

PUBLIC REPORT PROMTPRESS

Channel audit

Ministry of Truth | News



@min_pravda

Ministry of Truth - a channel with all Telegram community news.

Working 24/7 Contact: @min_pravda_bot

SUBSCRIBERS

158 692

+897 per month

ERR (% SEE POSTS)

26.0%

in 24 hrs **28.9%**

REACH/POST

41.9K

ad reach **46.4K**/24h

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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.

 SUBSCRIBERS 158 692 —	 SUBS REACH 26.38% avg % subs see post	 VIEWS/POST 41.9K median 41.5K · 29 days	 POSTS/DAY 13.3 ~93 per week
 7D TREND +2.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 439 chars median 359 · 29 days	 POSTS ANALYZED 399 29 days
 AD REACH 46.4K 24h avg	 CHURN / MONTH +897 last month	 CITATION RATE 187 citation index · 557 channels mentioned ever	 CHANNEL AGE 7 years 6 months created 27.12.2018

AI EDITOR SUMMARY

Channel «Ministry of Truth | News» — 158 692 subs. Each post averages 41.9K people (26% of subs), that's good reach. Publishes 93 posts/week (~13/day) — very active. For the week Jun 29 — Jul 5, reach stable (+2.9% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **399** posts in 29 days.
- 02 Dominant format – **Text** (184/399 posts).
- 03 Avg post length – **439** chars (median 359).
- 04 Peak audience activity – **Saturday**, 12:00 MSK.
- 05 Top posts get **7x** more views than the weakest (81.5K avg for top vs 11.6K for worst) – among 399 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 09:38 TEXT Insider: breakdown of Rodina's list for 2026 State Duma – why no stars is a tactical move While analysts of systemic parties are skeptical...	VIEWS 91 915 REPOSTS 90	REACTIONS — ER 57.9%
Nº2 27.06 · 14:18 TEXT Chairman of the Federal Political Committee of the Yabloko party Grigory Yavlinsky in his speech at the party's pre-election congress presented...	VIEWS 76 718 REPOSTS 243	REACTIONS — ER 48.3%
Nº3 02.07 · 06:32 TEXT Russia to introduce new GOST for microwaves: «Rosstandart adopted a new GOST for microwave ovens, setting requirements for their...	VIEWS 75 989 REPOSTS 30	REACTIONS — ER 47.9%

Nº4 30.06 · 19:02 TEXT Alexander Lukashenko visited Indonesia on an official visit. The trip includes meetings with Indonesian President Prabowo Subianto, on...	VIEWS 68 754 REPOSTS 12	REACTIONS — ER 43.3%
Nº5 16.06 · 21:32 PHOTO ⚡ US Senate rejects resolution to limit Trump's war powers on Iran. ...	VIEWS 67 969 REPOSTS 203	REACTIONS — ER 42.8%

