

PUBLIC REPORT BY PROMTPRESS

Channel audit

Men Today | Мужской Журнал



@mentod1y

Men Today – not just fashion and beautiful women. Men Today – a lifestyle. All material sourced from open sources. Feedback – @SergioRzx

SUBS	ERR (% SEE POSTS)	REACH/POST
72 553	40.0%	28.8K
18.07.2026 +933 per month	last day 34.5%	ad reach 24.6K/24h
HTTPS://PROMTPRESS.COM/AUDIT/MENTOD1Y		

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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.

 SUBS 72 553 —	 SUBSCRIBER REACH 39.67% avg % subs see post	 VIEWS/POST 28.8K median 28.7K · 16 days	 POSTS/WEEK 3.7 for period
 7D TREND — no data for period	 REACTS/POST 735.9 total 6,623 reactions, 42 reposts, 0 comments	 POST LENGTH 135 chars median 58 · 16 days	 POSTS ANALYZED 9 16 days
 AD REACH 24.6K avg per 24h	 CHURN / MONTH +933 last month	 CITATION RATE 3 citation index · 1,674 channels mentioned ever	 CHANNEL AGE 1 year 6 months created 30.12.2024

AI EDITOR SUMMARY

Channel «Men Today | Men's Magazine» — 72 553 subs. Each post averages 28.8K people (40% of subs), good reach. Publishes 4 posts per week (~1/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts over 16 days.
- 02 Dominant format – Photo (7/9 posts).
- 03 Avg post length – 135 chars (median 58).
- 04 Peak audience activity – Wednesday, 21:00 MSK.
- 05 Top posts get 1x more views than the weakest (29.3K avg for top vs 28.3K for worst) – among 9 posts in 16 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 18:23 PHOTO Model from Netherlands: Sephora Maria Nouri Men Today 🍷	VIEWS 30 031 REP. 4	REACTS 912 ER 41.4%
Nº2 22.06 · 15:38 PHOTO Kim Kardashian for SKIMS x Dolce & Gabbana fall/winter 2024 campaign Men Today 🍷	VIEWS 29 078 REP. 6	REACTS 699 ER 40.1%
Nº3 28.06 · 06:41 VIDEO Left or right? 😊👍 – left 🙄 – right Men Today 🍷	VIEWS 28 806 REP. 6	REACTS 1 189 ER 39.7%

Nº4 18.06 · 18:53 PHOTO Good night with fitness model Anna Aminova, 2024 Men Today 🔥	VIEWS 28 781 REP. 4	REACTS 897 ER 39.7%
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Nº5 28.06 · 09:29 PHOTO Behind the scenes of "The Matrix", 1999 Men Today 🔥	VIEWS 28 714 REP. 6	REACTS 533 ER 39.6%
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WORST 3

↓ 24.06 · 13:00 VIDEO Tom Hardy impressed Pierce Brosnan on set of 'Gangsterland' – a rare moment when one fave praises another. BTW, Paramount+ already...	VIEWS 28 616 REP. 6	REACTS 575 ER 39.4%
↓ 21.06 · 15:37 PHOTO Keanu Reeves secretly married artist Alexandra Grant, insider from RadarOnline. The actor dated his beloved for 6 years. It is reported that...	VIEWS 28 531 REP. 5	REACTS 458 ER 39.3%
↓ 05.07 · 15:20 PHOTO Italian model: Madalina Ghenea Men Today 🔥	VIEWS 27 877 REP. 3	REACTS 783 ER 38.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

