

PROMTPRESS PUBLIC REPORT

Channel audit

Moscow News



@mnews_ru

Top news, coolest places, people, events of Moscow 📍 Ads -
 @mnews_adv 📍 Ideas & suggestions - @mnews_feedbackBot 📍
 Site - <https://www.mn.ru/> Projects: World on Fire -...

SUBSCRIBERS

197 642

-2137 per month

ERR (% SEE POSTS)

10.0%

in 24h **3.9%**

REACH/POST

18.1K

ad reach **7.7K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» category

09 Strategy

5 priority actions

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 197 642 —	 SUBS REACH 9.15% avg % subs see post	 VIEWS/POST 18.1K median 21.9K · 29 days	 POSTS/DAY 18.8 ~132 per week
 7D TREND -38.2% vs prev week	 REACTIONS/POST 79.6 total 44,889 reactions, 29,868 reposts, 0 comments	 POST LENGTH 407 chars median 345 · 29 days	 POSTS ANALYZED 564 29 days
 AD REACH 7.7K 24h avg	 CHURN / MONTH -2137 over the last month	 CITATION RATE 2 662 citation index · 7,273 channels mentioned all time	 CHANNEL AGE 6 years 4 months created 02.03.2020

AI EDITOR SUMMARY

Channel 'Moscow News' — 197 642 subs. Each post gets avg 18.1K people (9% from subs), reach is low — need to grow audience. Publishes 132 posts per week (~19/day) — very active. Week Jun 29 — Jul 5 reach dropped -38.2% to week Jun 22–28 — worth analyzing why.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **564** posts in 29 days.
- 02 Dominant format — **Photo** (332/564 posts).
- 03 Avg post length — **407** chars (median 345).
- 04 Peak audience activity — **Saturday**, 22:00 MSK.
- 05 Top posts gather **4×** more views than the weakest (31.2K avg for top vs 8.4K for worst) — among 564 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

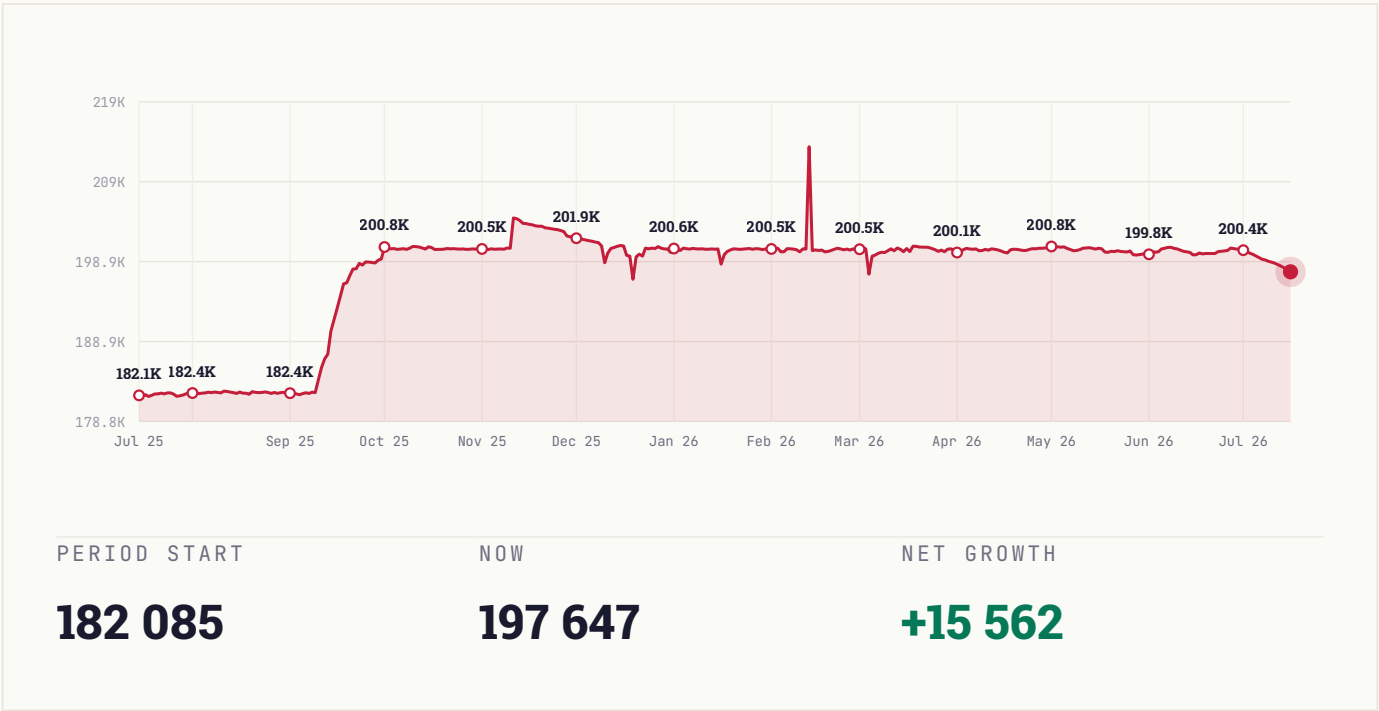
Nº1 09.07 · 14:01 PHOTO 🌀 Just look at it: the cyclone heading to Moscow It's coming from the Kaliningrad region, where it already...	VIEWS 34 373 REPOSTS 692	REACTIONS 78 ER 17.4%
Nº2 28.06 · 12:55 PHOTO 🏛️ Must-see exhibitions in July: a traditional selection from Natalia Kryuchkova, author of the Telegram channel 'I'll take you to the museum'...	VIEWS 30 251 REPOSTS 130	REACTIONS 39 ER 15.3%
Nº3 17.06 · 19:09 PHOTO Evening shots for late-night fridge raiders — food mall 'Depo' Gastronomic center on Lesnaya Street - so much here...	VIEWS 28 888 REPOSTS 15	REACTIONS 56 ER 14.6%

