

PROMTPRESS PUBLIC REPORT

Channel audit

Moscow Daily



@mosc_daily

We write about Moscow's economic life and beyond. @andl94nov

@swaymedia <https://clck.ru/3NnJEs>

SUBS

55 415

-4944 per month

ERR (% SEE POSTS)

47.0%

per day **35.2%**

REACH/POST

25.3K

ad reach **19.7K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your spot

06 Mention dynamics

6 months · monthly

07 Niche Comparison

Rank in Economics category

08 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.

 SUBS 55 415 —	 SUBSCRIBER REACH 45.62% avg % of subs see a post	 VIEWS/POST 25.3K median 26.3K · 29 days	 POSTS/WK 12.5 over period
 7D TREND +0.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 279 chars median 235 · 29 days	 POSTS ANALYZED 52 29 days
 AD REACH 19.7K 24h avg	 CHURN / MONTH -4944 last month	 CITATION RATE 8 citation index · 471 channels mentioned all time	 CHANNEL AGE 1 year 11 months created 26.07.2024

AI EDITOR SUMMARY

Channel «Moscow Daily» — 55 415 subs. Each post averages 25.3K people (46% from subs), broad reach for a channel this size. Publishes 12 posts per week (~2/day) — regular pace. For the week of Jul 6–12, reach stable (+0.6% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 52 to posts over 29 days.
- 02 Dominant format – **Photo** (28/52 posts).
- 03 Avg post length – **279** chars (median 235).
- 04 Peak audience activity – **Monday**, 06:00 MSK.
- 05 Top posts get **1x** more views than the weakest (28.8K avg for top vs 24.7K for worst) – among 52 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 03:52 PHOTO Binance founder CZ: "Crypto is here to stay. It will only grow much stronger"	VIEWS	REACTIONS
	29 855	—
	REPOSTS	ER
	73	53.9%
Nº2 23.06 · 14:47 PHOTO A gamer with a salary of 100,000 rubles is wanted in Moscow.	VIEWS	REACTIONS
	29 660	—
	REPOSTS	ER
	63	53.5%
Nº3 08.07 · 18:35 TEXT US businesses switch to Chinese AI – because it's cheaper According to OpenRouter, token share from Chinese...	VIEWS	REACTIONS
	26 963	—
	REPOSTS	ER
	3	48.7%

Nº4

01.07 · 17:58

TEXT

FAS warned Apple to fix pre-installed Russian software violations by July 15 According to...

VIEWS

26 951

REPOSTS

69

REACTIONS

—

ER

48.6%

Nº5

07.07 · 18:59

VIDEO

"We survived card payments for food too" Simonyan urged Russians not to panic over gas issues. RT chief said people should...