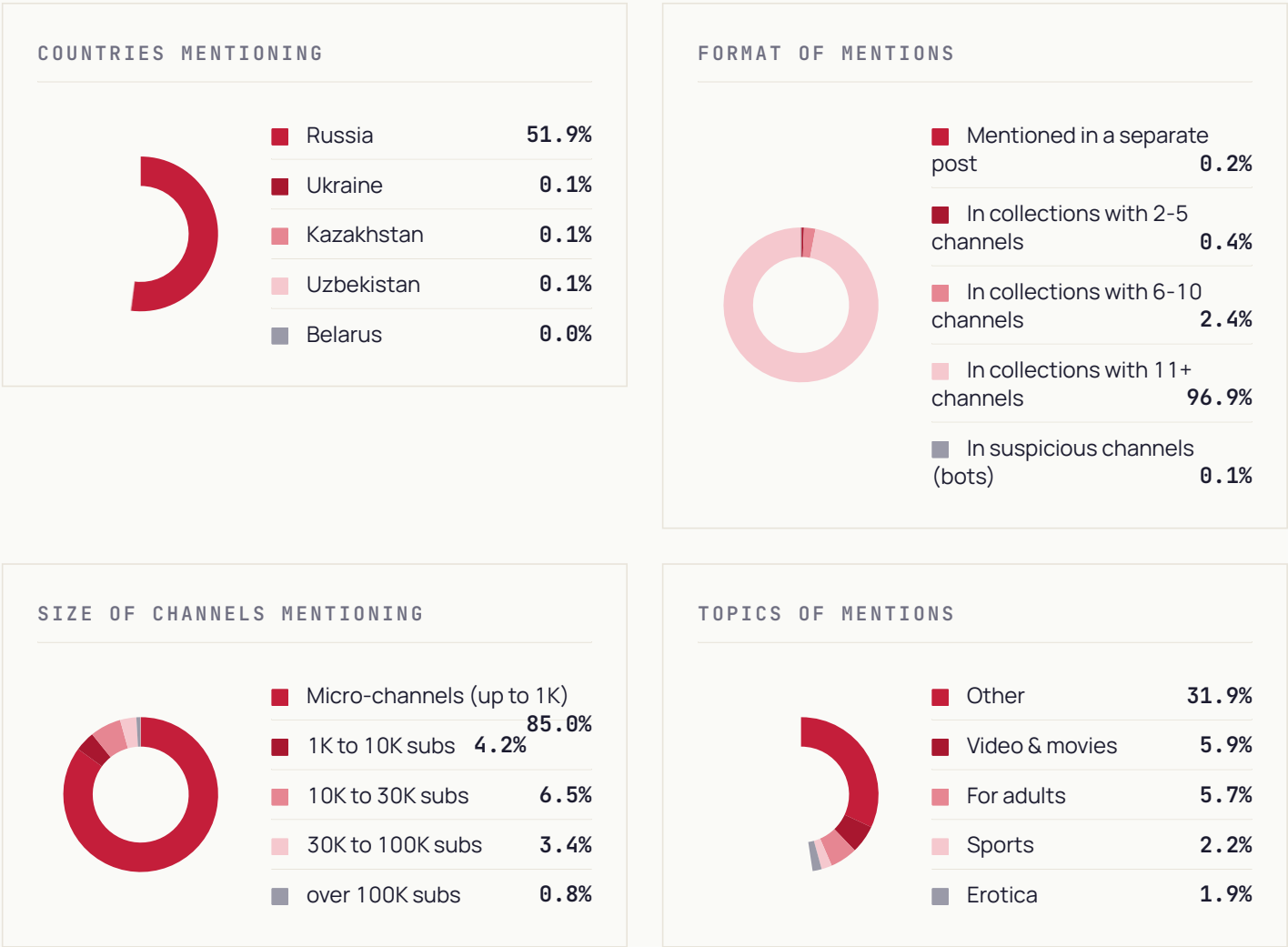
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

