

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Just SPB | St. Petersburg News



@mln_piter

Top St. Pete news. Ads only: @angelina_won Sign up: <https://click.ru/3GHmkP>

SUBS

77 898

+11537 per month

ERR (% SEE POSTS)

76.0%

last day **67.3%**

REACH/POST

57.7K

ad reach **53.1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 77 898 —	 SUB REACH 74.13% avg % subs see post	 VIEWS/POST 57.7K median 59.3K · 29 days	 POSTS/WK 15.7 for period
 7D TREND -1.2% vs previous week	 REACTIONS/POST 115.5 total 7,737 reactions, 8,490 reposts, 0 comments	 POST LENGTH 336 chars median 335 · 29 days	 POSTS ANALYZED 67 29 days
 AD REACH 53.1K 24h avg	 CHURN / MONTH +11537 last month	 CITATION RATE 24 citation index · 134 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 24.01.2023

AI EDITOR SUMMARY

Channel «Just SPB | St. Petersburg News» — 77 898 subs. Each post averages 57.7K people (74% of subs), wide reach for a channel this size. Publishes 16 posts/week (~2/day) — regular pace. Week of Jul 6–12 reach stable (-1.2% vs week June 29 – July 5).

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 67 posts over 29 days.
- 02 Dominant format – Photo (57/67 posts).
- 03 Avg post length – 336 chars (median 335).
- 04 Peak audience activity – Saturday, 08:00 MSK.
- 05 Top posts get 1x more views than the weakest (64K avg for top vs 56.1K for worst) – among 67 posts over 29 days. Worth analyzing what top posts share: topic, format, publish time.

TOP 5 POSTS

Nº1 04.07 · 04:38 PHOTO ⚡ 'Just need to be patient': State Duma advises Russians amid fuel issues. Transport Committee head Moskvichyov said that...	VIEWS 64 204 REP. 69	REACTIONS 100 ER 82.4%
Nº2 14.07 · 09:37 PHOTO Google, возможно, заблокировали в России. Пользователи вслед за жалобами на GitHub начали массово сообщать о проблемах с доступом к...	VIEWS 64 028 REP. 82	REACTIONS 200 ER 82.2%
Nº3 02.07 · 08:01 PHOTO Male baldness officially became the top fashion trend of 2026. Stylists and designers unanimously declared that a smooth head and...	VIEWS 63 892 REP. 130	REACTIONS 110 ER 82.0%

Nº4 27.06 · 05:22 PHOTO  State Duma proposes subsidies for bathhouse visits They should apply during hot water shutdowns. Such subsidies already exist in...	VIEWS 63 729 REP. 136	REACTIONS 49 ER 81.8%
Nº5 23.06 · 15:15 PHOTO  Working at a factory is better for mental health than in an office – psychologists Factory has a clear schedule, breaks, and no requirement to be...	VIEWS 63 683 REP. 175	REACTIONS 116 ER 81.8%

|

WORST 3

↓ 22.06 · 13:07 PHOTO В Госдуме призвали немедленно изъять вклады россиян и средства бизнеса из банков для пополнения бюджета РФ. По словам депутата Зюганова, 67...	VIEWS 56 160 REP. 210	REACTIONS 88 ER 72.1%
↓ 22.06 · 08:52 PHOTO Бензин в Монголии стал уже дешевле, чем в России. АИ-92 на заправках Улан-Батора стоит около 55 рублей. При этом почти 100% бензина в...	VIEWS 56 085 REP. 177	REACTIONS 95 ER 72.0%
↓ 01.07 · 04:20 VIDEO Russian TV censored the rainbow in 'SpongeBob' – now replaced with neutral light. The channel decided to play it safe after the...	VIEWS 56 010 REP. 212	REACTIONS 102 ER 71.9%

SECTION 03 · SUB 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 gained and which lost subs.