VIEWS

26 943

REPOSTS

58

REACTIONS

—

ER

48.6%

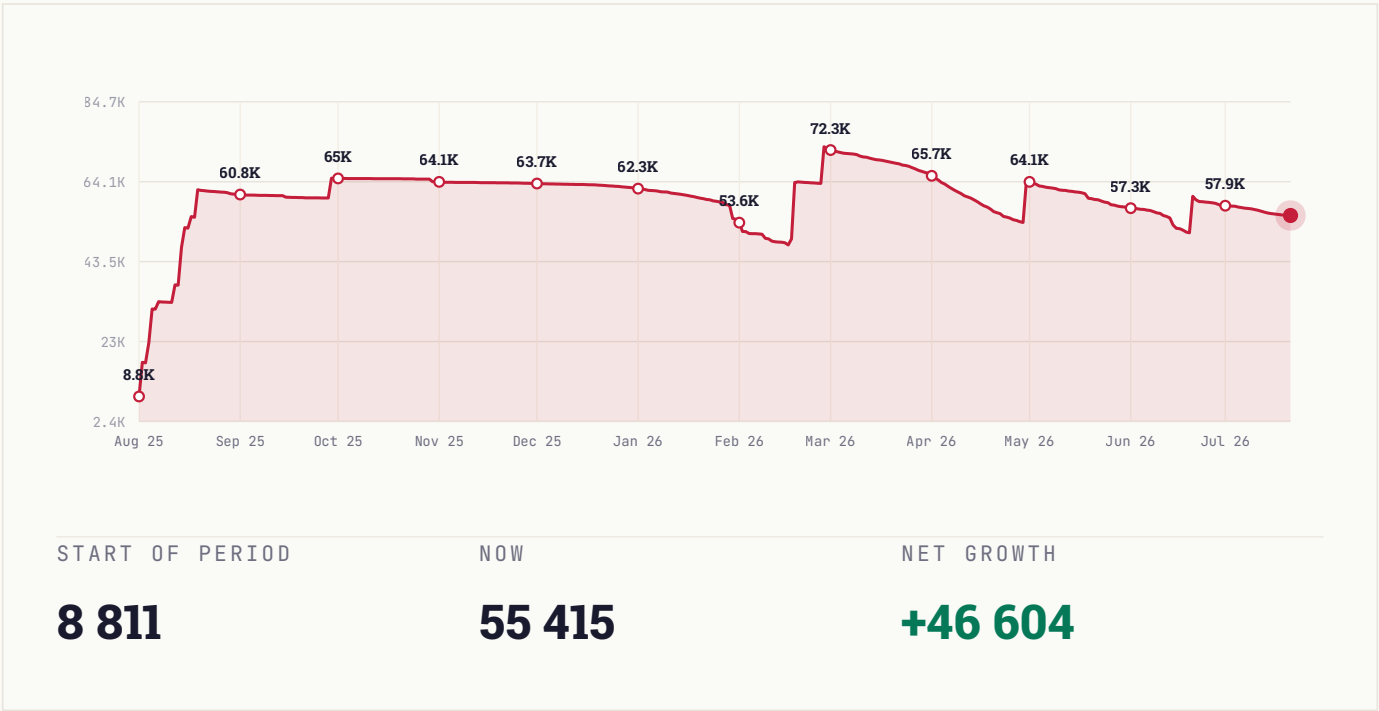
WORST 3

↓ 28.06 · 06:33 VIDEO AvtoVAZ "sells" glasses case access for nearly 1M RUB In new Lada Vesta it's in all trims, but opening it requires...	VIEWS 25 028 REPOSTS 71 REACTIONS — ER 45.2%
↓ 16.07 · 18:52 TEXT Russian Orthodox Church urges not to expect bright future, says trials and Last Judgment await According to...	VIEWS 24 626 REPOSTS 46 REACTIONS — ER 44.4%
↓ 17.07 · 02:49 TEXT "Hidden tax" for office workers: 40–75K RUB Economists calculated commuting, meals, clothing...	VIEWS 24 558 REPOSTS 67 REACTIONS — ER 44.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

