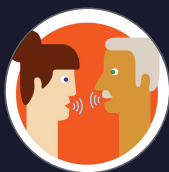


PROMTPRESS PUBLIC REPORT

Channel audit

Journalists & media pros



@mediatusovka

Editorial Watercooler. We post your content ☒ Discuss editorial issues ☒ Post jobs/resumes ☒ Chat with colleagues Ads & collab: @e_adm Our main channel:...

SUBSCRIBERS

18 937

+131 per month

ERR (% SEE POSTS)

46.0%

per day **18.1%**

REACH/POST

8.3K

ad reach **3.5K/24h**

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Rank in «Marketing, PR, Advertising»

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 18 937 —	 SUBSCRIBER REACH 43.74% avg % subs see post	 VIEWS/POST 8.3K median 6.1K · 29 days	 POSTS/WEEK 21.5 over period
 7D TREND +16.6% vs previous week	 REACTIONS/POST 39.9 only 3,587 reactions, 2,299 reposts, 615 comments	 POST LENGTH 261 chars median 144 · 29 days	 POSTS ANALYZED 90 29 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH +131 last month	 CITATION RATE 45 citation index · 249 channels mentioned it ever	 CHANNEL AGE 5 years 5 months created 30.01.2021

AI EDITOR SUMMARY

Channel «Journalists & media pros» – 18 937 subs. Each post averages 8.3K people (44% of subs), wide reach for a channel this size. Publishes 22 posts per week (~3/day) – active publishing. For week Jun 29 – Jul 5, reach up +16.6% by week 22–28 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 90 posts over 29 days.
- 02 Dominant format – Text (46/90 posts).
- 03 Avg post length – 261 chars (median 144).
- 04 Peak Audience Activity – Saturday, 17:00 MSK.
- 05 Top posts get 9x more views than the weakest (41.5K avg for top vs 4.4K for worst) – among 90 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 14:20 PHOTO Educational Role of Journalism	VIEWS 73 718 REPOSTS 541	REACTIONS 59 ER 389.3%
Nº2 29.06 · 17:01 PHOTO Please Keep Us Posted	VIEWS 29 446 REPOSTS 15	REACTIONS 44 ER 155.5%
Nº3 26.06 · 07:43 PHOTO «MK» accidentally revealed its editorial standards while preparing materials	VIEWS 21 205 REPOSTS 392	REACTIONS 178 ER 112.0%

Nº4 19.06 • 09:49 PHOTO Sobchak, Lebedev, VK podcast, swearing, all happy	VIEWS 21 075 REACTIONS 54 REPOSTS 22 ER 111.3%
Nº5 27.06 • 13:00 POLL (post without caption – poll)	VIEWS 18 570 REACTIONS — REPOSTS 2 ER 98.1%