START DATE

157 416

NOW

77 970

NET GROWTH

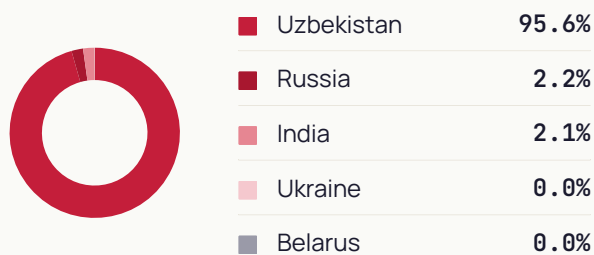
-79 446

— SECTION 04 · MENTIONS

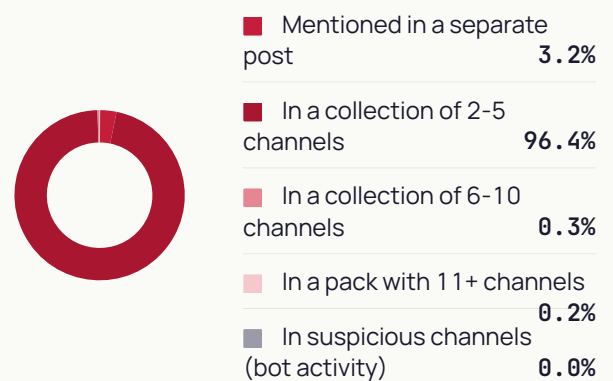
Who and how mentions the channel

Citation index **24** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **134** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



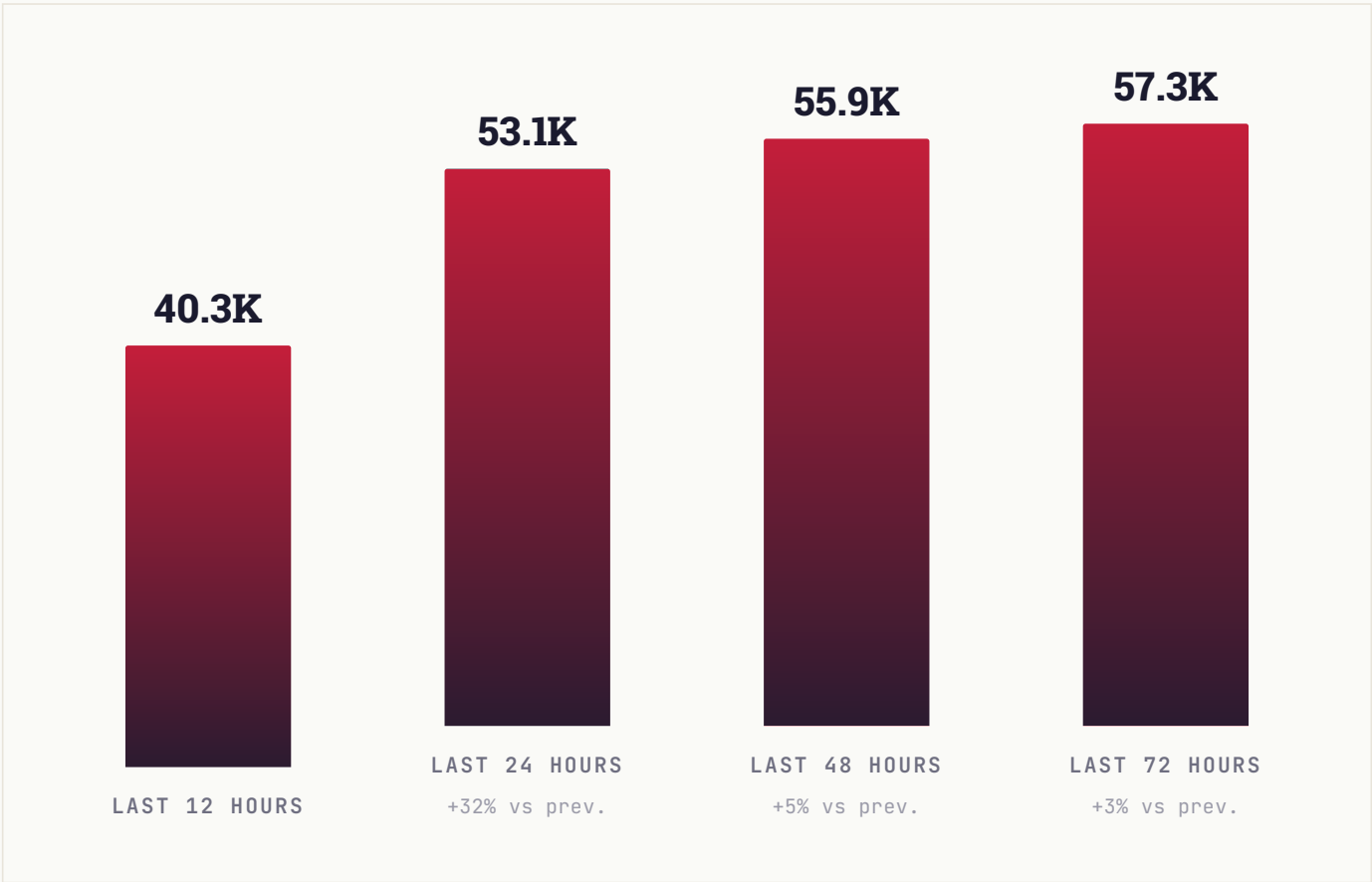
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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 peers.