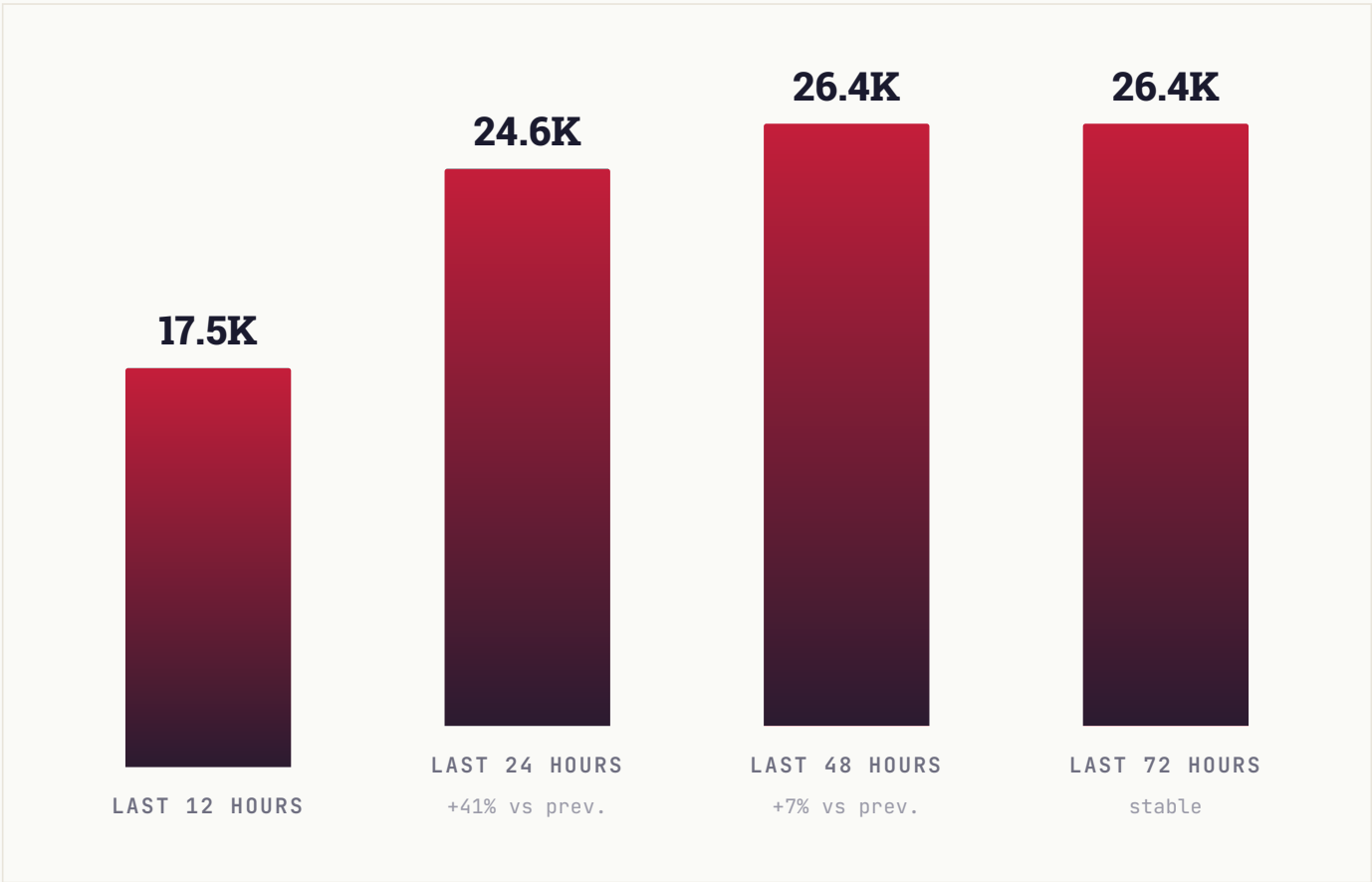
Citation index **3** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time mentions: **1 674** different channels.



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 where you rank among niche neighbors.

CHANNEL	SUBS
ZY Golden Apple	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
MJ Manicure Nails	572K
NN Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
MT Men Today Мужской Журнал YOU	72.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 niches — early growth stage. Niche leader — Golden Apple (1M), top-97 median: 189.3K. First goal: enter top-97 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 your channel. Over the last **6 months** such mentions were **153**, they brought **38 632** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	21	15	4 939
December 2025	21	16	5 865
Nov 2025	10	8	6 189
Oct 2025	73	73	7 283
September 2025	19	11	10 702
August 2025	9	8	3 654

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
153	6	38 632

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Fashion & Beauty» (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 ranked by expected impact. Check off and revisit this report in a month.

01**Increase posting frequency**

Now 3.7 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume****02****Top post of the week — on Wednesday**

Audience most active on this day at 21:00 MSK.

EFFECT

**Best window
for a key post****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 weekly poll on a hot topic is an 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 is what we can do in minutes from public data. Want to go further? Run ads through 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
