

PROMTPRESS PUBLIC REPORT

Channel audit

Sergey Minaev



@minaevlife

Registered in Roskomnadzor list: <https://knd.gov.ru/license?id=67371c30772bb113f526f6c5@istryType=bloggersPermission>
For ads: @zinailugina Booking: @EmpireOfMusic_Tabriz

SUBSCRIBERS

320 566

+1456 per month

ERR (% SEE POSTS)

17.0%

last day 10.7%

REACH/POST

52.3K

ad reach 34.5K/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 320 566 —	 SUBS REACH 16.33% avg % subs see post	 VIEWS/POST 52.3K median 51.5K · 29 days	 POSTS/WK 31.5 for period
 7D TREND -0.8% vs previous week	 REACTIONS/POST 929.3 total 122,668 reactions, 20,753 reposts, 0 comments	 POST LENGTH 450 chars median 328 · 29 days	 POSTS ANALYZED 132 29 days
 AD REACH 34.5K 24h avg	 CHURN / MONTH +1456 last month	 CITATION RATE 1 664 citation index · 6,646 channels mentioned ever	 CHANNEL AGE 8 years 6 months created 08.12.2017

AI EDITOR SUMMARY

Channel 'Sergey Minaev' — 320 566 subs. Each post averages 52.3K people (16% of subs), average reach — room to grow. Publishes 32 posts per week (~4/day) — active posting. Week 15–21 Jun reach stable (-0.8% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 132 posts over 29 days.
- 02 Dominant format — Photo (60/132 posts).
- 03 Avg post length — 450 chars (median 328).
- 04 Peak audience activity — Thursday, 22:00 MSK.
- 05 Strongest posts get 3× more views than the weakest (111.7K avg for top vs 38.5K for worst) — among 132 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 19:51 PHOTO Night Dozhor	VIEWS 145 415 REP. 1 546	REACTIONS 7 028 ER 45.4%
Nº2 10.06 · 19:12 PHOTO (post without caption — photo)	VIEWS 98 459 REP. 783	REACTIONS 1 891 ER 30.7%
Nº3 03.06 · 18:24 VIDEO (post without caption — video)	VIEWS 91 315 REP. 223	REACTIONS 1 224 ER 28.5%

Nº4 06.06 • 08:44 PHOTO Heading to Nizhny Novgorod. Tomorrow I have a historical stand-up, last tickets left 7.06.26 NIZHNY NOVGOROD, MTS LIVE HALL See you!	VIEWS 86 882 REACTIONS 488 REP. 107 ER 27.1%
Nº5 07.06 • 10:05 VIDEO (post without caption – video)	VIEWS 84 466 REACTIONS 1 633 REP. 285 ER 26.3%

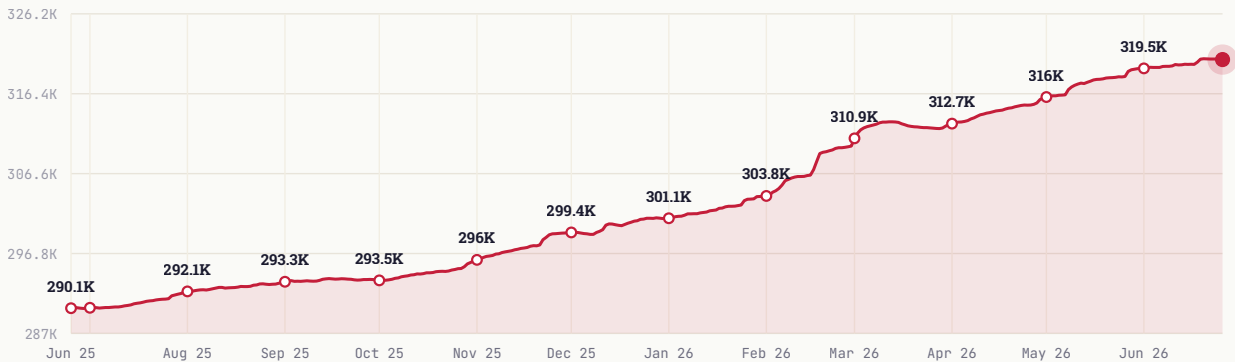
WORST 3

↓ 30.05 • 11:49 PHOTO I was the president of the drinking party. A. S. Pushkin, from a letter to F. F. Vigel, 1823	VIEWS 39 127 REACTIONS 681 REP. 278 ER 12.2%
↓ 23.06 • 08:41 VIDEO animals stood by the door, were shot, died	VIEWS 38 653 REACTIONS 519 REP. 287 ER 12.1%
↓ 05.06 • 08:59 PHOTO In some highlands, 'watermelon snow' falls in summer. Literally: with color, smell, and even taste of watermelon juice. The reason is...	VIEWS 37 574 REACTIONS 405 REP. 76 ER 11.7%

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 lost subs.



