

PUBLIC REPORT BY PROMTPRESS

Channel audit

Forbes News



@moneynewsinfo

The channel publishes the latest news in economics, business, and finance in Russia For ads: @hanto

SUBSCRIBERS

22 620

428 posts 15 days

ERR (% SEE POSTS)

10.0%

per day 4.9%

REACH/POST

2.2K

ad reach 732/24h

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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 22 620 —	 SUBSCRIBER REACH 9.73% avg % subs see a post	 VIEWS/POST 2.2K median 972 · 15 days	 POSTS/DAY 28.4 ~199 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 245 chars median 216 · 15 days	 POSTS ANALYZED 428 15 days
 AD REACH 732 24h avg	 MENTIONS 18 citation index · 1,027 channels mentioned it ever	 CHANNEL AGE 2 years 10 months created 21.09.2023	

AI EDITOR SUMMARY

Channel «Forbes News» — 22 620 subs. Each post averages 2.2K people (10% of subs), reach is low — consider expanding audience. Publishes 199 posts/week (~28/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **428** posts over 15 days.
- 02 Dominant format – **Text** (243/428 posts).
- 03 Avg post length – **245** chars (median 216).
- 04 Audience peak activity – **Sunday**, 16:00 MSK.
- 05 Top posts get **687x** more views than the weakest (6.2K avg for top vs 9 for worst) – across 428 posts in 15 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.07 · 16:30 PHOTO Sovcombank now cheaper than toilet paper «Krasnaya Tsena». Forbes News	VIEWS 6 198 REPOSTS —	REACTIONS — ER 27.4%
Nº2 16.07 · 20:30 PHOTO Moscow Exchange index broke 2000 for the first time since October 2022. Forbes News	VIEWS 6 178 REPOSTS —	REACTIONS — ER 27.3%
Nº3 16.07 · 18:44 VIDEO VK and Max removed from stories because 'they are afraid of truth, only there is truthful information,' explained the Deputy Chairman of the Federation Council Committee on...	VIEWS 6 177 REPOSTS —	REACTIONS — ER 27.3%

