x** more views than the weakest (605.2K avg for top vs 54.5K for worst) — among 226 posts in 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 08:00 PHOTO Naked men roam forests of St. Petersburg and Leningrad region — they share their shiny fronts and backs in nudist chats. Walks with...	VIEWS 620 965 REPOSTS 5 191	REACTIONS 675 ER 185.7%
Nº2 27.06 · 19:15 VIDEO Today St. Petersburg is all grads — dressed up and happy, they've started celebrating on Palace Square. This year...	VIEWS 601 991 REPOSTS 1 257	REACTIONS 439 ER 180.0%
Nº3 27.06 · 22:27 VIDEO At the "Scarlet Sails" stage, Vanya Dmitrienko premiered a new song co-written with Basta. It's already been dubbed an unofficial anthem...	VIEWS 592 657 REPOSTS 1 917	REACTIONS 754 ER 177.2%

Nº4

04.07 · 11:38

VIDEO

Raid on Russia's biggest gay* club on Razyezzhaya was carried out by security forces tonight – among its regular guests, cases of infection were detected...

VIEWS

584 200

REACTIONS

762

REPOSTS

3 793

ER

174.7%

Nº5

26.06 · 10:38

VIDEO

Alexander Bastrykin agreed on the need to introduce criminal liability for parents for improper child upbringing – about this...

VIEWS

540 560

REACTIONS

738

REPOSTS

1 820

ER

161.7%

WORST 3

↓

16.07 · 15:00

PHOTO

Whistle blown – winners are in. Five luckiest football sleuths are already grabbing tickets to the 2026 World Cup final in...

VIEWS

54 758

REACTIONS

29

REPOSTS

10

ER

16.4%

↓

16.07 · 14:00

PHOTO

Looking for gas? 2GIS now has a map to quickly find stations with the fuel you need. Info on...

VIEWS

54 727

REACTIONS

87

REPOSTS

119

ER

16.4%

↓

16.07 · 09:46

VIDEO

Shooting on Massalsky Street in Krasnoye Selo – after a parking dispute. Two wounded, eyewitnesses say...

VIEWS

53 983

REACTIONS

321

REPOSTS

268

ER

16.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

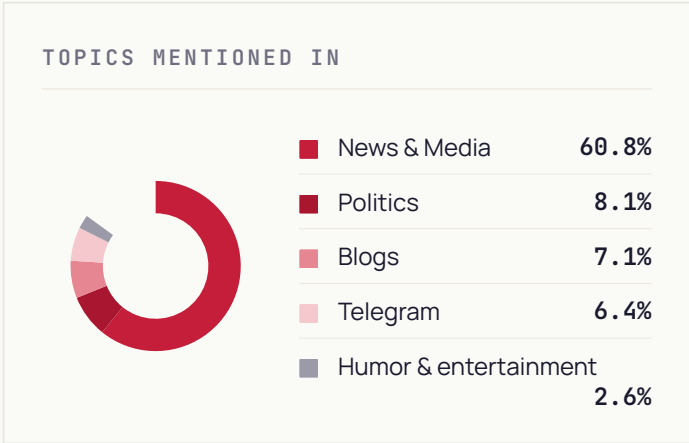
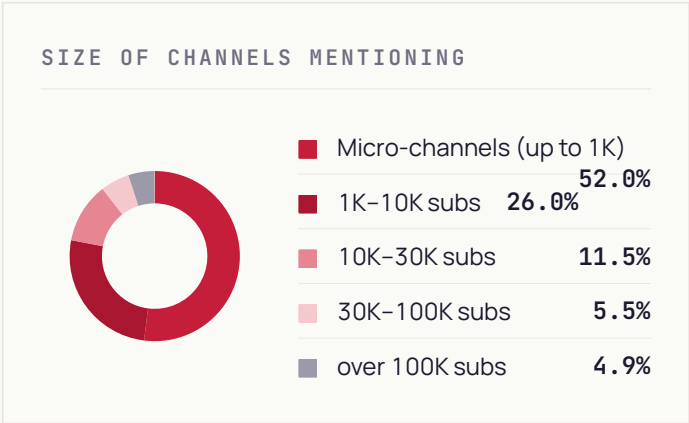
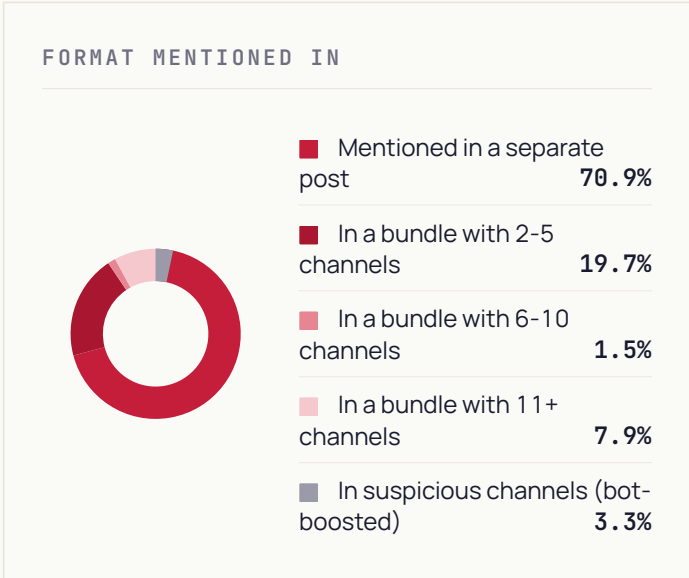
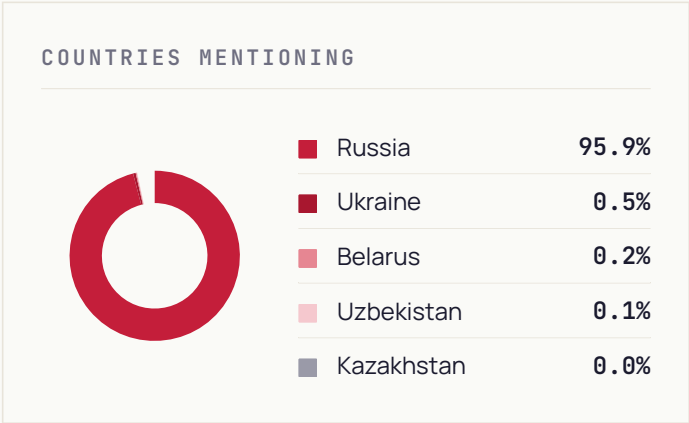
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