Nº4 21.06 • 14:03 PHOTO  101 years ago, regular taxi service was launched in Moscow The first mention of a taxi in the capital was published in the newspaper...	VIEWS 28 646 REPOSTS 12 REACTIONS 42 ER 14.5%
Nº5 16.06 • 19:28 PHOTO  Summer evening in the beloved city Photo: Daria Morozova. Good night! ❤️	VIEWS 28 387 REPOSTS 31 REACTIONS 135 ER 14.4%
WORST 3	
↓ 10.07 • 15:02 PHOTO  Reminder: the retro transport parade is tomorrow. Some streets in central Moscow will be closed to traffic You won't be able to drive: ▲ From 00:01 to...	VIEWS 8 488 REPOSTS 39 REACTIONS 33 ER 4.3%
↓ 02.07 • 07:17 VIDEO  Morning mood (especially in this weather) – panda Katyusha: just lying around ❤️ if you agree Video: svetlanaakuloval	VIEWS 8 444 REPOSTS 62 REACTIONS 90 ER 4.3%
↓ 08.07 • 15:20 TEXT  Ministry of Transport is doing everything possible to deliver fuel to the Crimean Peninsula This was stated by the head of the department Andrey Nikitin at a meeting with...	VIEWS 8 330 REPOSTS 5 REACTIONS 32 ER 4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