Nº4

16.07 · 18:44

PHOTO

Moscow Exchange brought Russians back to 2007. Forbes News

VIEWS

6 100

REPOSTS

—

REACTIONS

—

ER

27.0%

Nº5

16.07 · 18:44

TEXT

An abnormal cold of +8°C will hit Moscow tonight — forecasters. Forbes News

VIEWS

6 080

REPOSTS

—

REACTIONS

—

ER

26.9%

|

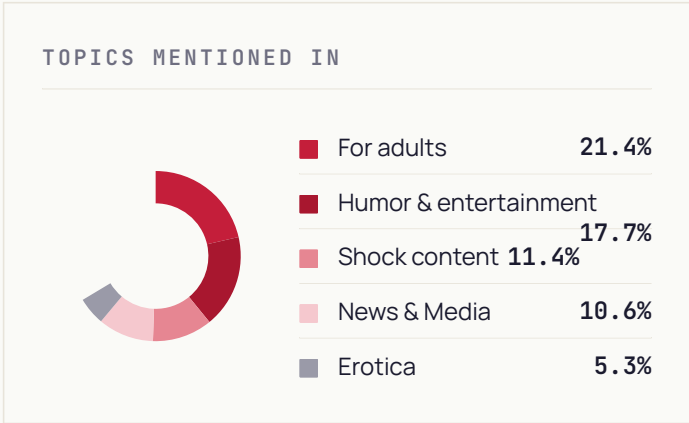
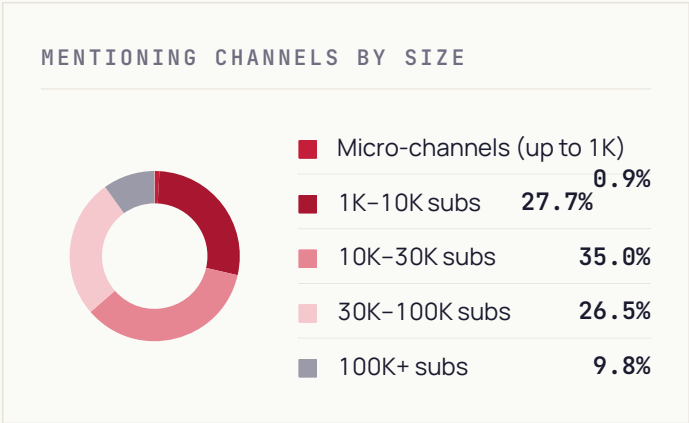
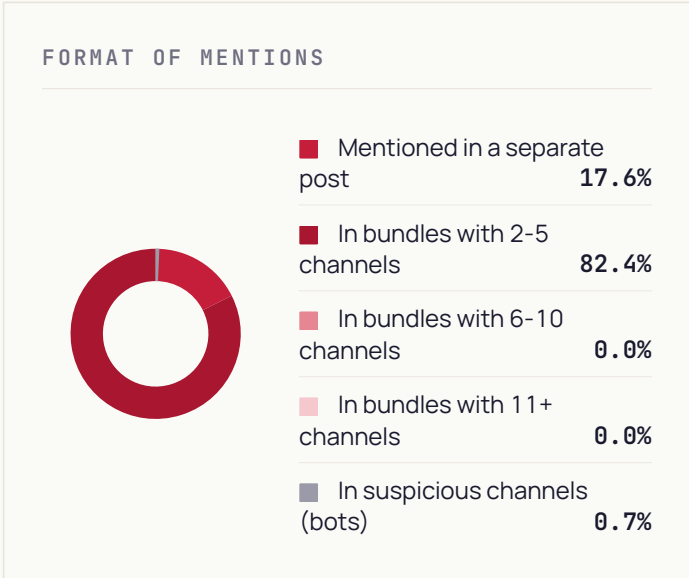
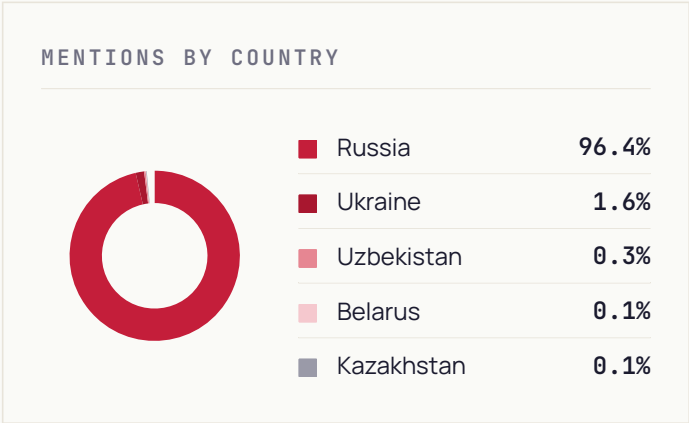
WORST 3

↓ 05.07 · 20:03 VIDEO A streamer was detained in central Moscow for waving at a passing police van. He was thrown into the special vehicle 'like an animal,' and also...	VIEWS 9 REPOSTS —	REACTIONS — ER 0.0%
↓ 06.07 · 09:00 VIDEO Taxi driver in Lada Priora crashed into a Lamborghini Revuelto worth 65 million rubles. This car is considered one of the most...	VIEWS 9 REPOSTS —	REACTIONS — ER 0.0%
↓ 06.07 · 09:30 TEXT Russians flock to auto shops due to bad gas, complaints up — Kommersant. Peak breakdowns participants...	VIEWS 9 REPOSTS —	REACTIONS — ER 0.0%