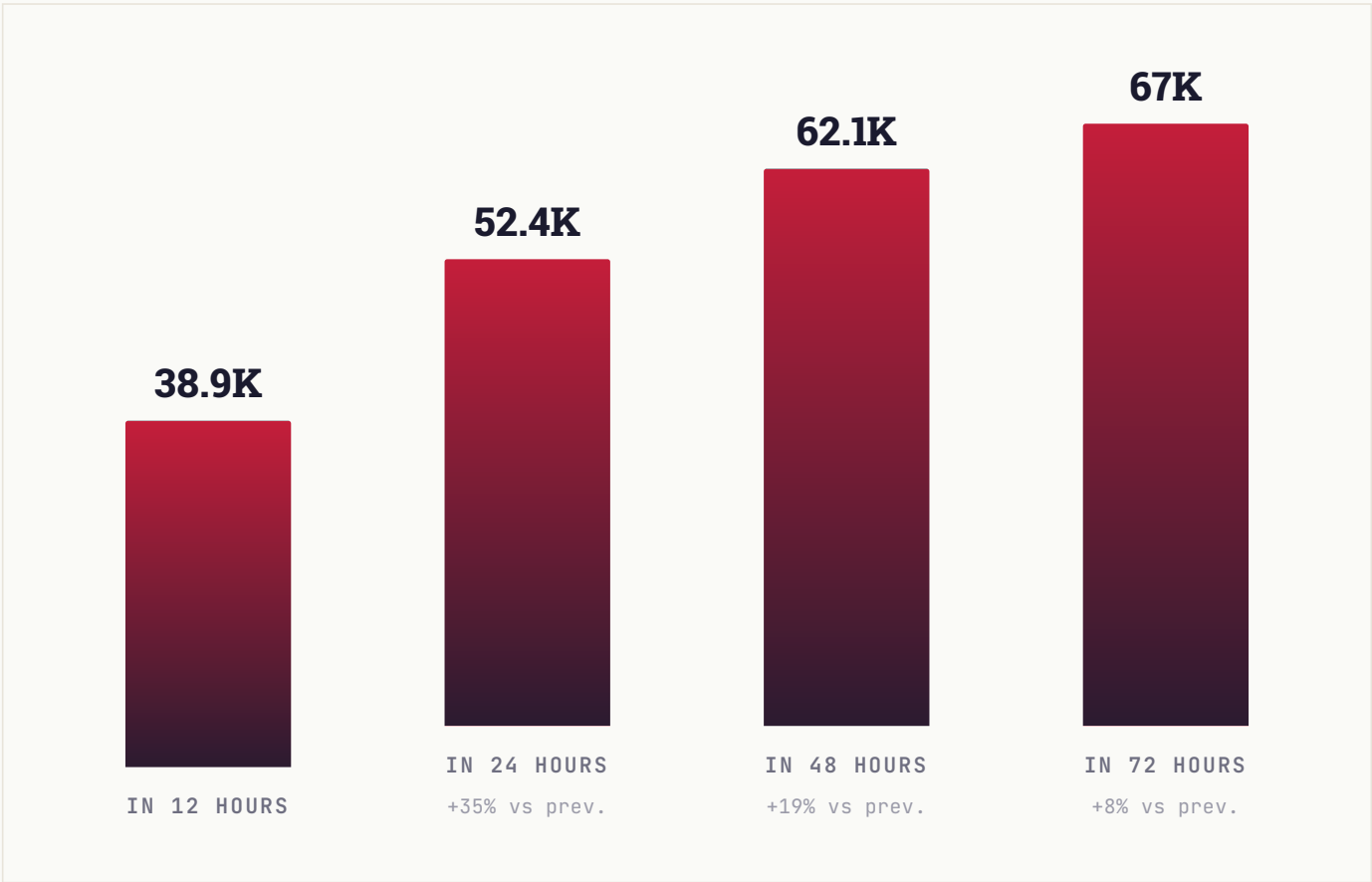
Citation index **2 225** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **7 319** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
ا ج اخبار فوری جنگ	4.3M
ا ب خبر فوری	4.3M
PE Direct Live • 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
MA Mash	3.1M
MH Mash na Moyke YOU	334.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6.1M), top-97 median: 1.3M. First goal: enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **2 833**, they brought **26 947** new subs.

