

PUBLIC REPORT PROMTPRESS

# Channel audit

## Moscow 2026



@mos\_everyday

Best Moscow channel not just in words. For ads: @yar\_ads We are on MAX: [https://max.ru/moscow\\_smi24](https://max.ru/moscow_smi24) Collaborate with: @Spiral\_Yuri <https://r.mos-index.ru/go/bidfox> RKN:...

SUBSCRIBERS

**996 953**

-74877 per month

ERR (% WHO SEE POSTS)

**5.0%**

daily **3.0%**

REACH/POST

**42.6K**

ad reach **30.2K**/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.

|                                                                                                                                                     |                                                                                                                                                                                    |                                                                                                                                                                                     |                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>996 953</div> <div>—</div>            | <div> SUBS REACH</div> <div>4.27%</div> <div>avg % subs see post</div>                            | <div> VIEWS/POST</div> <div>42.6K</div> <div>median 41.5K · 29 days</div>                          | <div> POSTS/DAY</div> <div>12.9</div> <div>~90 per week</div>                      |
| <div> 7D TREND</div> <div>-15.3%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>432.4</div> <div>165K reactions, 108K reposts, 10K comments</div> | <div> POST LENGTH</div> <div>193 chars</div> <div>median 190 · 29 days</div>                       | <div> POSTS ANALYZED</div> <div>382</div> <div>29 days</div>                       |
| <div> AD REACH</div> <div>30.2K</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>-74877</div> <div>last month</div>                               | <div> QUOTABILITY</div> <div>963</div> <div>citation index · 8,268 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>1 year 8 months</div> <div>created 20.09.2024</div> |

AI EDITOR SUMMARY

Channel «Moscow 2026» — 996 953 subs. Each post avg views 42.6K people (4% from subs), reach low — need to grow audience. Posts 90 posts/week (~13/day) — very active. Week May 25–31 reach dropped -15.3% vs week May 18–24 — analyze why.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **382** posts in 29 days.
- 02 Dominant format – **Photo** (161/382 posts).
- 03 Avg post length – **193** chars (median 190).
- 04 Peak audience activity – **Wednesday**, 00:00 MSK.
- 05 Strongest posts get **2x** more views than weakest (71.3K avg top vs 29.5K worst) – across 382 posts in 29 days. Find common traits: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                    |                                                                   |                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------------------------|
| <div><div>Nº1</div><div>09.05 · 09:03</div><div>VIDEO</div></div> <div>&lt; Vladimir Putin drank frontline 100 grams for Victory</div>                             | <div>VIEWS</div> <div>72 445</div> <div>REP.</div> <div>288</div> | <div>REACTIONS</div> <div>1 006</div> <div>ER</div> <div>7.3%</div> |
| <div><div>Nº2</div><div>09.05 · 07:36</div><div>PHOTO</div></div> <div>🇷🇺 Victory Parade march celebrating 81st anniversary of WWII Victory began</div>            | <div>VIEWS</div> <div>72 012</div> <div>REP.</div> <div>19</div>  | <div>REACTIONS</div> <div>729</div> <div>ER</div> <div>7.2%</div>   |
| <div><div>Nº3</div><div>09.05 · 05:42</div><div>VIDEO</div></div> <div>&lt; Moscow Mayor Sergey Sobyenin congratulated residents and veterans on Victory Day</div> | <div>VIEWS</div> <div>69 592</div> <div>REP.</div> <div>26</div>  | <div>REACTIONS</div> <div>625</div> <div>ER</div> <div>7.0%</div>   |

|                                                                                                                                                                                                                                 |                                                                   |                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº4</div><div>09.05 · 18:09</div><div>PHOTO</div></div> <div><div>🔍 Russian schools start punishing for 'six-seven' meme</div><div>Students threatened with personal penalties for using the phrase or...</div></div> | <div>VIEWS</div> <div>68 236</div> <div>REP.</div> <div>642</div> | <div>REACTIONS</div> <div>796</div> <div>ER</div> <div>6.8%</div> |
| <div><div>Nº5</div><div>09.05 · 10:30</div><div>TEXT</div></div> <div><div>🔍 All traffic restrictions in central Moscow lifted – DepTrans reported</div></div>                                                                  | <div>VIEWS</div> <div>66 999</div> <div>REP.</div> <div>16</div>  | <div>REACTIONS</div> <div>239</div> <div>ER</div> <div>6.7%</div> |