SECTION 03 · MENTIONS

Who mentions the channel and how

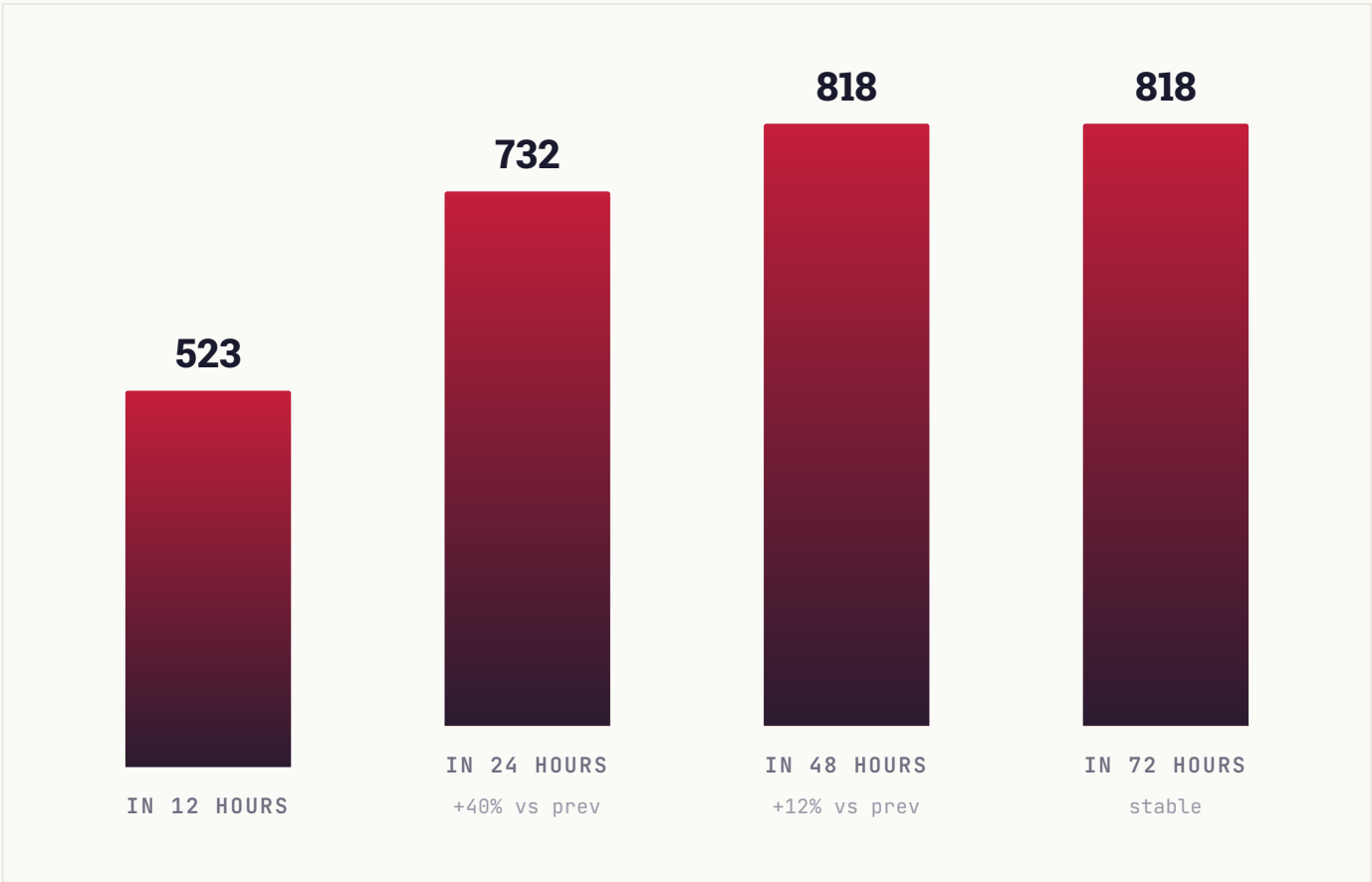
Citation index **18** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 027** different channels.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
آت آقاي تحليلگر	5.2M
قد قيمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخ اخبار فوری خبر فوری جنگ امریکا بندر عباس	3.7M
اش Sharif شریف	2.8M
TW Trade Watcher	2.5M
قل قيمت لحظه ای دلار طلا خودرو	2M
KE KING EL GOLD 🏆	1.8M
T3 The Economist	1.3M
ER Topor. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
FN Forbes News YOU	22.6K