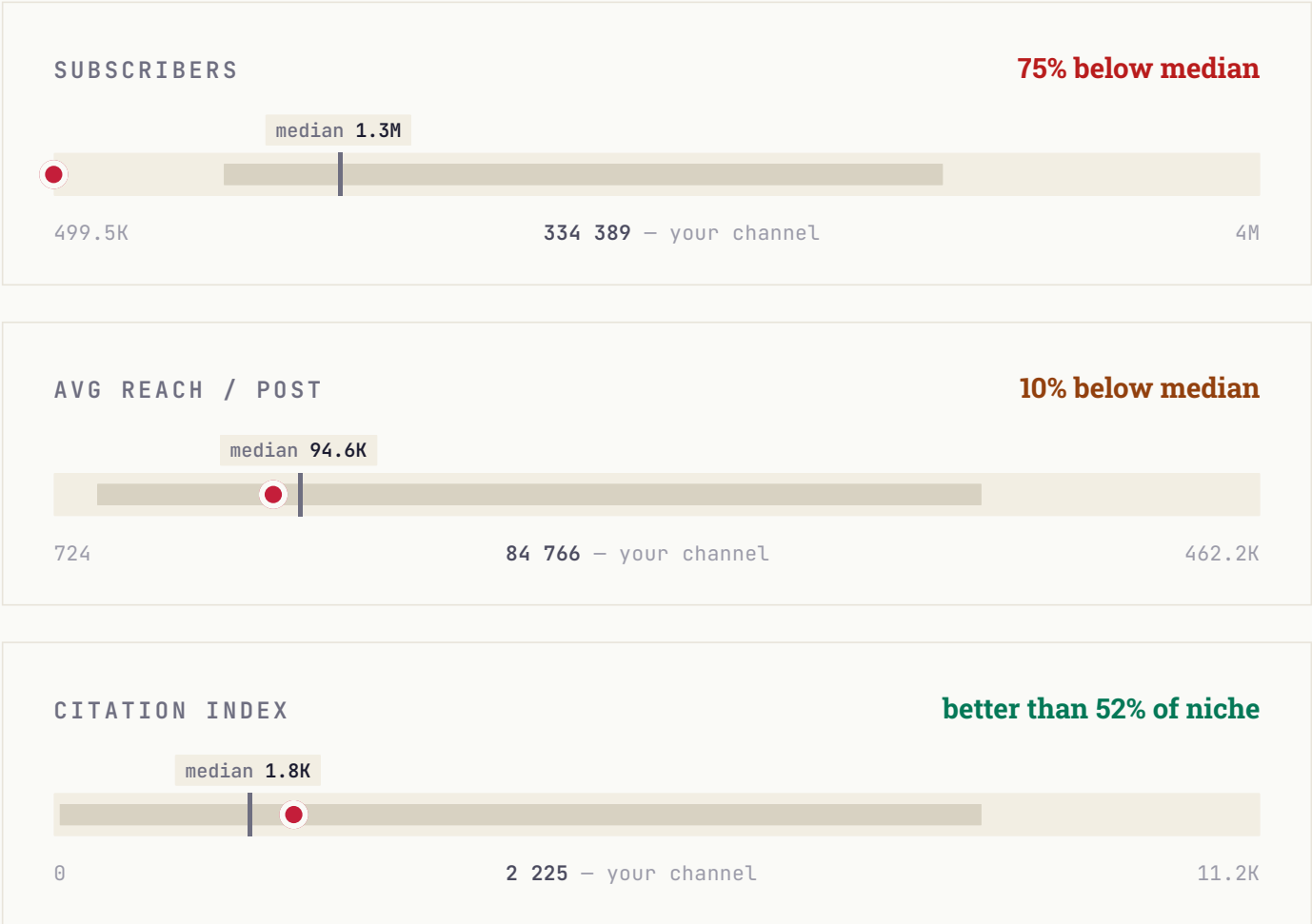
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	321	126	698
December 2025	494	170	1 031
November 2025	437	145	1 820
October 2025	544	166	3 623
Sep 2025	439	130	8 344
August 2025	598	172	11 431

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
2 833	6	26 947

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience is most active on this day at 22:00 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 & 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 quarterly with channels in the same niche.
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 minutes from public data. Want to go further? Run ads with 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