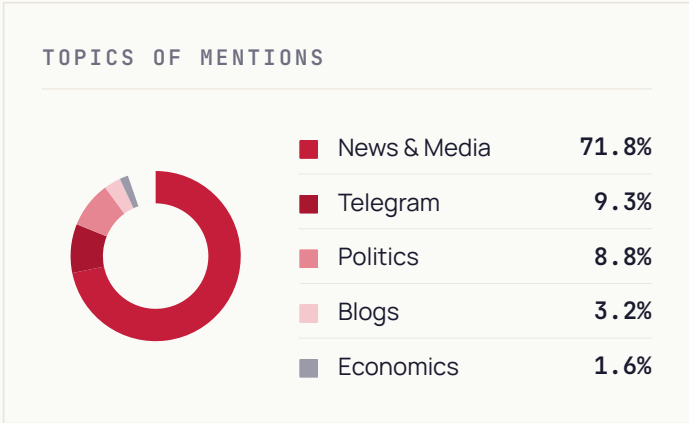
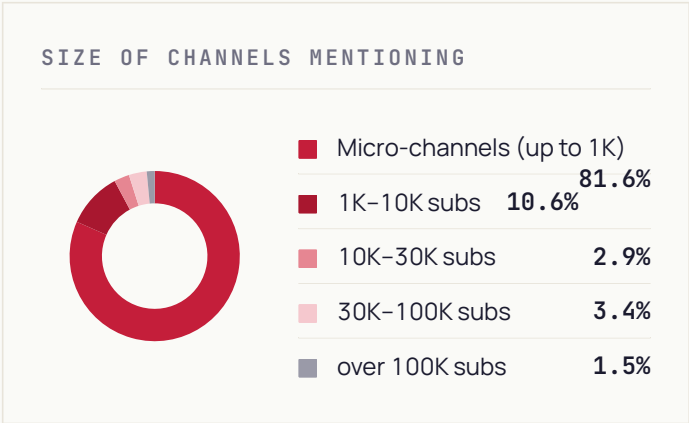
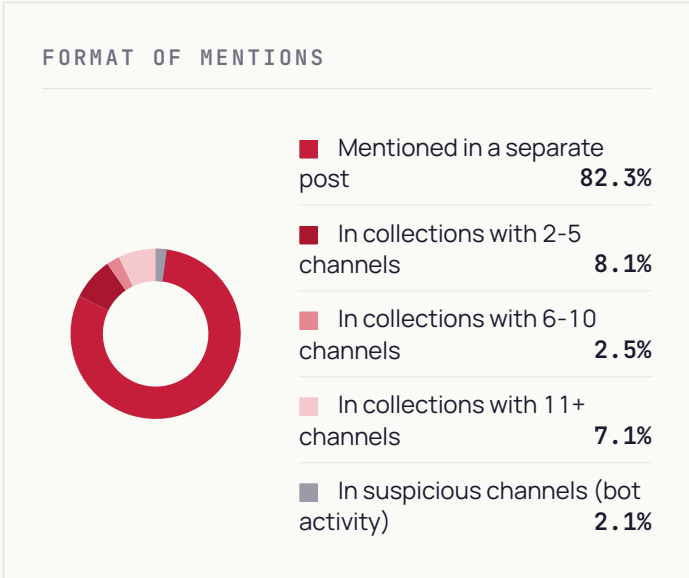
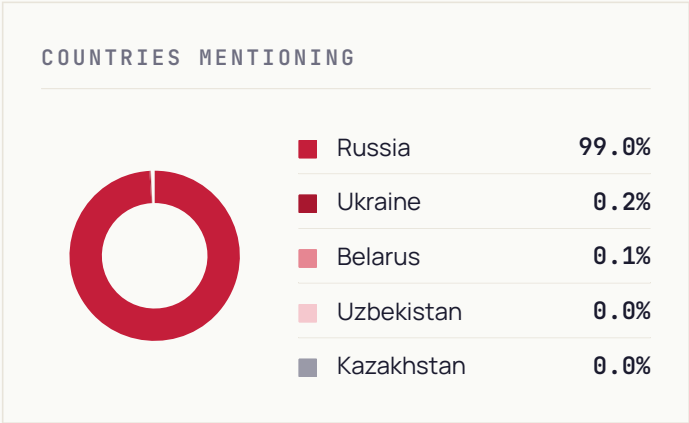
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

