

PUBLIC PROMTPRESS REPORT

Channel audit

Moscow Today



@moscow

One of the top Moscow channels. Fast and with love for the capital♥

Send news: @mostodaybot Collaboration: @maks_moscow

Channel included in RKN list: <https://rkn.link/R4a>

SUBSCRIBERS

2 694 730

+25723 per month

ERR (% WHO SEE
POSTS)

5.0%

daily 3.1%

REACH/POST

126.5K

ad reach 83.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 2 694 730 —	SUBSCRIBER REACH 4.69% avg % subs see post	VIEWS/POST 126.5K median 125.3K · 29 days	POSTS/DAY 17.6 ~124 per week
7D TREND -8.6% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 207 chars median 176 · 29 days	POSTS ANALYZED 522 29 days
AD REACH 83.2K 24h avg	CHURN / MONTH +25723 last month	CITATION RATE 5 310 citation index · 17,235 channels mentioned ever	CHANNEL AGE 8 years 3 months created 25.02.2018

AI EDITOR SUMMARY

Channel «Moscow Today» — 2 694 730 subs. Each post avg views 126.5K people (5% from subs), reach is low — consider expanding audience. Publishes 124 posts/week (~18/day) — very active posting. For week May 25–31, reach dropped -8.6% vs week May 18–24 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **522** posts over 29 days.
- 02 Dominant format – **Photo** (257/522 posts).
- 03 Avg post length – **207** chars (median 176).
- 04 Peak audience activity – **Saturday**, 01:00 MSK.
- 05 Strongest posts get **3x** more views than the weakest (201.7K avg top vs 69.4K worst) – among 522 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.05 · 22:07 TEXT ☒ E-cigarettes cause cancer throughout the body, study finds Glycerin and other chemical additives settle throughout...	VIEWS 209 827 REP. 2 881	REACTIONS — ER 7.8%
Nº2 16.05 · 19:54 PHOTO ✂ Fly to Thailand tomorrow for just 8,000 rubles direct Packing bags and extending the weekend	VIEWS 202 778 REP. 1 198	REACTIONS — ER 7.5%
Nº3 09.05 · 16:37 PHOTO ☒ Men should marry women born on the 8th, 17th, or 26th, say numerologists These women can lead a man to success, stability, and...	VIEWS 192 474 REP. 2 587	REACTIONS — ER 7.1%

Nº4 16.05 · 18:01 TEXT ☒ Cesspool cleaners in Moscow can earn up to 500,000 rubles a month Due to a severe shortage of specialists, salaries in the field...	VIEWS 192 237 REP. 1 500	REACTIONS — ER 7.1%
Nº5 16.05 · 17:13 TEXT ☒ Two cups of coffee 2 hours before sex double its duration, study finds One or two cups 2 hours before sex, taken...	VIEWS 187 718 REP. 2 573	REACTIONS — ER 7.0%

|

WORST 3

↓ 05.06 · 13:34 VIDEO ☹️ Gen Z couldn't figure out a stepladder and drove Moscow women to hysterics Three guys couldn't figure out how to set up the ladder, they even...	VIEWS 70 060 REP. 1 482	REACTIONS — ER 2.6%
↓ 05.06 · 13:44 VIDEO ☒ Summer season opens at the National Center 'Russia' Department Store The space is styled like an old merchant estate, with new arrivals including...	VIEWS 69 547 REP. 46	REACTIONS — ER 2.6%
↓ 05.06 · 13:29 PHOTO ☒ A sunbathing fox spotted in Victory Park	VIEWS 68 716 REP. 417	REACTIONS — ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Sub growth chart for the year. Key months show exact subs count. See which months gained or lost subs.