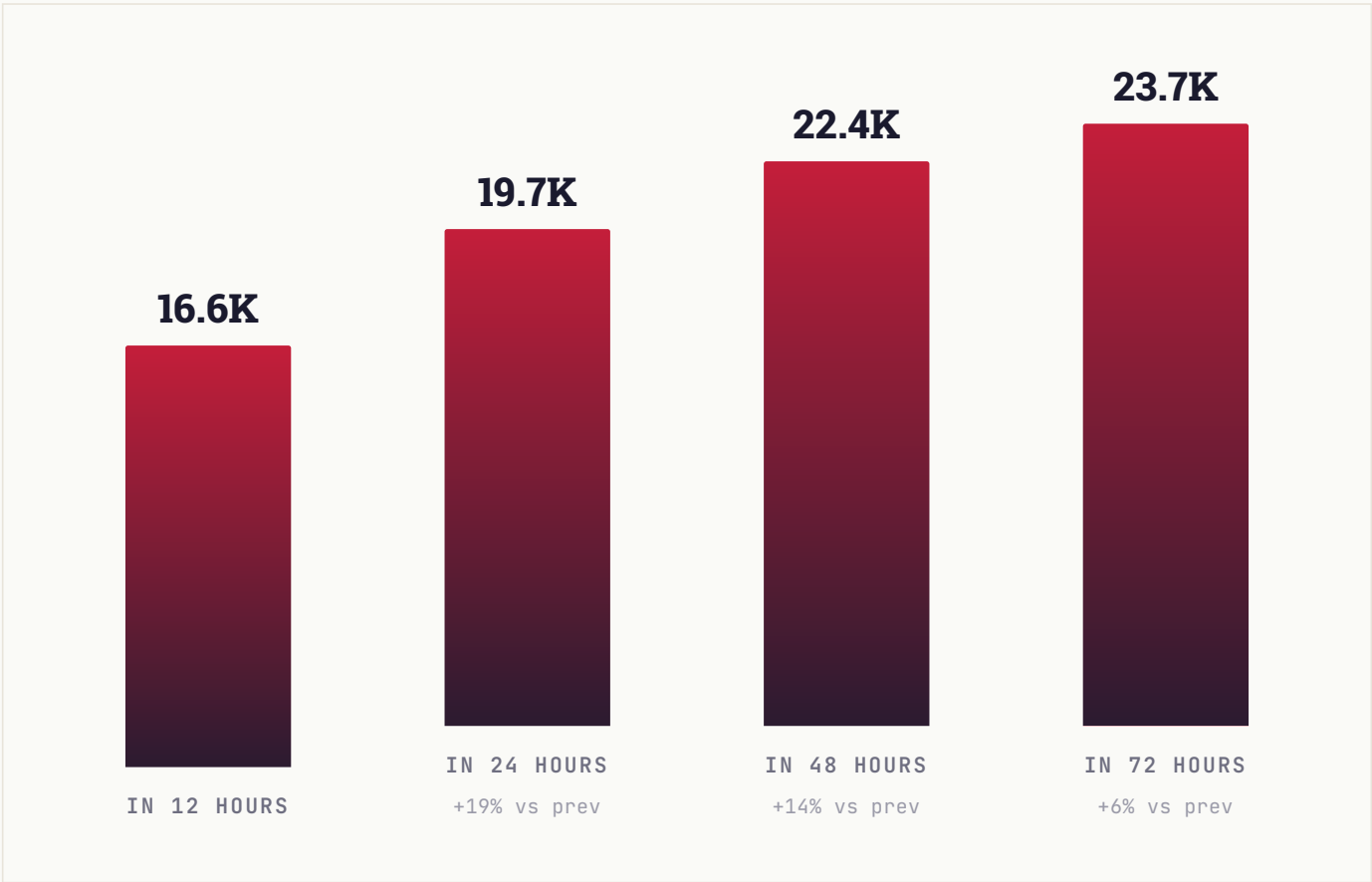
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



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 closest channels by topic and audience. Your channel is highlighted – see its rank among niche peers.

CHANNEL	SUBS
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری خبر فوری جنگ امریکا بندر عباس اخ	3.7M
Sharif شریف اش	2.8M
Trade Watcher TW	2.5M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 🏆 KE	1.8M
The Economist TE	1.3M
Topor. Economics. ER	1.2M
QUBTAN EL GOLD QE	1.1M
Moscow Daily MD YOU	55.4K

COMPARATIVE INSIGHT

Channel still outside top-98 niche – early growth stage. Niche leader – آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal – enter top-98 via systematic traffic & content work.

SECTION 06 · 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 occurred **403**, they brought **59 152** new subs.

