

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mir Mikhaila Onufrienko



@mikle1on

I don't see Great Russia in the world. Yet... @KrisPROTG for
advertisers [https://www.gosuslugi.ru/snet/](https://www.gosuslugi.ru/snet/67640dcd4e740947be8afbcc)
67640dcd4e740947be8afbcc MAX #XHCfq <https://max.ru/>
Mikle1On

SUBSCRIBERS

499 189

-5140 per month

ERR (% SEE POSTS)

14.0%

per day 11.9%

REACH/POST

68.6K

ad reach 59.5K/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 499 189 —	 SUBS REACH 13.74% avg % of subs see post	 VIEWS/POST 68.6K median 69.4K · 29 days	 POSTS/DAY 24.0 ~168 per week
 7D TREND -1.1% vs previous week	 REACTIONS/POST 1803.2 total 1,296,528 reactions, 101,205 reposts, 2,985 comments	 POST LENGTH 516 chars median 436 · 29 days	 POSTS ANALYZED 719 29 days
 AD REACH 59.5K 24h avg	 CHURN / MONTH -5140 over the last month	 CITATION RATE 1 584 citation index · 4,425 channels mentioned ever	 CHANNEL AGE 5 years 7 months created 16.10.2020

AI EDITOR SUMMARY

Channel «Mir Mikhaila Onufrienko» — 499 189 subs. Each post gets avg 68.6K people (14% from subs), reach is low — should expand audience. Publishes 168 posts per week (~24/day) — very active posting. For the week of May 25–31, reach stable (-1.1% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **719** posts over 29 days.
- 02 Dominant format — **Photo** (391/719 posts).
- 03 Avg. post length — **516** chars (median 436).
- 04 Peak audience activity — **Wednesday**, 13:00 MSK.
- 05 Top posts get **5x** more views than the weakest (114.3K avg for top vs 22.5K for worst) — among 719 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 10:50 **PHOTO**
Just daydreaming...

VIEWS	REACTIONS
169 719	3 013
REPOSTS	ER
261	34.0%

Nº2 20.05 · 06:03 **PHOTO**
The Hague Centre for Strategic Studies (HCSS) notes that Europe's combat readiness increasingly depends on...

VIEWS	REACTIONS
88 168	2 122
REPOSTS	ER
385	17.7%

Nº3 24.05 · 16:03 **PHOTO**
Von der Leyen: Russia's massive attack on Ukraine last night shows the Kremlin's brutality and its disregard for human...

VIEWS	REACTIONS
84 954	3 290
REPOSTS	ER
160	17.0%

Nº4 24.05 • 12:50 PHOTO I'd suggest the Ministry of Defense stop saying 'our strike was in response to'. Don't do anything 'in response...	VIEWS 83 261 REPOSTS 608 REACTIONS 6 171 ER 16.7%
Nº5 10.05 • 04:03 PHOTO Dmitry Evstafiev: "The problem is not that no one believes our threats anymore. Our statements are being demonstratively ignored. This...	VIEWS 82 702 REPOSTS 397 REACTIONS 3 950 ER 16.6%
WORST 3	
↓ 20.05 • 03:10 PHOTO A book about a FRIEND... Our friendship was short. Short, but for life. Fate gave us less than six months to «be together». And those six months I...	VIEWS 26 641 REPOSTS 15 REACTIONS 897 ER 5.3%
↓ 29.05 • 19:11 PHOTO 📷 'You can steal endlessly': circular defense in Ukraine – a way to waste budget, says military expert Onufrienko. It may be...	VIEWS 22 220 REPOSTS 19 REACTIONS 826 ER 4.5%
↓ 04.06 • 15:26 TEXT 📺 Evening on Radio Sputnik with Mikhail Onufrienko! Zelensky's office adviser threatened Lukashenko with murder; US House of Representatives...	VIEWS 18 770 REPOSTS 6 REACTIONS 403 ER 3.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