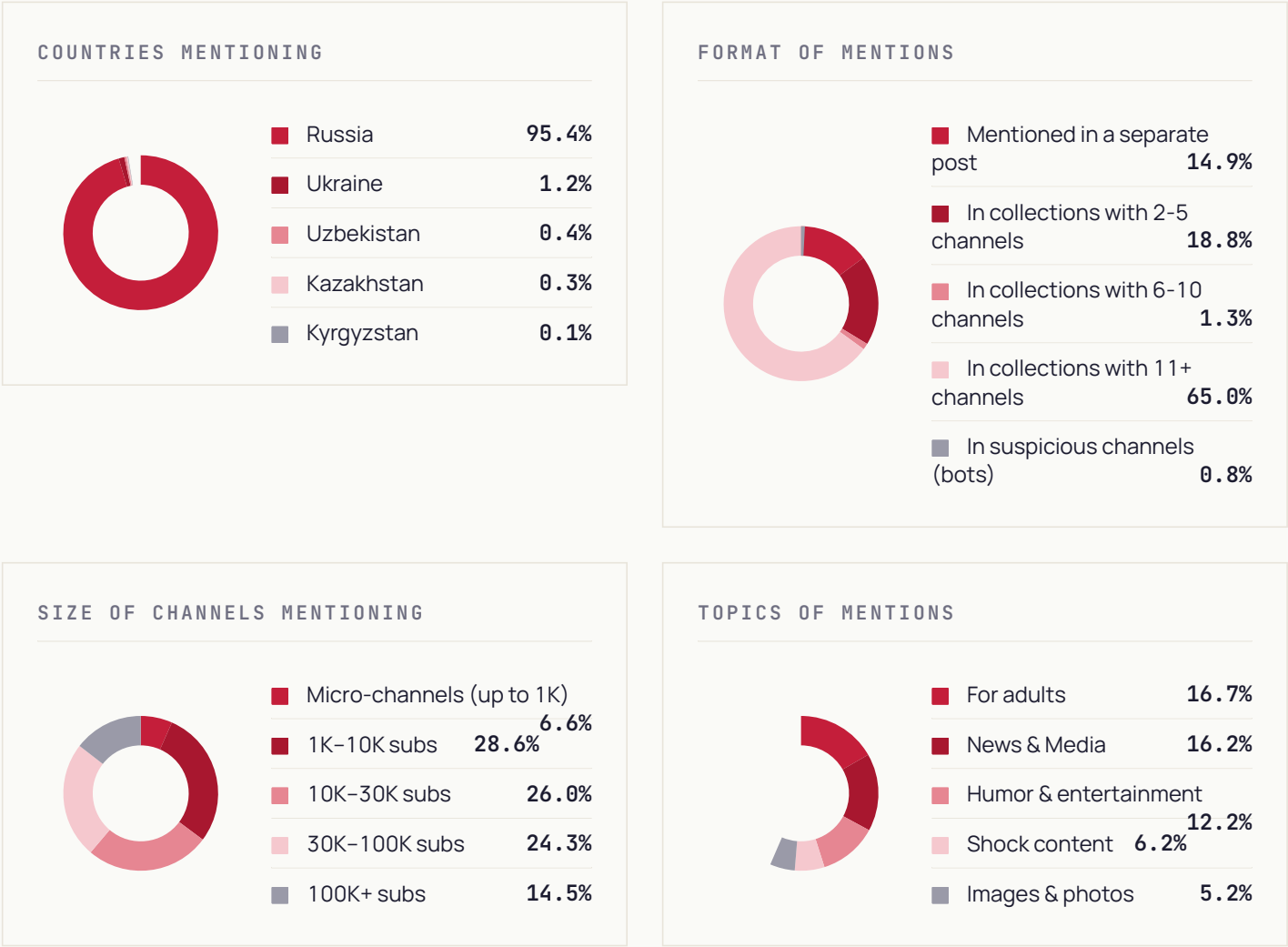


PERIOD START	NOW	NET GROWTH
1 727 862	2 694 801	+966 939

SECTION 04 · CITATIONS

Who mentions the channel and how

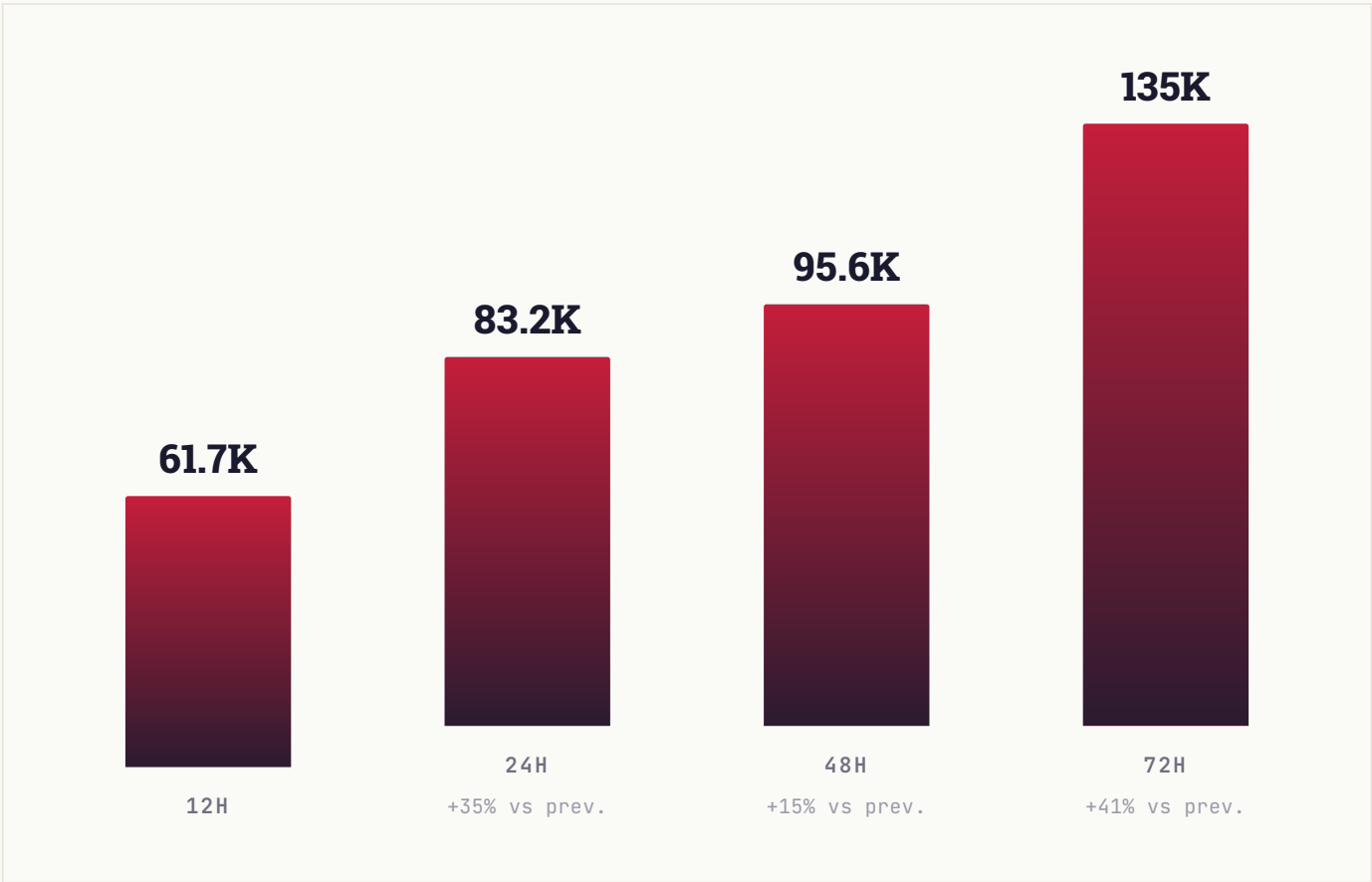
Citation index **5 310** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **17 235** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & 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 not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow Today YOU	2.7M
M2 Moscow 24/	2.2M

COMPARATIVE INSIGHT

Channel in top 10 niche (#10 of 99). Strong position. Niche leader — Direct Live • News (4.1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **5 800**, they brought **1 244 549** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	158	109	69 685
November 2025	414	216	70 747
October 2025	319	206	180 875
September 2025	710	622	699 324
August 2025	1 584	876	182 474
July 2025	2 615	2 346	41 444

