

PUBLIC REPORT BY PROMTPRESS

Channel audit

Medicine.RF



@medportal_rfed

Latest medical news in Russia and worldwide - research, discoveries, new drugs and technologies, healthcare changes.
@bosteleg

SUBSCRIBERS

93 933

41 posts 29 days

ERR (% SEE POSTS)

17.0%

per day 22.1%

REACH/POST

15.2K

ad reach 20.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 93 933 —	 SUBSCRIBER REACH 16.19% avg % subs see post	 VIEWS/POST 15.2K median 18.3K · 29 days	 POSTS/WEEK 9.8 over period
 7D TREND +5.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 902 chars median 982 · 29 days	 POSTS ANALYZED 41 29 days
 AD REACH 20.6K 24h avg	 QUOTABILITY 0 citation index (cumulative)	 CHANNEL AGE 29 days created 28.05.2026	

AI EDITOR SUMMARY

Channel «Medicine.RF» – 93 933 subs. Each post avg views 15.2K people (16% of subs), avg reach – room to grow. Posts 10 posts/week (~1/day) – regular. Week 15–21 Jun reach grew by +5.0% by week 8–14 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 41 posts over 29 days.
- 02 Dominant format – Text (23/41 posts).
- 03 Avg post length – 902 chars (median 982).
- 04 Peak audience activity – Tuesday, 18:00 MSK.
- 05 Top posts get by 4542 times more views than the weakest (22.7K avg for top vs 5 for worst) – among 41 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 15:24 PHOTO 📄 Tech serving doctor and patient: SberMedAI advances multi-agent AI and digital preventive medicine. CEO...	VIEWS 23 091 REPOSTS 4	REACTIONS — ER 24.6%
Nº2 21.06 · 10:43 TEXT 📄 Pacifier shaped like a vape: why psychologists are concerned How imitation objects may affect children's behavior: director...	VIEWS 22 907 REPOSTS 1	REACTIONS — ER 24.4%
Nº3 18.06 · 10:44 PHOTO 📄 Paid medical service rules change from Sept 1 A key change: contracts can now be signed remotely...	VIEWS 22 138 REPOSTS —	REACTIONS — ER 23.6%

Nº4 03.06 · 07:49 PHOTO 🔍 Cabinet approves new list of strategically important drugs The Russian government updated the list of strategically vital medicines...	VIEWS 21 360 REPOSTS —	REACTIONS — ER 22.7%
Nº5 10.06 · 16:54 PHOTO 🔍 Vacation is increasingly more than just a change of scenery. In premium tourism, a format combining travel with health care is gaining momentum...	VIEWS 20 361 REPOSTS 1	REACTIONS — ER 21.7%