|

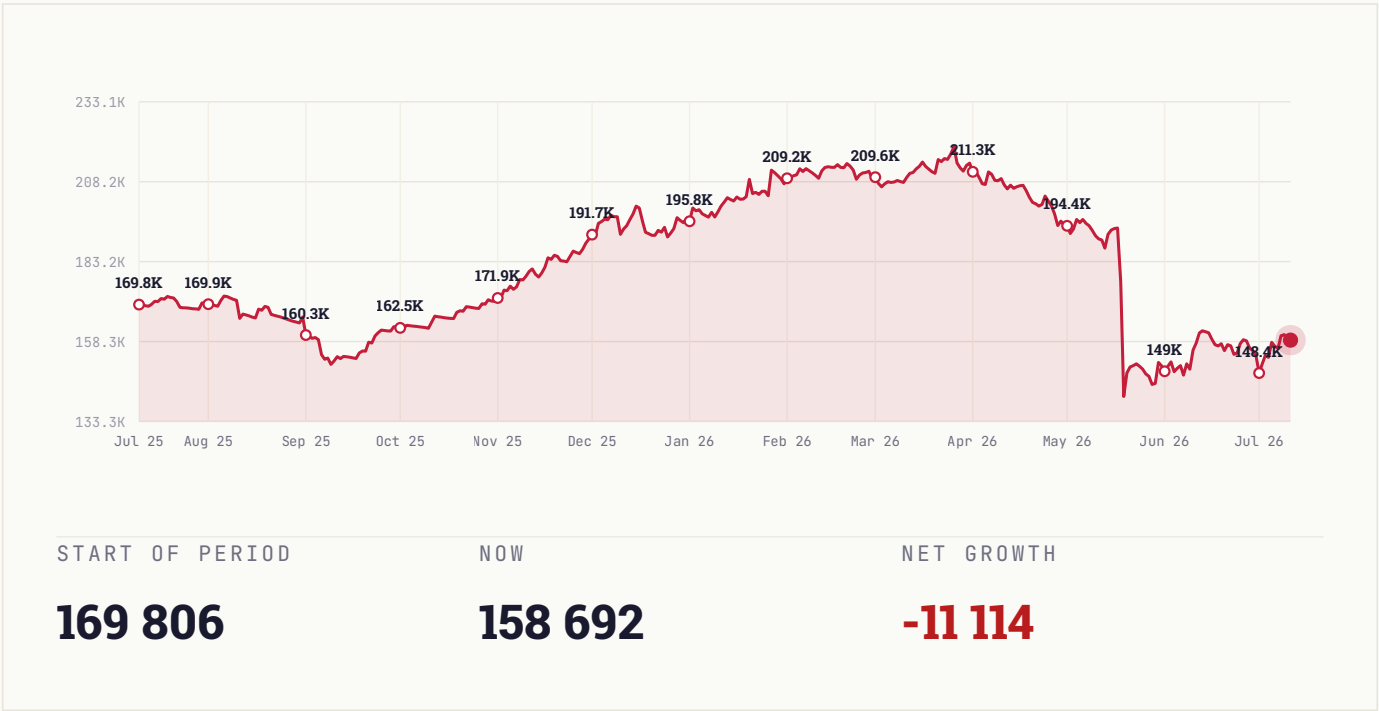
WORST 3

↓ 12.06 · 10:31 TEXT Iran presented a 14-point draft memorandum of understanding with the US, reports Mehr agency citing its sources. This document...	VIEWS 13 149 REPOSTS 23	REACTIONS — ER 8.3%
↓ 12.06 · 10:12 TEXT ⚡ Hungarian fighter jets scrambled over Israeli airliner flying from Tel Aviv to Prague. ...	VIEWS 12 811 REPOSTS 19	REACTIONS — ER 8.1%
↓ 24.06 · 13:40 PHOTO ⚡ Trump says ready to halt peace talks with Iran if Tehran insists on tolls for ships passing through...	VIEWS 8 896 REPOSTS 6	REACTIONS — ER 5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

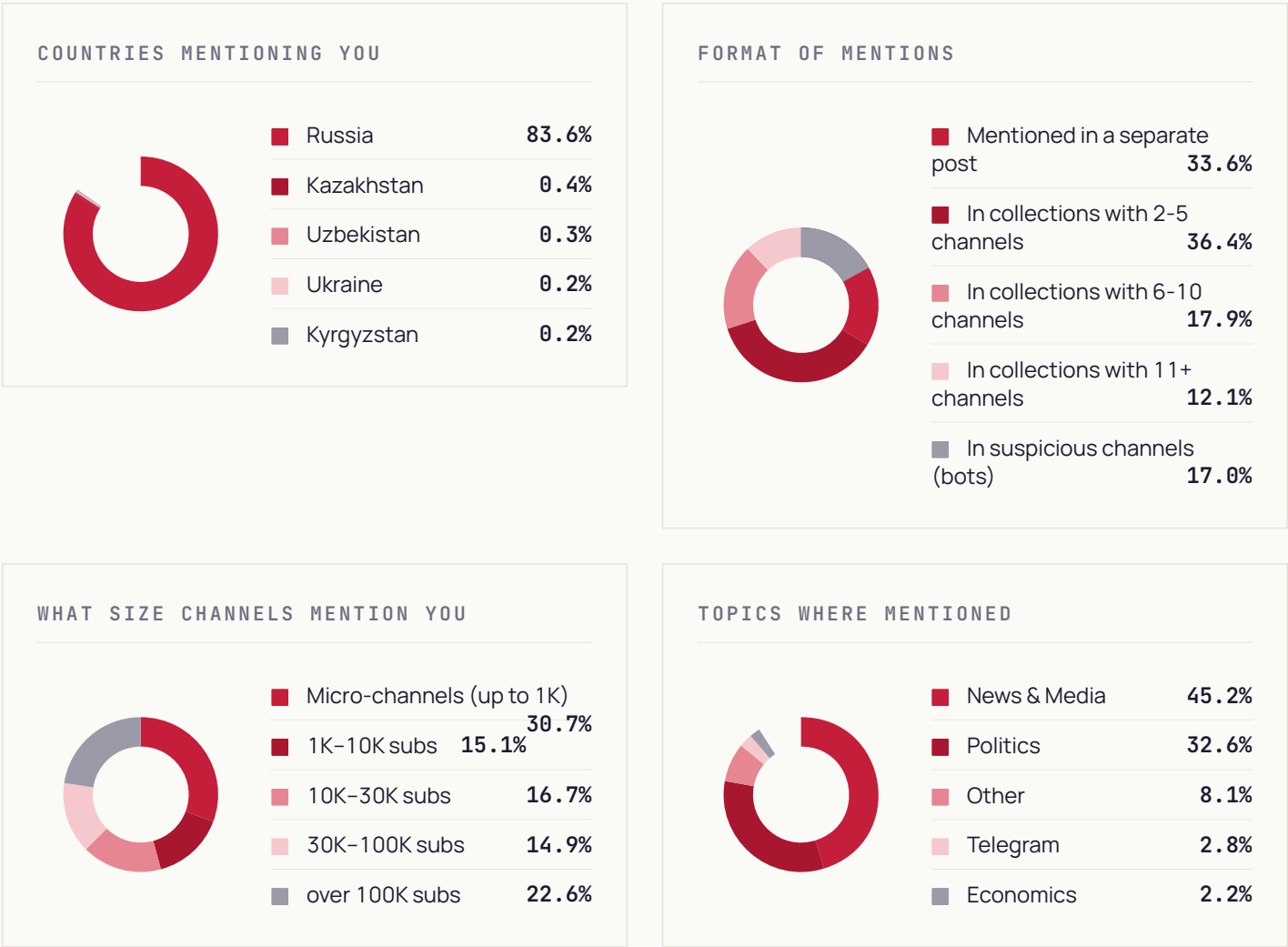
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