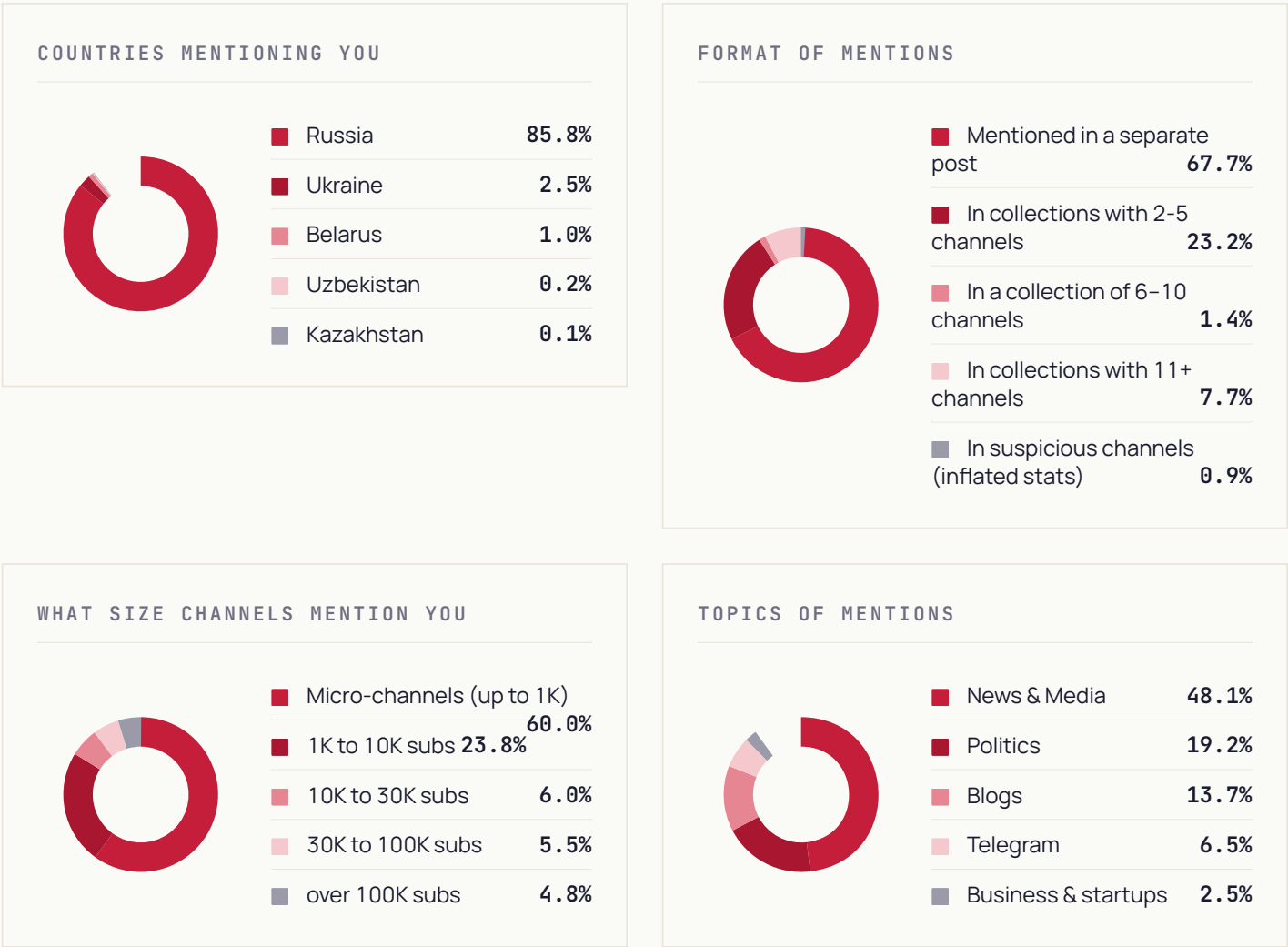
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

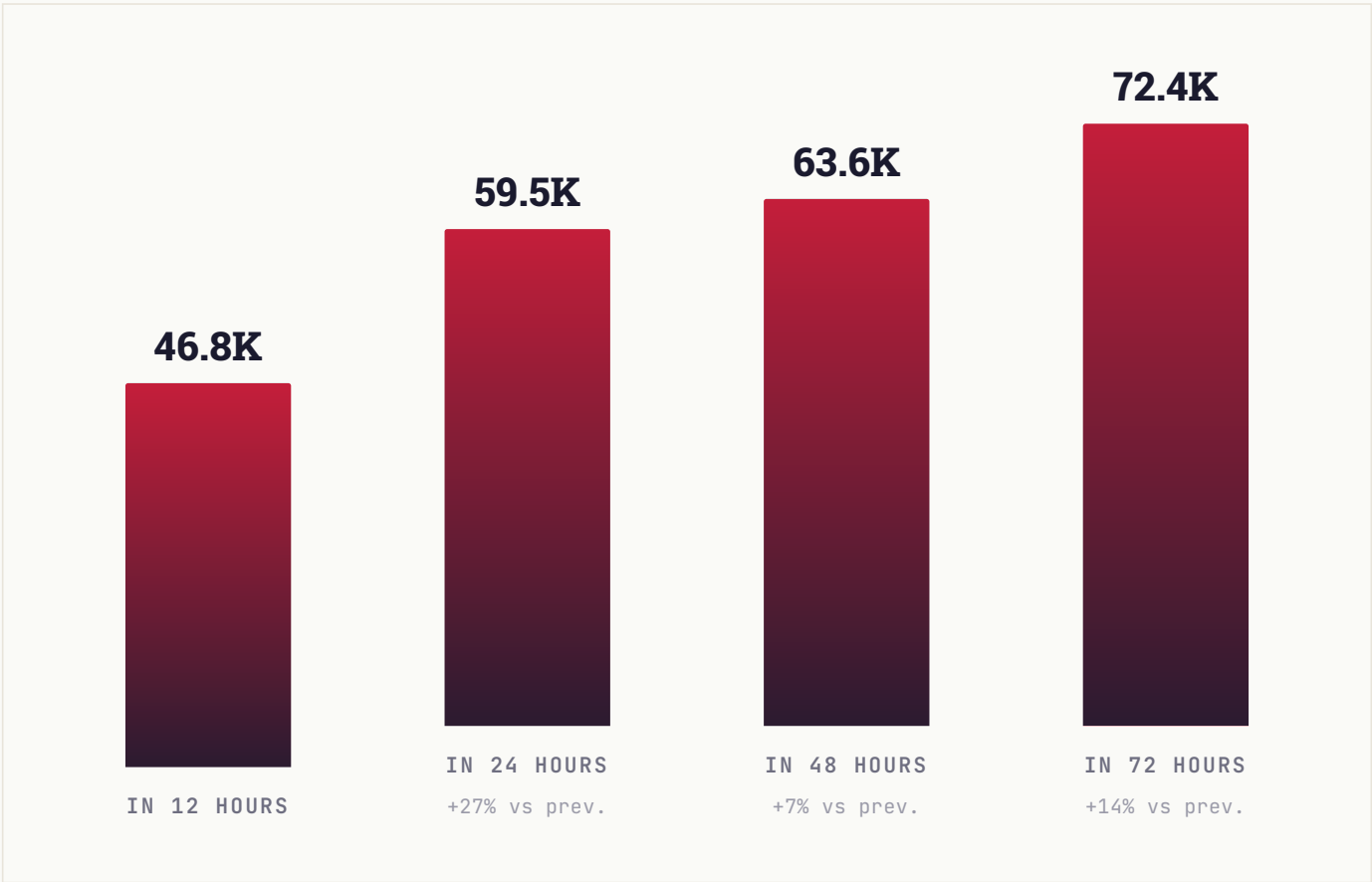
Citation index **1 584** — channel popularity rating based on mentions. It considers not only the number of mentions but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **4 425** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
Avg. Media Russia (non-Moscow)	2.9M
reach NM Moscow News	2.7M
MS Moscow today	2.7M
MM Mir Mikhaila Onufrienko YOU	499.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#83 of 99). Niche median — 843.7K subs. First growth KPI — reach the median. Leader: Live Broadcast • News (4.1M).