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
5 800	6	1 244 549

— SECTION 08 • NICHE COMPARISON

Where channel ranks 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 vertical = median. Red dot = your channel.

#86/100

POSITION IN NICHE

Channel in bottom half of ranking

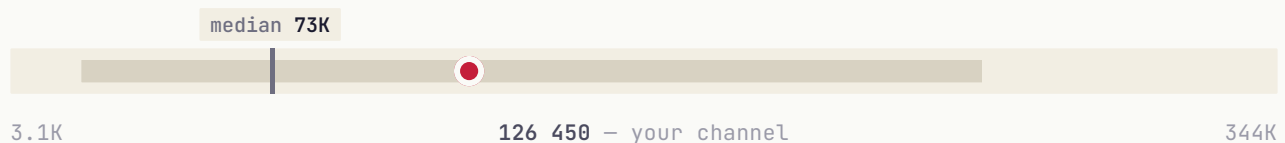
SUBSCRIBERS

better than 90% of niche



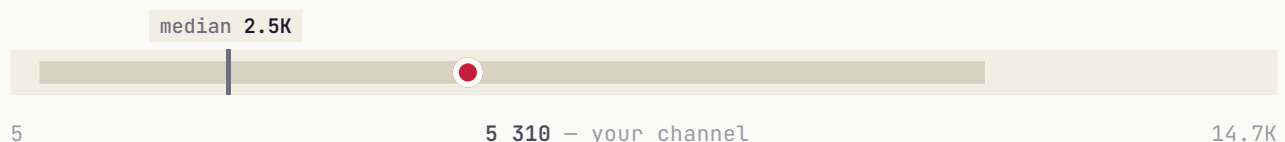
AVG REACH / POST

better than 61% of niche



CITATION INDEX

better than 62% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience most active on this day at 01:00 MSK.

EFFECT

**Best window
for important
post**

02

ER below niche benchmark — rethink formats

Current ER 4.69% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.8pp ER

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 poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes using public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager