

PROMTPRESS PUBLIC REPORT

Channel audit

Moscowach •

Moscow News



@moscowach

The best and largest channel about Moscow Send news:
 @moscowachnewsbot Ads: t.me/pricemos/620 Special offers:
 @giorgi We on Max: <https://max.ru/moscowach> Registration in RKN:
clck.ru/3FTixA

SUBSCRIBERS

3 860 325

-78203 per month

ERR (% SEE POSTS)

8.0%

daily 7.0%

REACH/POST

275.6K

ad reach 272K/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 place

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 under the number shows the period it covers.

 SUBSCRIBERS 3 860 325 —	 SUBS REACH 7.14% avg % subs see post	 VIEWS/POST 275.6K median 274.6K · 29 days	 POSTS/DAY 19.5 ~137 per week
 7D TREND -11.3% vs previous week	 REACTS/POST 2965.8 total 1,705,309 reactions, 871,165 reposts, 20,298 comments	 POST LENGTH 222 chars median 208 · 29 days	 POSTS ANALYZED 575 29 days
 AD REACH 272K 24h avg	 CHURN / MONTH -78203 last month	 CITATION RATE 6 311 citation index · 14,829 channels mentioned ever	 CHANNEL AGE 5 years 5 months created 05.01.2021

AI EDITOR SUMMARY

Channel «Moscowach • Moscow News» — 3 860 325 subs. Each post averages 275.6K people (7% from subs), reach is low — consider expanding audience. Publishes 137 posts per week (~20/day) — very active posting. For week 25–31 May reach dropped -11.3% to week 18–24 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 575 posts over 29 days.
- 02 Dominant format – Photo (274/575 posts).
- 03 Avg post length – 222 chars (median 208).
- 04 Peak audience activity – Sun, 08:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (397K avg for top vs 213.3K for worst) – among 575 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 05:56 VIDEO ⚡ Last night Moscow faced the most massive drone attack in a year – TASS. According to preliminary data, over 120 drones were shot down. In...	VIEWS 440 392 REACTS 7 186 REP. 20 577 ER 11.4%
Nº2 16.05 · 17:55 PHOTO ☕ Russia has become a 'coffee' country – coffee surpassed tea in popularity among Russians. The 'coffee...' format played a key role in popularization.	VIEWS 379 683 REACTS 3 092 REP. 1 151 ER 9.8%
Nº3 16.05 · 16:35 PHOTO 🐈 A cat stuck inside a lift platform in a Moscow entrance was rescued. Residents heard meowing but didn't risk turning on the mechanism...	VIEWS 370 818 REACTS 3 864 REP. 496 ER 9.6%

Nº4

17.05 · 18:08

VIDEO

⌕ Thunderstorm over Moscow after tropical downpour.

VIEWS

364 951

REACTS

4 928

REP.

4 236

ER

9.5%

Nº5

17.05 · 14:11

PHOTO

👁️ A section of the SVK highway sagged due to a fire, eyewitnesses report.

VIEWS

363 460

REACTS

3 304

REP.

7 654

ER

9.4%

|

WORST 3

↓ 01.06 · 15:39 PHOTO ⌕ 12 outdoor pools opened in Moscow as part of the 'Summer in Moscow' project. All pools have heated water and modern...	VIEWS 213 585 REACTS 1 678 REP. 1 612 ER 5.5%
↓ 01.06 · 16:01 PHOTO ⌕ You can just take a day off. Or you can rest SOOOOOOOOOOOO much that you'll show trip photos for another week. For the latter...	VIEWS 213 342 REACTS 1 335 REP. 86 ER 5.5%
↓ 29.05 · 09:52 TEXT ⌕ Emergency Ministry denied reports about a ban on phone use at gas stations from June 1. The ministry stated that current rules do not...	VIEWS 213 011 REACTS 1 513 REP. 916 ER 5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