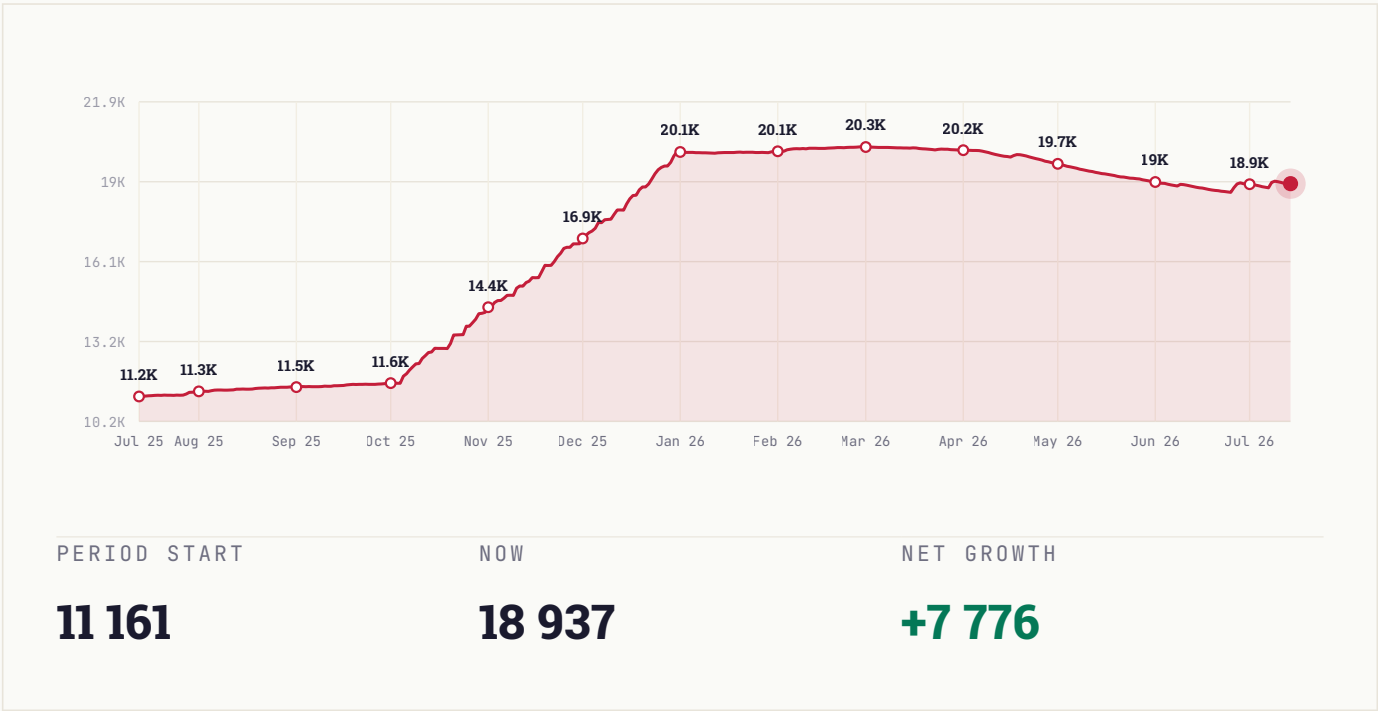
WORST 3

↓ 04.07 • 17:46 VIDEO Sea Scallop Ad in USSR, 1991	VIEWS 4 608 REACTIONS 12 REPOSTS 17 ER 24.3%
↓ 08.07 • 16:14 TEXT YouTube daily reach in Jan–May grew 4% to 22.4M people. Kommersant reports citing Rodnaya... data.	VIEWS 4 539 REACTIONS 13 REPOSTS 3 ER 24.0%
↓ 10.07 • 14:03 TEXT Russians increased calls and SMS amid internet restrictions. RBC reports citing mobile operators. ...	VIEWS 4 196 REACTIONS — REPOSTS 1 ER 22.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