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 **7 020**, they brought **5 638** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1 011	198	0
Nov 2025	1 098	231	74
Oct 2025	1 184	226	4 446
September 2025	1 030	277	124
August 2025	1 402	233	55
July 2025	1 295	233	939
TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS	
7 020	6	5 638	

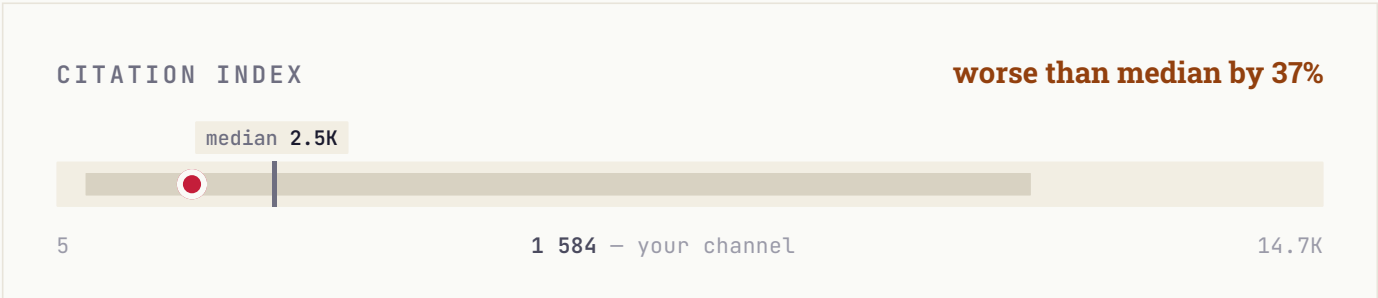
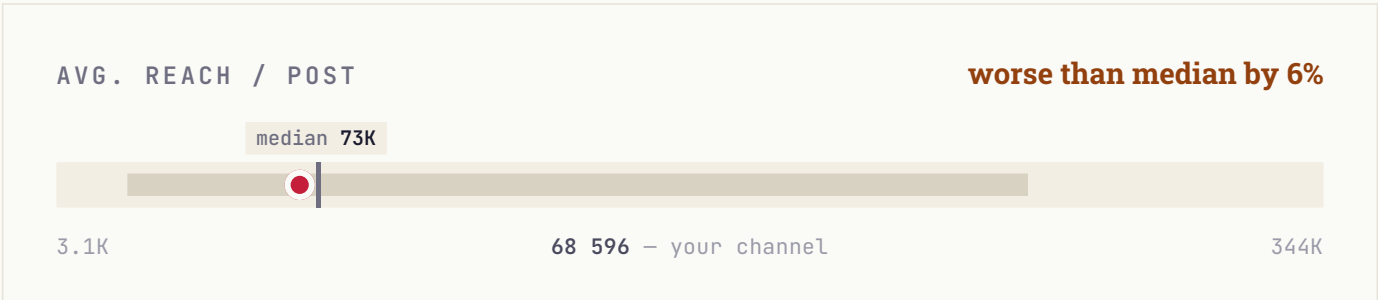
SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#86/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 13:00 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 is an easy growth point.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

01 **Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