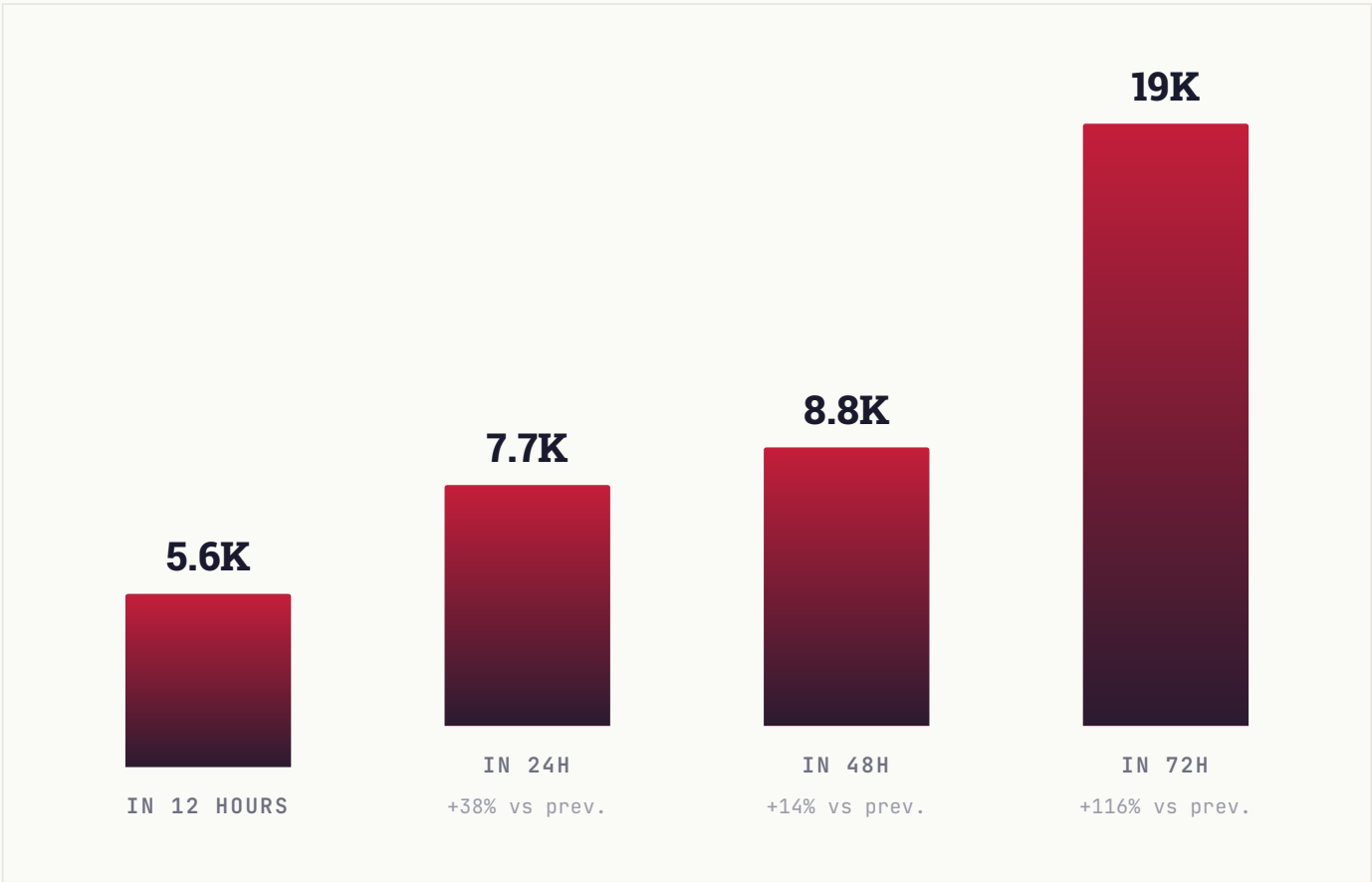
Citation index **2 662** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **7 273** different channels.



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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
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
TP Trukha ⚡ Ukraine	3.1M
MN Moscow News YOU	197.6K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **447**, they brought **35 442** new subs.