COMPARATIVE INSIGHT

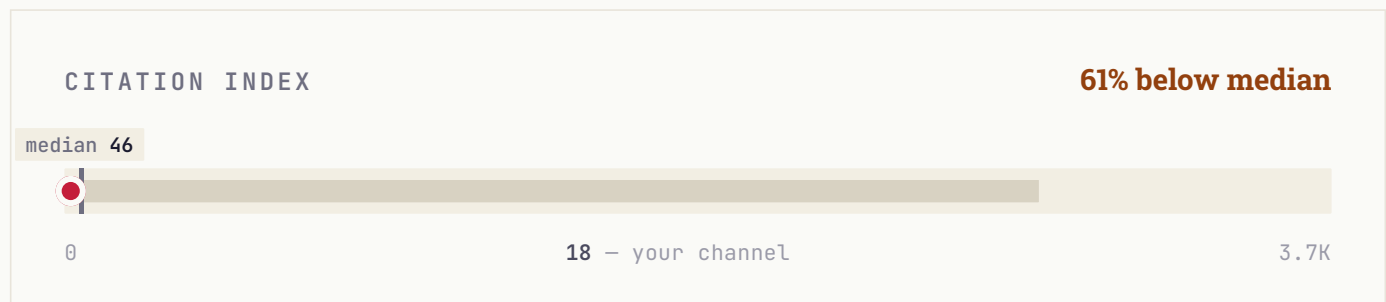
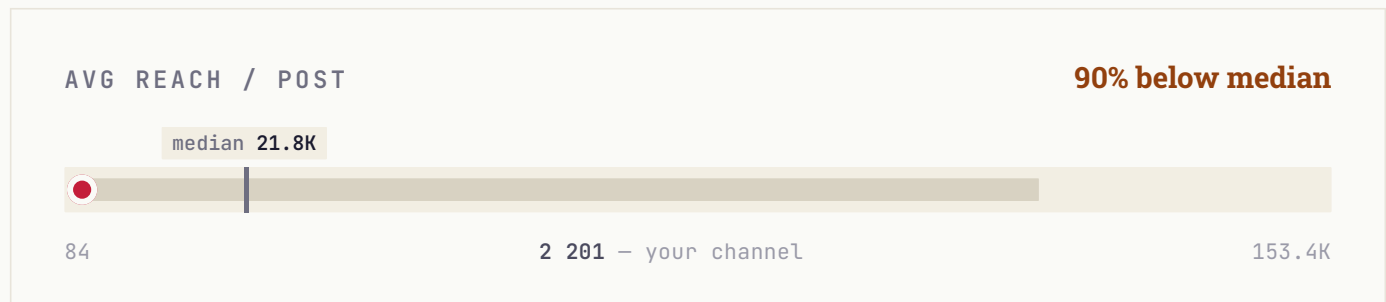
Channel not yet outside niche top 98 — early growth stage. Niche leader — آقاي تحليلگر (5.2M), top-98 median: 349.1K. First goal: enter top-98 through systematic traffic and content work.

Where the channel stands in its league

SUBSCRIBERS 93% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 345.4K. The channel's count is 22,620, which is 93% below the median. The range from 122.7K to 1.4M is shown as a lighter beige bar.

Metric	Value
Channel Subscribers	22 620
Median	345.4K
Lower Bound	122.7K
Upper Bound	1.4M



— SECTION 07 · 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 Sunday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 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 and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with 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