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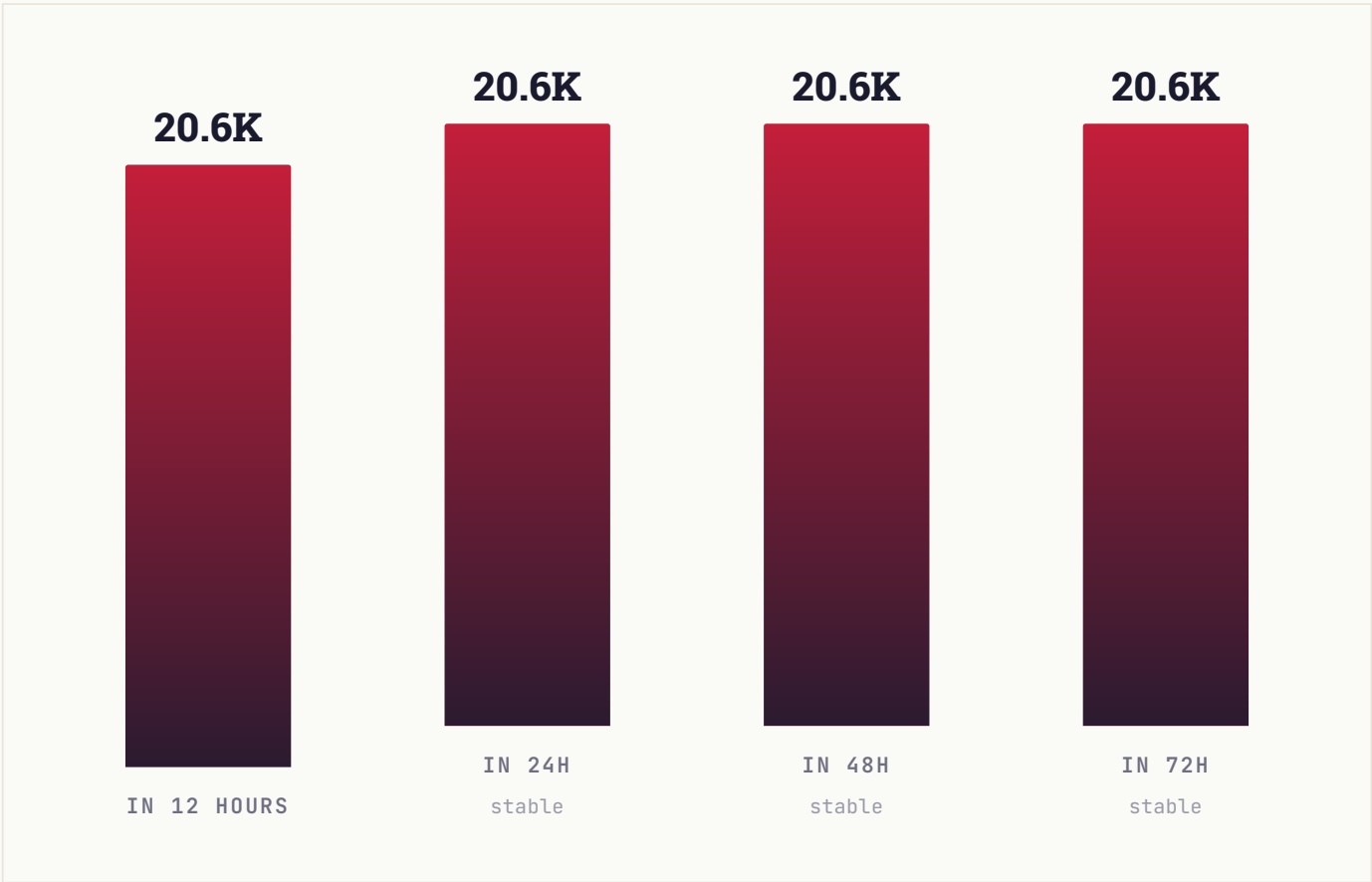
WORST 3

↓ 28.05 · 10:50 TEXT 🔍 Neural networks instead of doctors? Nearly half of medical advice misses the mark ChatGPT, Grok, Gemini, DeepSeek and other AI bots increasingly give medical...	VIEWS 6 REPOSTS —	REACTIONS — ER 0.0%
↓ 28.05 · 10:50 PHOTO 🔍 Patient saved after massive blood loss in Kuzbass Doctors saved a man who lost 3.5 liters of blood. In Mezhdurechensk...	VIEWS 5 REPOSTS —	REACTIONS — ER 0.0%
↓ 28.05 · 10:50 PHOTO 🔍 Skull reconstruction without scars performed in Kemerovo Doctors performed a unique skull reconstruction surgery with no visible...	VIEWS 4 REPOSTS —	REACTIONS — ER 0.0%

SECTION 03 · AD POTENTIAL

How long a post drives reach

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



SECTION 04 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted – see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
BI Blog from the Morgue	358.5K
EM Endocrinologist Magerya	293.7K
EP EXPERIENCED PHARMACIST	266.7K
MM Moscow Medicine	240.6K
ZD HealthControl	223.5K
CD Dr. Shishonin's channel	215.2K
AT Anatomical Theater	201.3K
MR Mikerina. Childbirth? Call a midwife!	192.5K
DM DOCTOR MYASNIKOV	182.7K
ME Forensic Examiner's Notes	171.4K
ME Medicine.RF YOU	93.9K

COMPARATIVE INSIGHT

Channel in upper half of niche (#32 of 96). Niche leader – **Blog from the Morgue** (358.5K), median subs 70.8K. Aim for top quartile – realistic 6-12 month horizon.