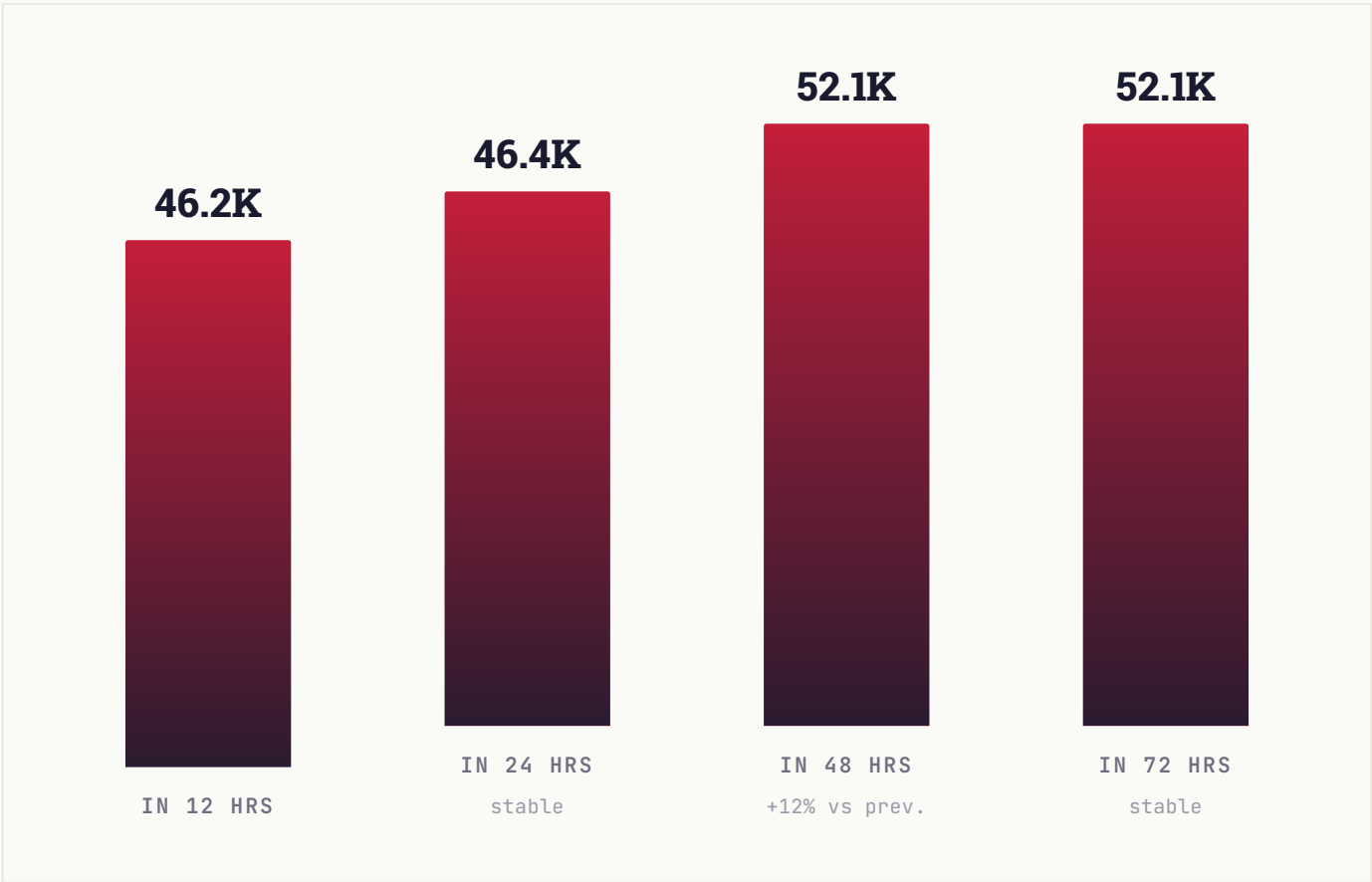
Citation index **187** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **557** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.5M
کا کانال اخبار فوری خبر فوری	4.4M
PE Live Broadcast • 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
TP Trukha ⚡ Ukraine	3.1M
MP Ministry of Truth News YOU	158.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), 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

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **183**, they brought **118 476** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	18	7	28 835
December 2025	18	11	26 911
Nov 2025	42	27	26 634
Oct 2025	30	15	11 544
September 2025	19	10	14 279
August 2025	56	23	10 273

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
183	6	118 476

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the median, a darker beige bar representing the peer group, and a red dot representing the channel's performance. A vertical line marks the median value.

Metric	Channel Value	Median	Peer Group Range	Performance Status
SUBSCRIBERS	158,692	1.3M	501K - 4.1M	88% below median
AVG REACH / POST	41,865	85.3K	744 - 438.6K	51% below median
CITATION INDEX	187	1.8K	0 - 11.2K	90% below median

SUBSCRIBERS 88% below median

median 1.3M

501K 158 692 — your channel 4.1M

AVG REACH / POST 51% below median

median 85.3K

744 41 865 — your channel 438.6K

CITATION INDEX 90% below median

median 1.8K

0 187 — your channel 11.2K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off as done and revisit this report in a month.

- 01

Top post of the week — on Saturday

Audience is most active on this day at 12:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25% share.

EFFECT

Video retains audience better
- 03

System traffic purchase

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects sources for your niche.

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. 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 using public data. 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