PERIOD START

290 054

NOW

320 566

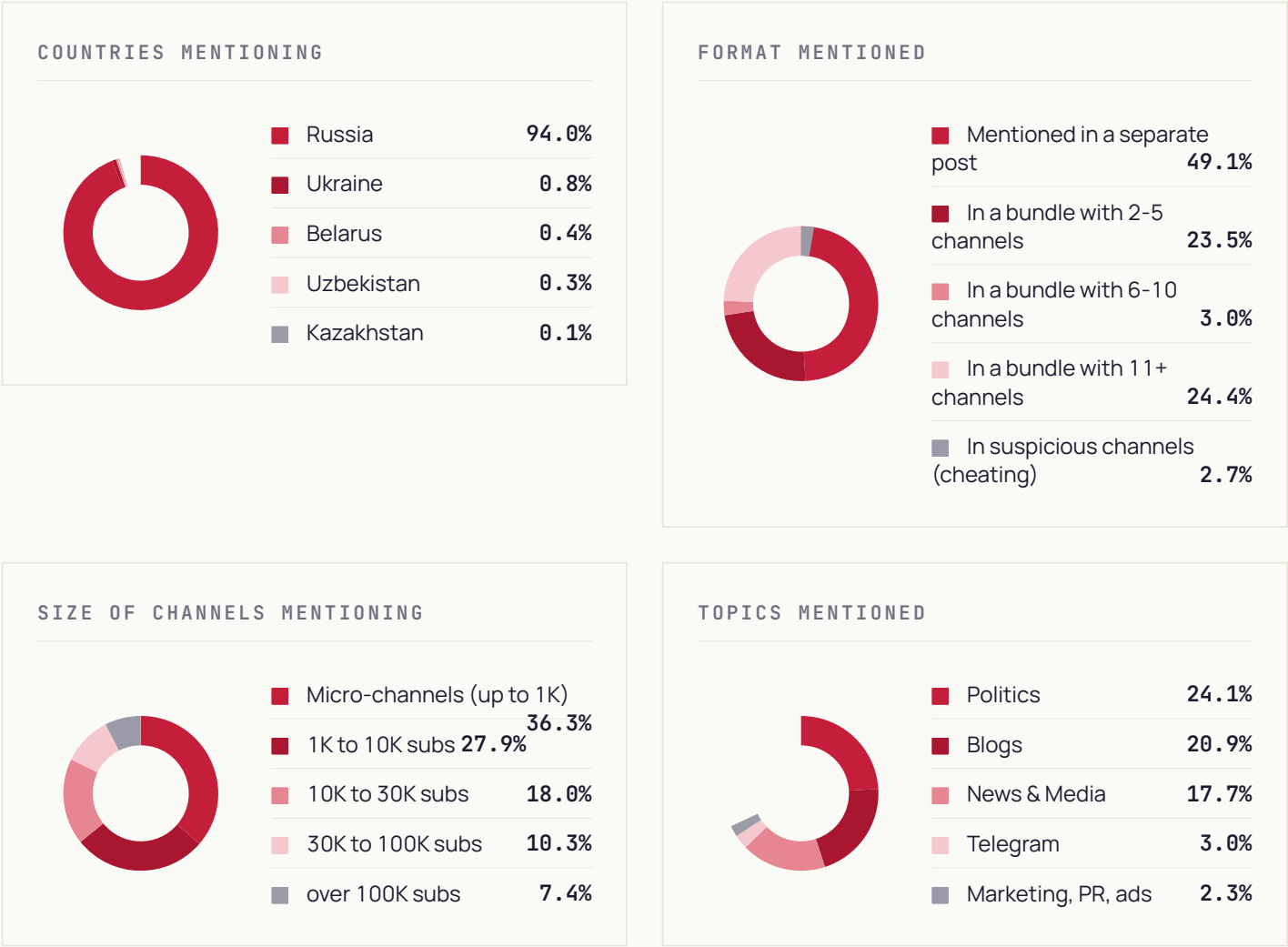
NET GROWTH

+30 512

SECTION 04 · CITATIONS

Who and how mentions the channel

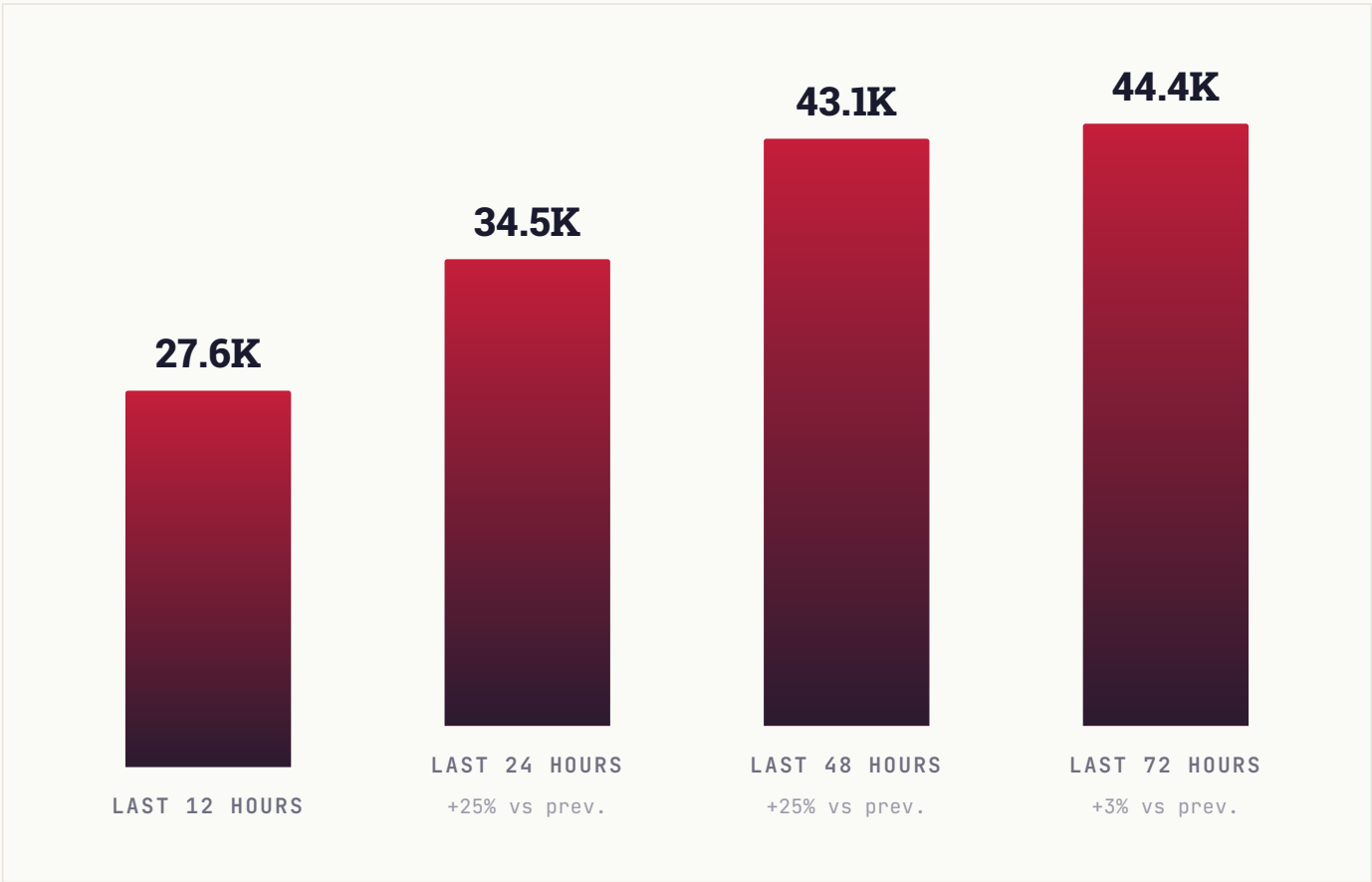
Citation index **1 664** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **6 646** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
AZ Alexander Zubarev	1.4M
EX Exile	1.4M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ broen lives here	1.1M
PA PARADEEVICH	1M
SM Sergey Minaev YOU	320.6K

COMPARATIVE CONCLUSION

Channel yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 493.6K. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

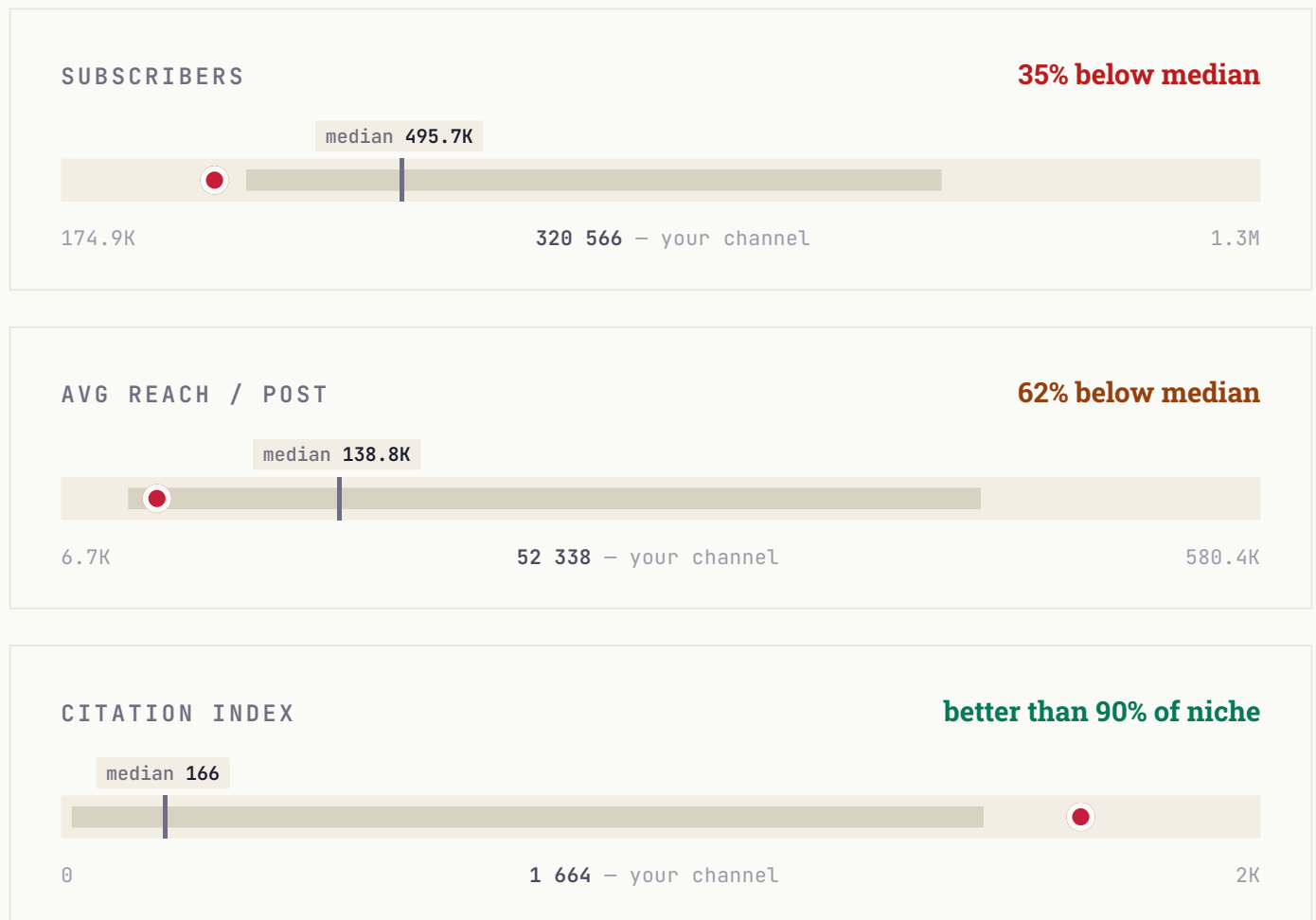
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **933**, they brought **12 408** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	195	163	2 355
Nov 2025	183	151	3 437
Oct 2025	190	156	2 460
September 2025	100	70	744
August 2025	116	72	1 375
July 2025	149	97	2 037
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
933	6	12 408	

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in category «Blogs» (Russia) and compared your channel. Gray band = 80% of niche channels (p10–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 in a month.

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Thursday
Audience is most active on this day at 22:00 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 and interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 04 | 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 |
| 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 is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