|

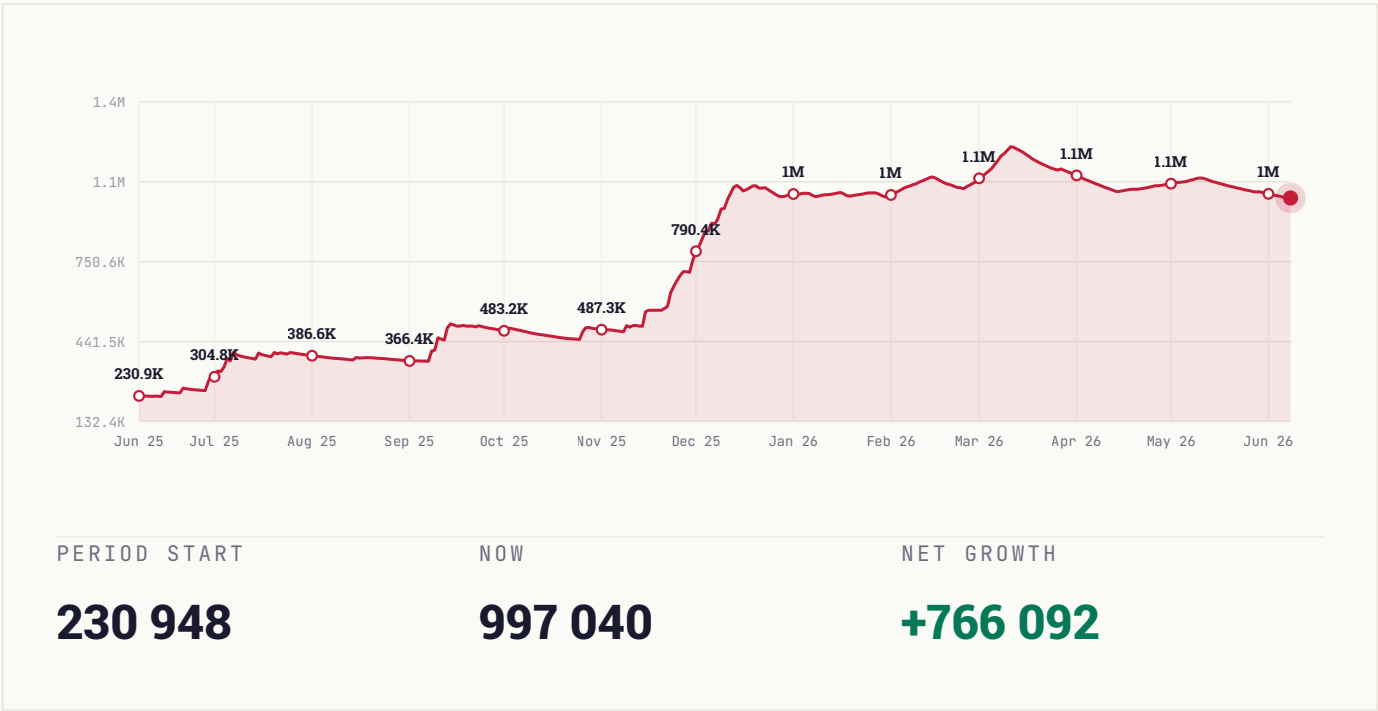
WORST 3

|                                                                                                                                                                                                                  |                                                                   |                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>↓</div><div>05.06 · 12:42</div><div>TEXT</div></div> <div><div>🔍 Heat up to +30°C to hit Moscow next week – Hydrometcenter</div></div>                                                                 | <div>VIEWS</div> <div>29 715</div> <div>REP.</div> <div>249</div> | <div>REACTIONS</div> <div>338</div> <div>ER</div> <div>3.0%</div> |