SECTION 05 · NICHE COMPARISON

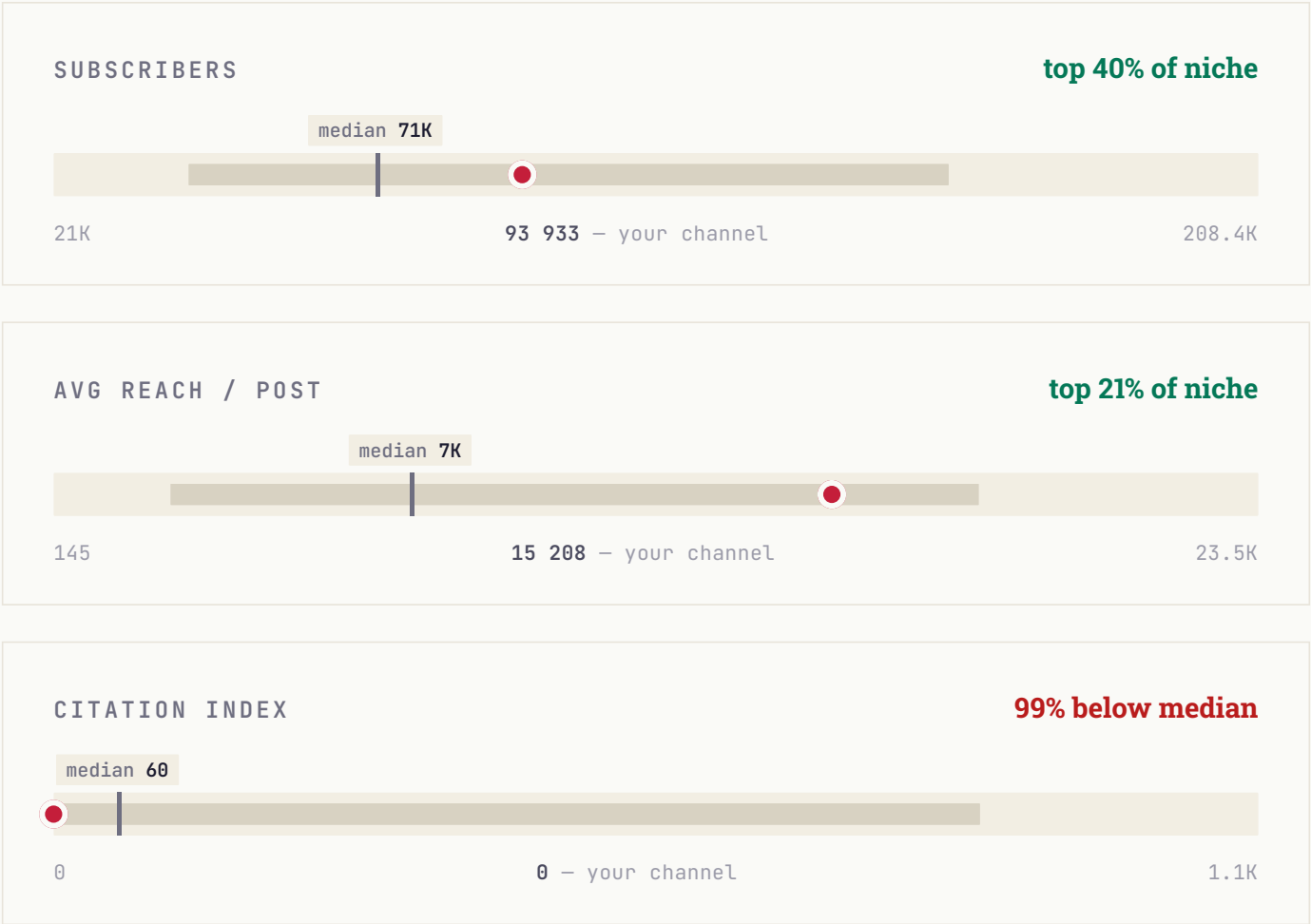
Where the channel stands in its league

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

#32/100

POSITION IN NICHE

Channel in top half of ranking



— SECTION 06 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Best post day — Tuesday
Audience most active on this day at 18:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Increase video posts share
Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 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 win. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |

★ NEXT STEPS

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us & 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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