CHANNEL	SUBS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
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
TR Trukha ⚡ Ukraine	3.1M
PS Just SPB St. Petersburg News YOU	77.9K

COMPARATIVE CONCLUSION

Channel not yet outside top-97 niche — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **38 937** new subs.

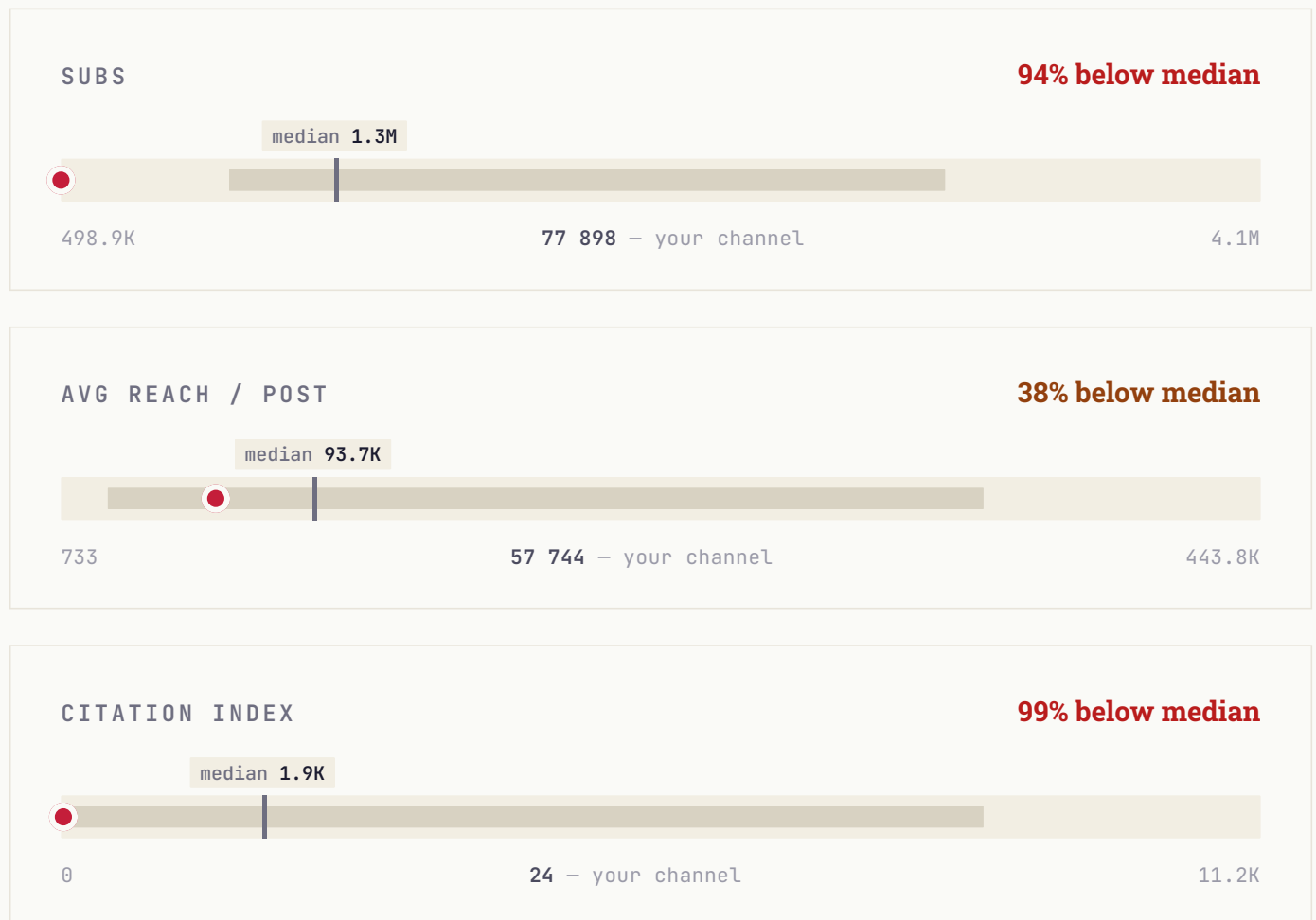
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	22 606
December 2025	0	0	446
November 2025	0	0	2 771
October 2025	0	0	7 596
September 2025	0	0	1 268
August 2025	0	0	4 250

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	38 937

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

On this day at 08:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

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**

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 point.

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**

★ 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