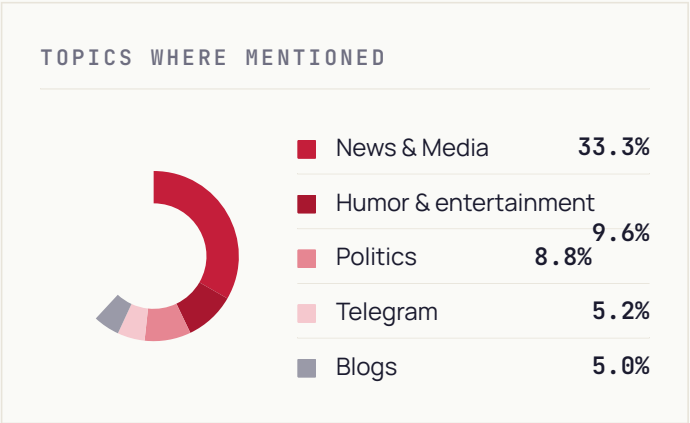
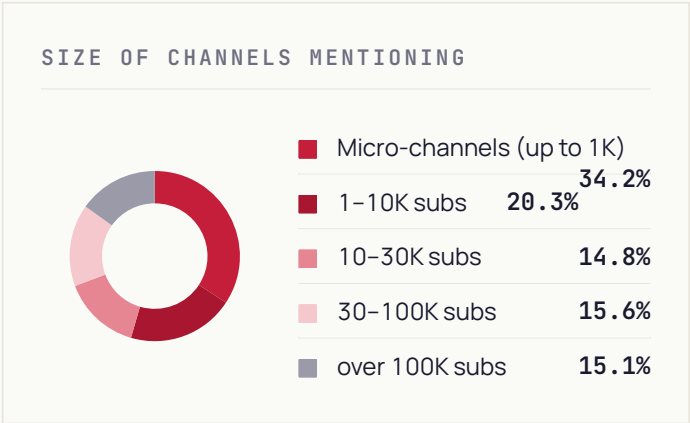
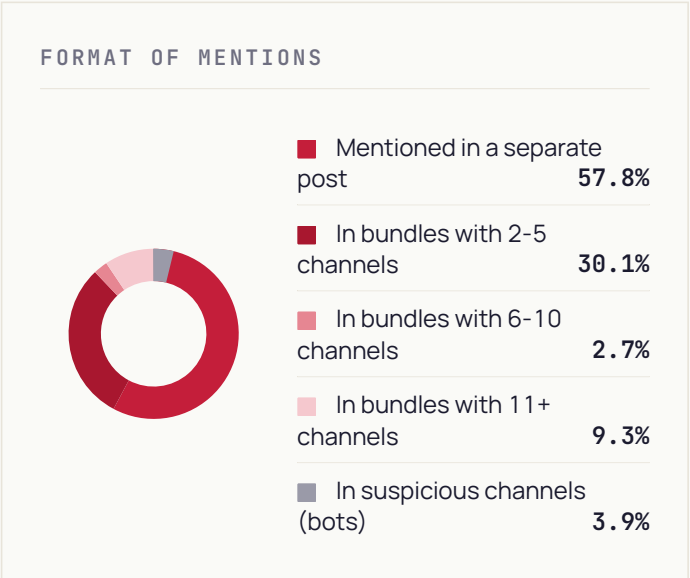
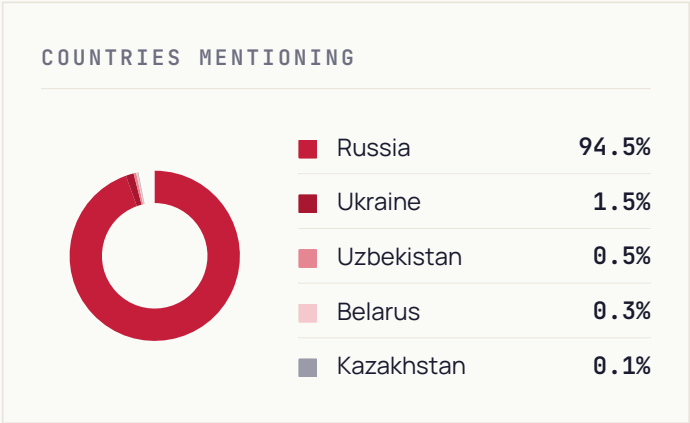
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

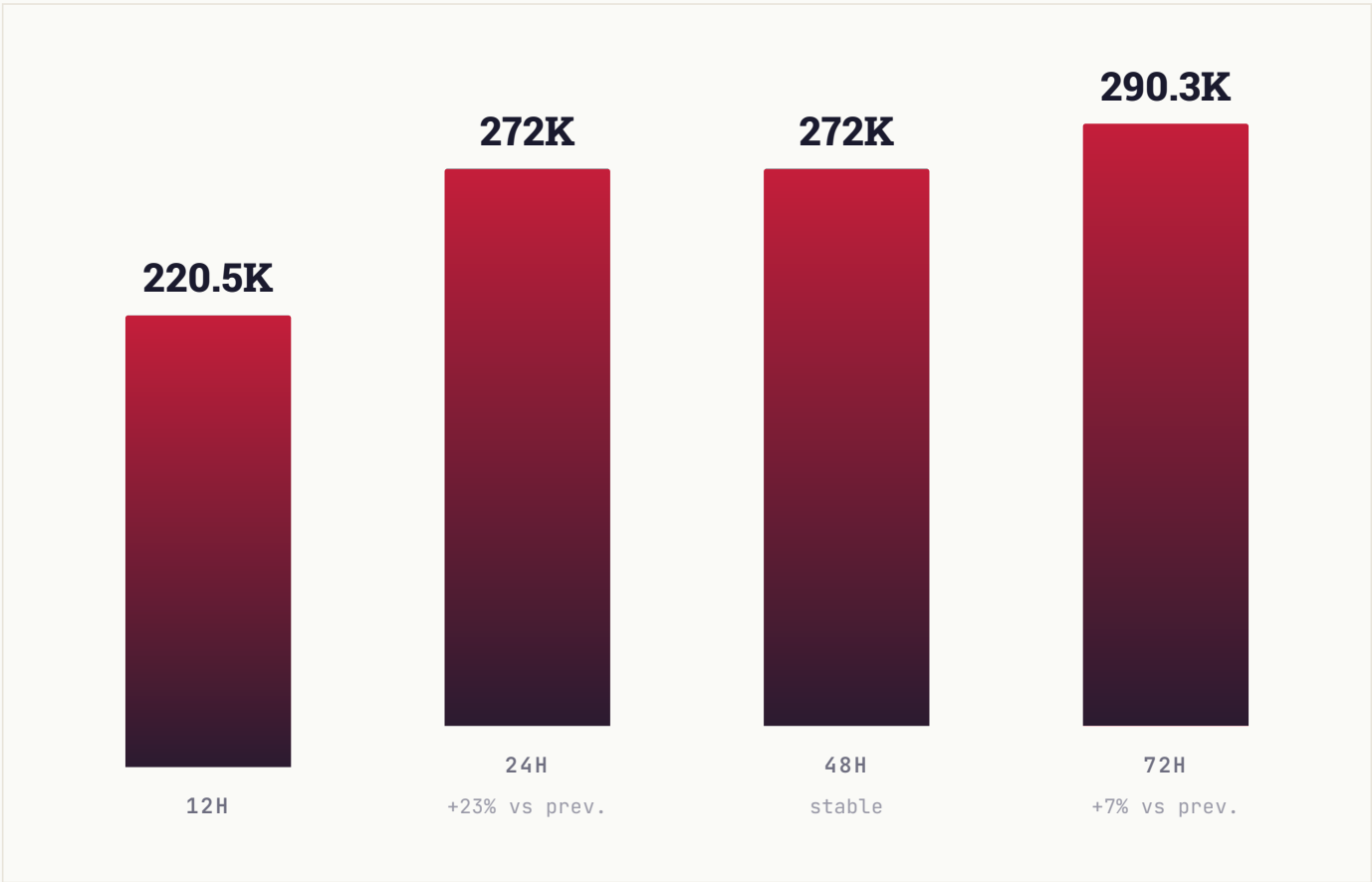
Citation index **6 311** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **14 829** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moscowach • Moscow News YOU	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	2.7M
M2 Moscow 24/	2.2M

COMPARATIVE CONCLUSION

Channel in top-3 niches (#3 of 99 channels in category). One of the leaders — client partners can cross-promo with equals; for PR/reach you're a valuable media partner.

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 **2 598**, they brought **2 102 808** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	624	130	345 773	
Nov 2025	462	101	286 200	
Oct 2025	482	101	165 114	
September 2025	451	106	356 451	
August 2025	294	122	278 175	
July 2025	285	136	671 095	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2 598	6	2 102 808

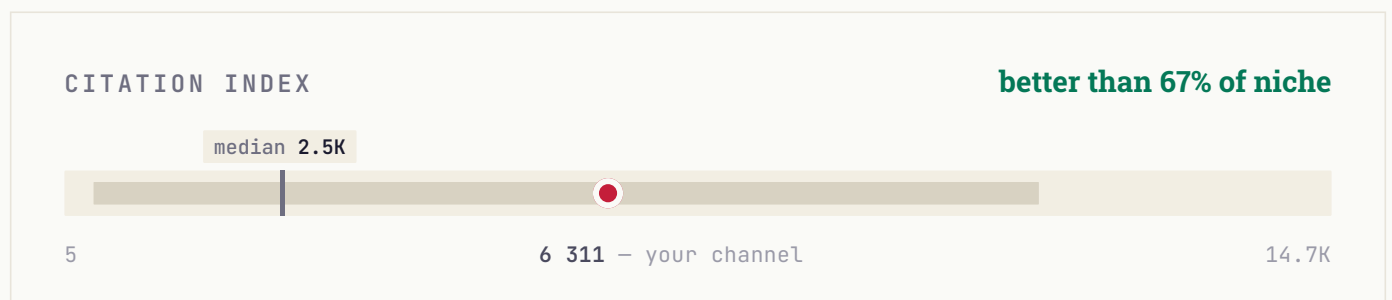
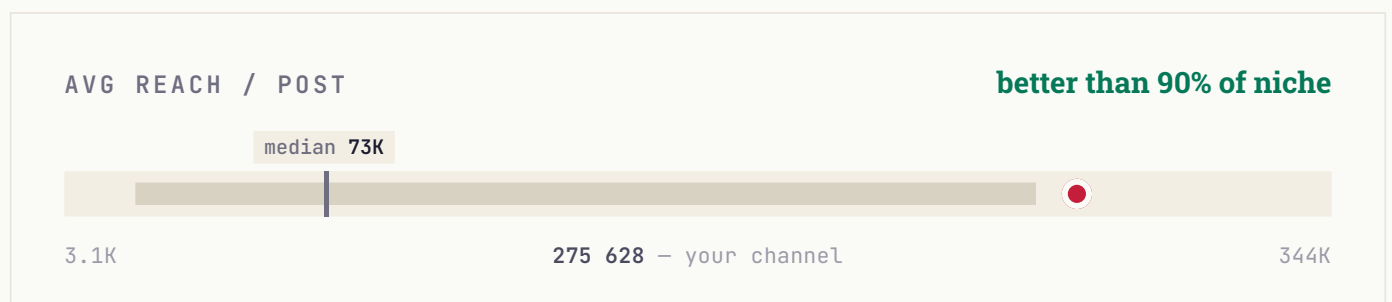
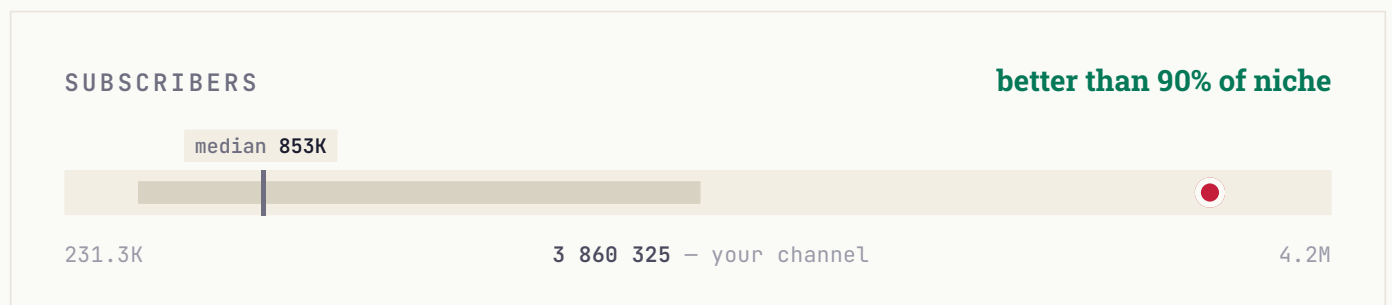
SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Top-100 channels in category "News & Media» (Russia) and saw how your channel compares. Gray band — range for 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



— 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 Sunday
 Audience most active on this day at 08:00 MSK.

EFFECT
Best window for an important post
- 02

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
- 03

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts quarterly with same-segment channels. 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 is what we can do in minutes from 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