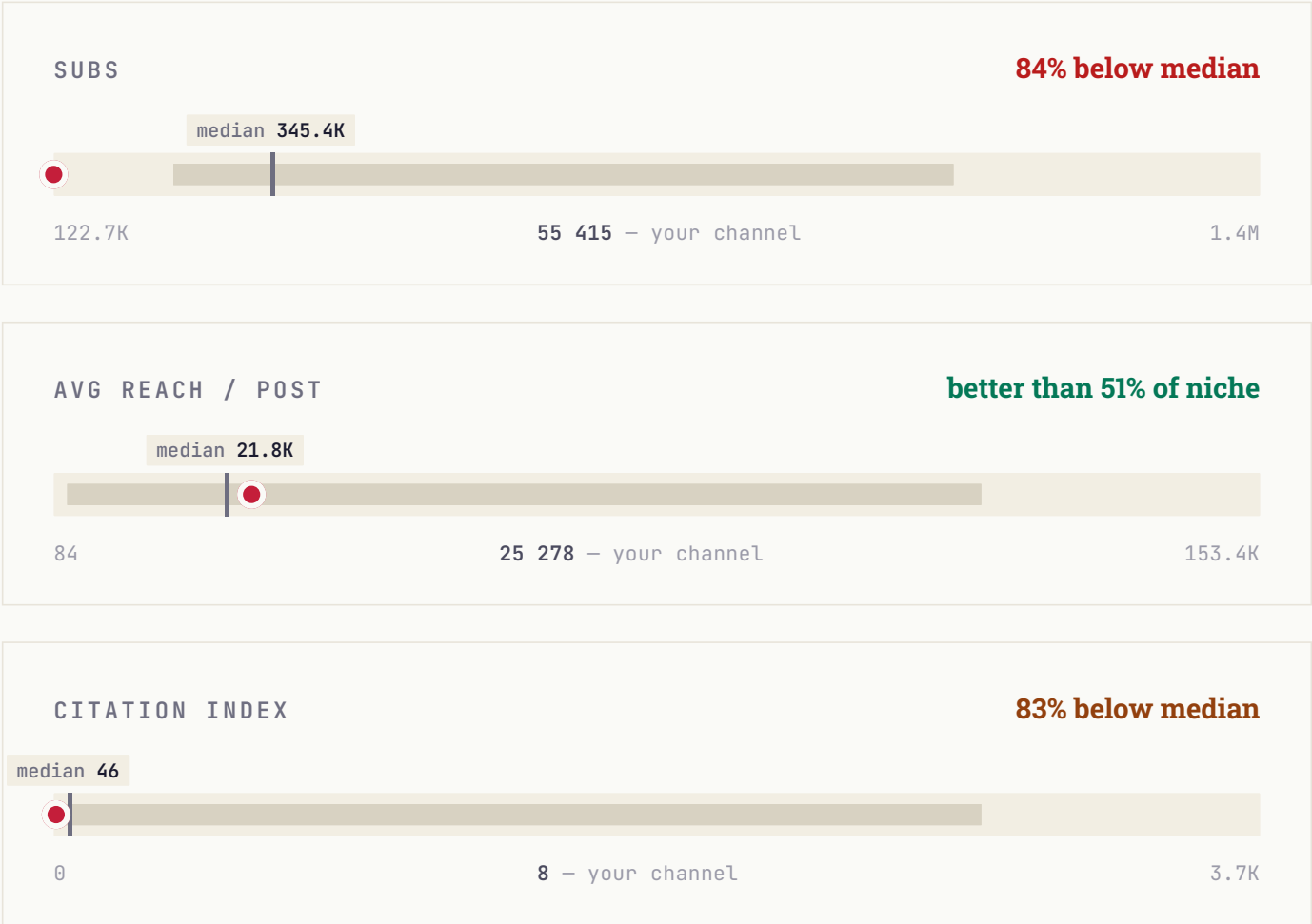
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	0	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	34	17	5 107	
August 2025	369	311	54 045	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
403	6	59 152

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Monday
Audience most active on this day at 06:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains
audience
better |
| 03 | Systematic traffic buying
3 formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | EFFECT
+1000-3000
subs |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with channels in the same segment. 2-3 collabs give relevant growth — no need daily. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth target in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