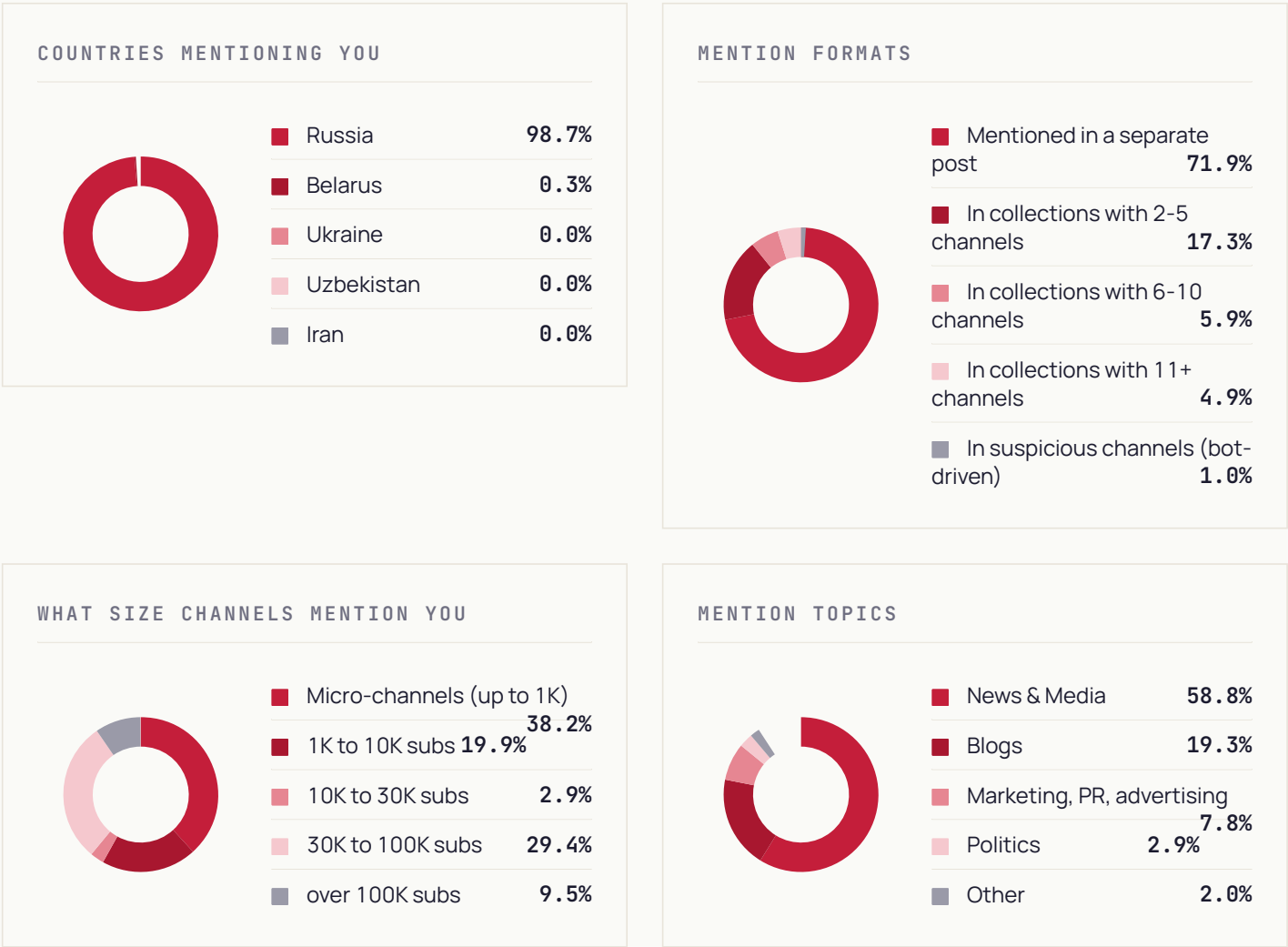
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

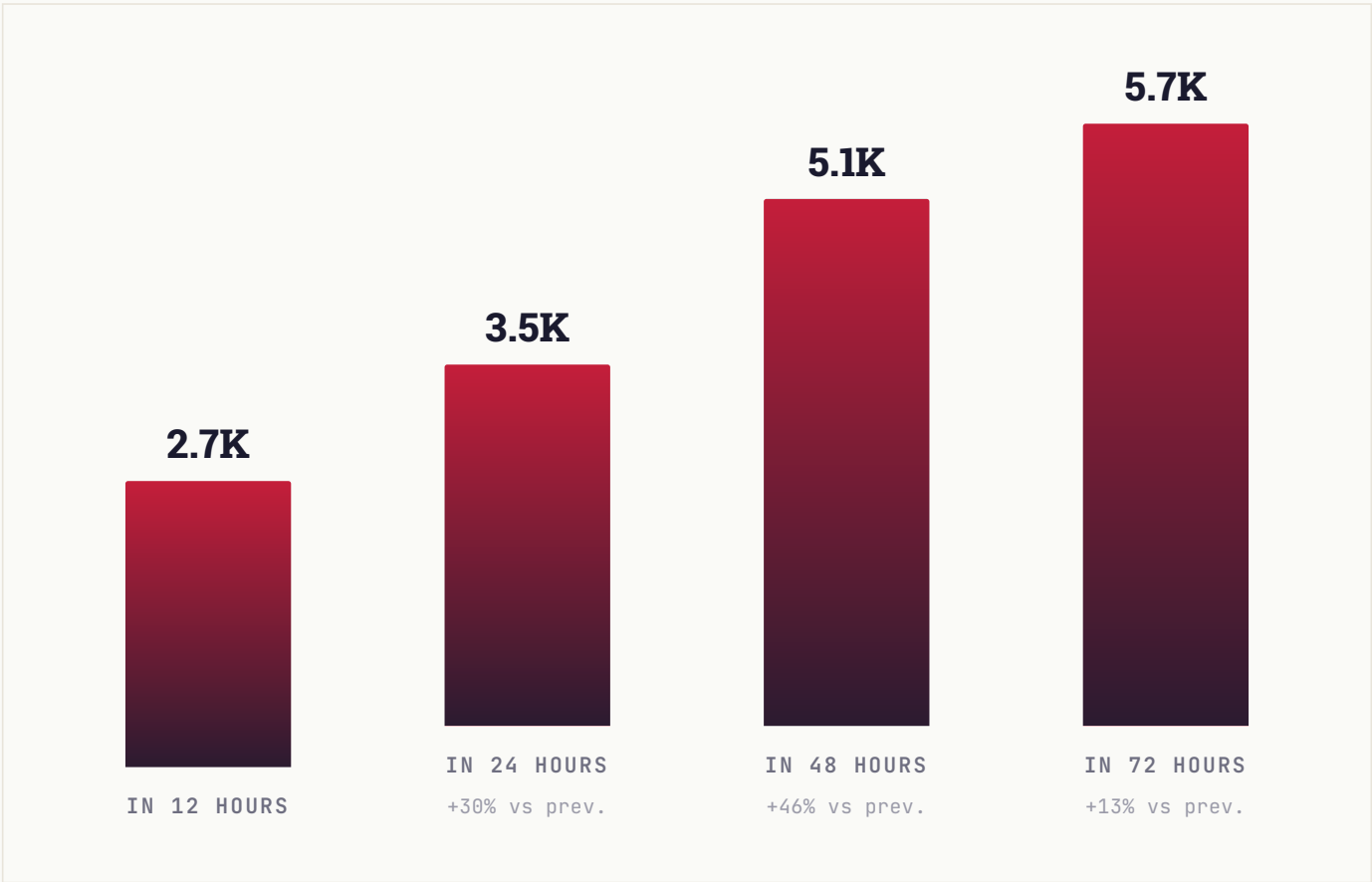
Citation index **45** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **249** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice Cream	1.7M
OK Oka	1.6M
SE Search	1.5M
TR Trendly	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
JL Journalists & media pros YOU	18.9K

COMPARATIVE INSIGHT

Channel is still outside top-99 niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal — enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **36**, they brought **8 961** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	3	3	92
December 2025	12	6	3 372
November 2025	9	4	2 521
October 2025	5	4	2 629
Sep 2025	4	4	158
August 2025	3	2	189

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
36	6	8 961

Where the channel stands in its league

SUBSCRIBERS worse than median by 87%

median 144.6K

40.9K 18 937 — your channel 1.2M

AVG REACH / POST worse than median by 38%

median 13.4K

11 8 283 — your channel 56.2K

CITATION INDEX worse than median by 78%

median 204

0 45 — your channel 3.3K

Metric	Channel Value	Median	Peer Group Range	Comparison
Subscribers	18,937	144.6K	40.9K - 1.2M	worse than median by 87%
Avg Reach / Post	8,283	13.4K	11 - 56.2K	worse than median by 38%
Citation Index	45	204	0 - 3.3K	worse than median by 78%

— 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

Main post of the week — on Saturday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. Want to go further? Run ads with us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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