| <div><div>↓</div><div>05.06 · 09:12</div><div>TEXT</div></div> <div><div>🔍 Remote work kills mental health, study shows Researchers found remote employees work on average...</div></div>                        | <div>VIEWS</div> <div>29 676</div> <div>REP.</div> <div>224</div> | <div>REACTIONS</div> <div>230</div> <div>ER</div> <div>3.0%</div> |
| <div><div>↓</div><div>05.06 · 17:36</div><div>VIDEO</div></div> <div><div>🚗 Dangerous game with poplar fluff nearly caused car fire on Leninskaya Street Teens set fire to accumulated fluff near...</div></div> | <div>VIEWS</div> <div>28 999</div> <div>REP.</div> <div>187</div> | <div>REACTIONS</div> <div>349</div> <div>ER</div> <div>2.9%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

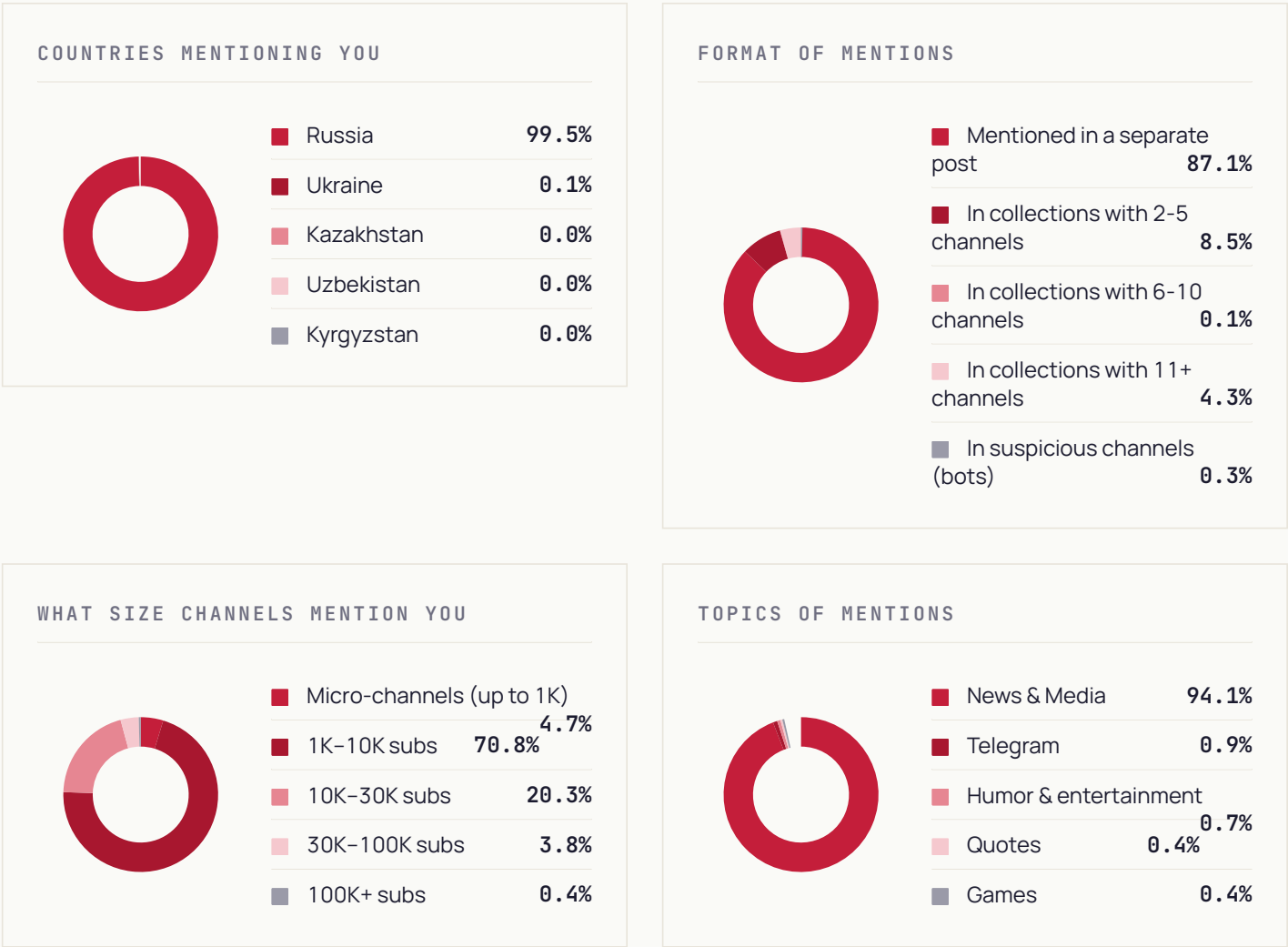
Subscriber growth chart over the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

# Who and how mentions the channel

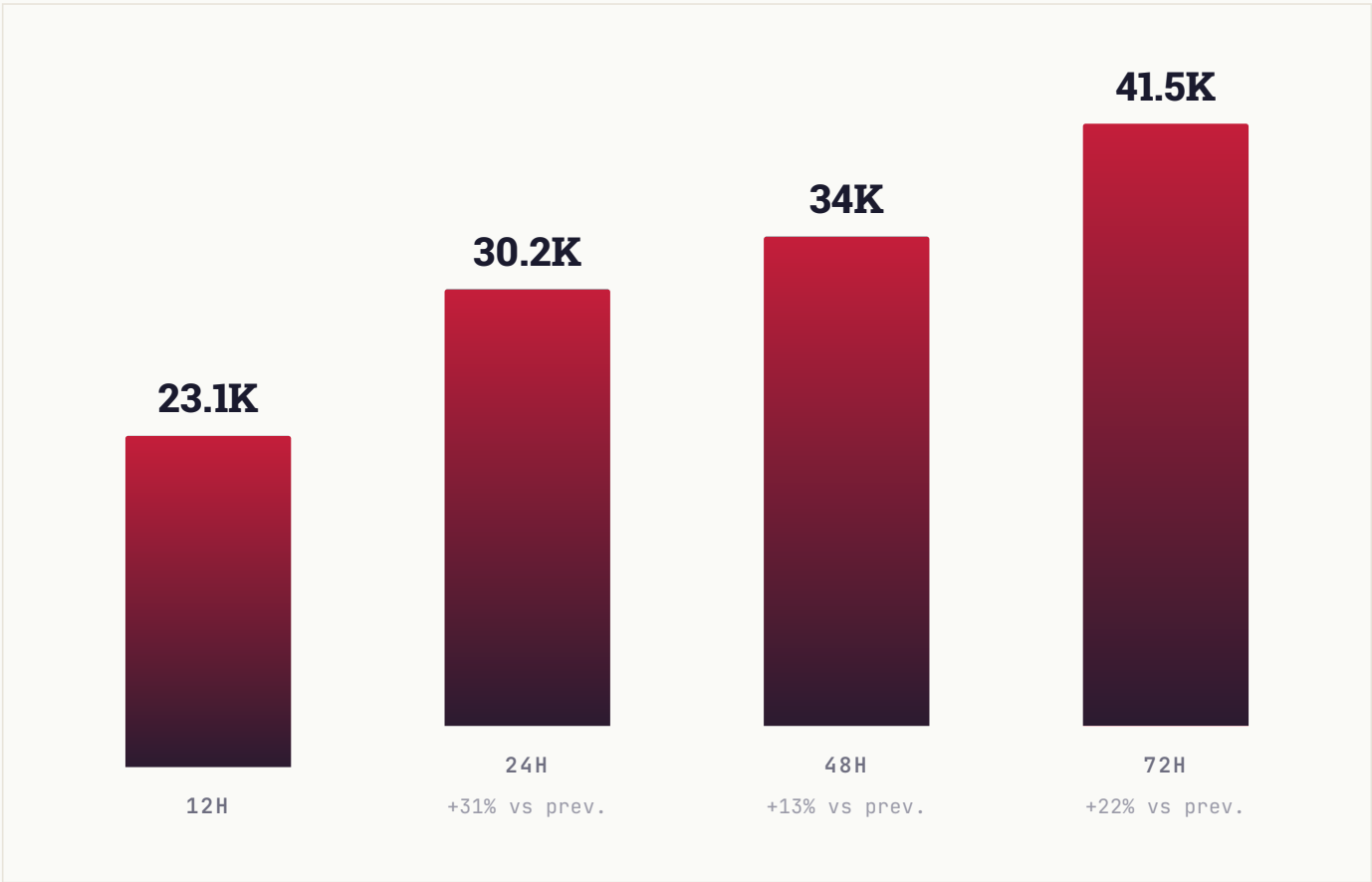
Citation index **963** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All-time channel was mentioned **8 268** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement should 'live'.



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 |
|--------------------------------|-------------|
| PE Direct Live • News          | 4.1M        |
| TL Topor Live                  | 4.1M        |
| M• Moskvach • Moscow News      | 3.9M        |
| M- Moscow is interesting       | 3.5M        |
| MA Mash                        | 3.1M        |
| PM First Moscow                | 3.1M        |
| RN RIA Novosti                 | 3.1M        |
| SR Media Russia (excl. Moscow) | 2.9M        |
| NM Moscow News                 | 2.7M        |
| MS Moscow today                | 2.7M        |
| M2 Moscow 2026 YOU             | 997K        |

COMPARATIVE CONCLUSION

Channel intop half of niche (#39 of 99). Niche leader — Direct Live • News (4.1M), median subs 843.7K. Aim for the top quartile — a realistic 6-12 month horizon.

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 **18 821**, they brought **993 683** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS  |
|----------------|----------|----------|----------------------|
| December 2025  | 10 954   | 670      | 322 481              |
| November 2025  | 2 284    | 545      | 287 333              |
| October 2025   | 1 030    | 225      | 55 830               |
| Sep 2025       | 1 174    | 308      | 161 481              |
| August 2025    | 1 404    | 325      | 11 167               |
| July 2025      | 1 975    | 334      | 155 391              |
| TOTAL MENTIONS |          |          | ACQUIRED SUBSCRIBERS |
| 18 821         |          |          | 993 683              |
| MONTHS OF DATA |          |          |                      |
| 6              |          |          |                      |

## SECTION 08 • NICHE COMPARISON

# Where the channel stands in its league

Took top-**100** channels in category "**News & Media**" (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

# #86/100

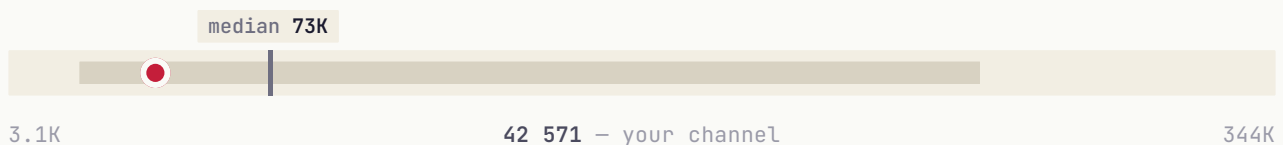
POSITION IN NICHE

## Channel in the bottom half of the ranking

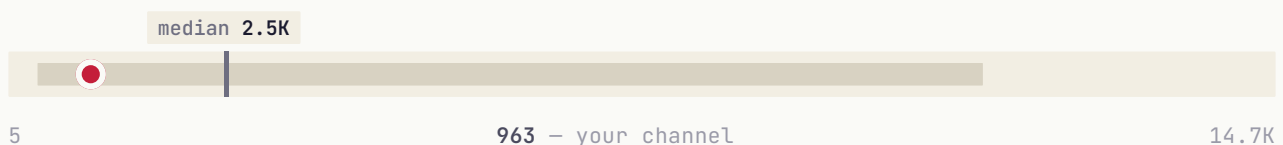
### SUBSCRIBERS

**better than 54% of niche**


### AVG REACH / POST

**42% below median**


### CITATION INDEX

**62% below median**


## — 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****Top post of the week — on Wednesday**

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

EFFECT

**Best window  
for an  
important post****02****ER below niche benchmark — rethink formats**

Current ER 4.27% vs norm 5.5%. Try polls and interactive formats.

EFFECT

**+1.2pp ER****03****Systematic traffic buying**

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

EFFECT

**+1K-3K subs****04****Test polls and interactive formats**

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

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 us to do this **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.

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**01 Launch Telegram ad** <https://panel.promptpress.com/register>

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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