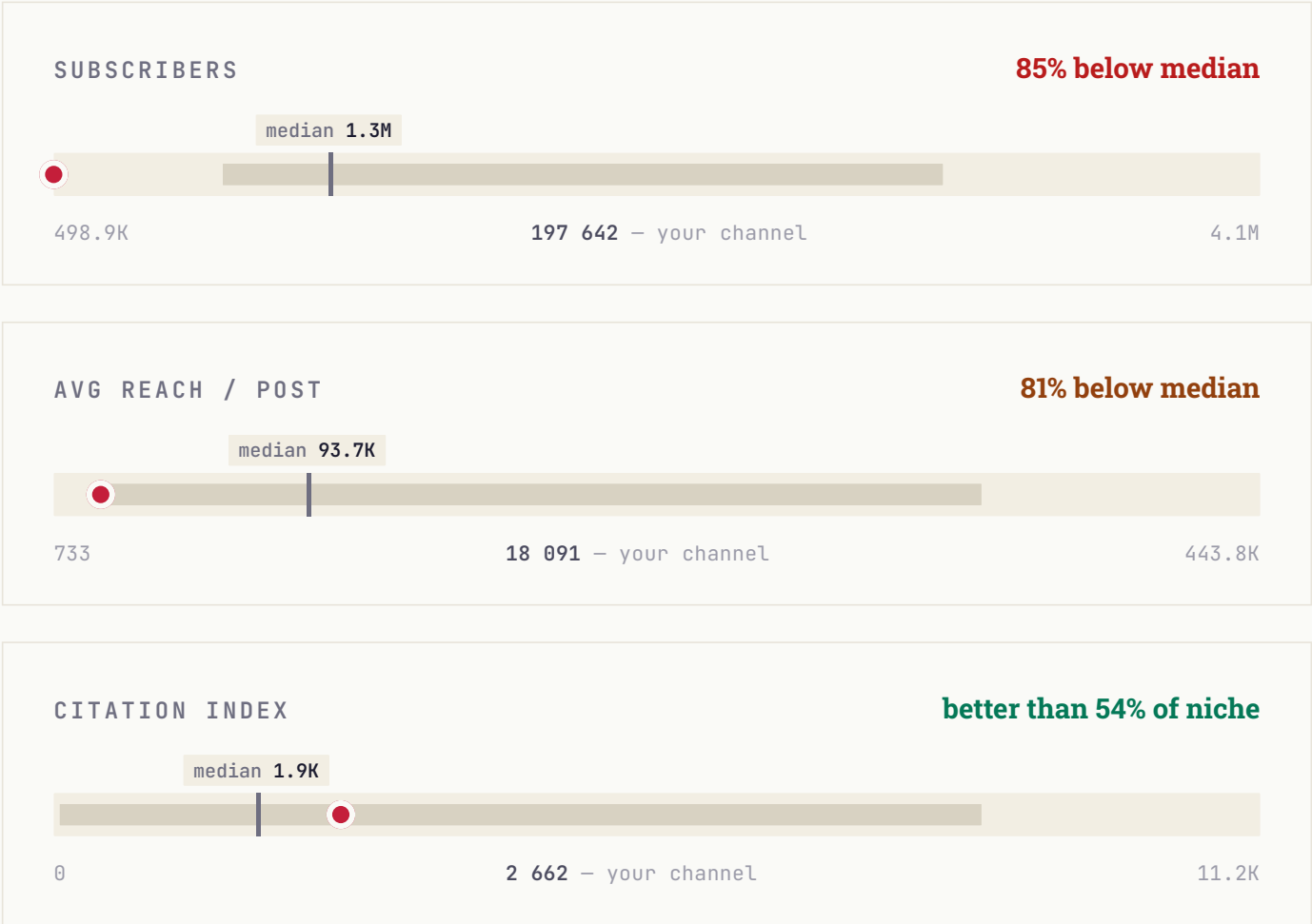
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	53	26	3 160
December 2025	87	37	6 653
Nov 2025	70	37	4 092
Oct 2025	86	36	2 575
Sep 2025	76	35	17 562
August 2025	75	37	1 400

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
447	6	35 442

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 of 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01

Top post of the week — on Saturday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

System 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 weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap 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 — organic traffic source.

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
