

PROMTPRESS PUBLIC REPORT

Channel audit

Moscow News



@moscowmap

📄 ♂ Most read Moscow channel Send news: @mosmapbot Ads & questions: @vefont More Moscow channels: emotions - t.me/newsmoscow for girls - t.me/mosptichka Moscow business - ...

SUBS

2 742 626

-40755 per month

ERR (% SEE POSTS)

17.0%

per day 14.7%

REACH/POST

463.2K

ad reach 404.1K/24h

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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.

 SUBS 2 742 626 —	 SUBSCRIBER REACH 16.89% avg % subs see post	 VIEWS/POST 463.2K median 461.3K · 29 days	 POSTS/DAY 14.7 ~103 per week
 7D TREND -4.8% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 229 chars median 228 · 29 days	 POSTS ANALYZED 435 29 days
 AD REACH 404.1K 24h avg	 CHURN / MONTH -40755 last month	 CITATION RATE 7 206 citation index · 26,035 channels mentioned ever	 CHANNEL AGE 10 yrs 8 mo created 22.09.2015

AI EDITOR SUMMARY

Channel «Moscow News» — 2 742 626 subs. Each post gets avg 463.2K people (17% from subs), avg reach — room to grow. Posts 103 posts/week (~15/day) — very active. Week 25–31 May reach stable (-4.8% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **435** posts in 29 days.
- 02 Dominant format – **Photo** (181/435 posts).
- 03 Avg post length – **229** chars (median 228).
- 04 Audience peak – **Sunday**, 06:00 MSK.
- 05 Top posts get **2x** more views than the weakest (723.2K avg for top vs 314.3K for worst) – among 435 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 15:31 VIDEO Fluff vacuums rushed to Moscow streets Allergy sufferers, help is coming	VIEWS 785 714 REPOSTS 54 395	REACTIONS — ER 28.6%
Nº2 17.05 · 03:10 PHOTO ✂ Three dead, five injured in massive drone attack on Moscow region – Andrey Vorobyov In Khimki a drone...	VIEWS 700 833 REPOSTS 20 502	REACTIONS — ER 25.6%
Nº3 17.05 · 01:00 TEXT ✂ Moscow hit by massive drone attack Temporary restrictions at Sheremetyevo, Vnukovo, Domodedovo, Zhukovsky airports...	VIEWS 683 176 REPOSTS 14 755	REACTIONS — ER 24.9%

Nº4 17.05 · 14:21 PHOTO 🚒 NE Chord sagged due to fire at paint warehouse ↔ Fire fully extinguished, no casualties	VIEWS 658 562 REPOSTS 14 609	REACTIONS — ER 24.0%
Nº5 17.05 · 12:46 VIDEO 🚒 Large fire near Cherkizovskaya metro at North-Eastern Chord Sent via bot	VIEWS 636 683 REPOSTS 18 119	REACTIONS — ER 23.2%

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WORST 3

↓ 05.06 · 14:38 VIDEO 😺 Only one who lost weight for summer — Pallas's cat Timofey	VIEWS 316 864 REPOSTS 3 971	REACTIONS — ER 11.6%
↓ 05.06 · 14:14 TEXT 📰 Putin's statements at SPIEF: — Self-employed threshold cut postponed — Major state companies to move from Moscow to regions to...	VIEWS 314 006 REPOSTS 1 215	REACTIONS — ER 11.4%
↓ 05.06 · 15:07 PHOTO 🇷🇺 ♂ Russians will ditch iPhones for Mah messenger, says Rostelecom CEO Now everyone will switch to Android to...	VIEWS 312 095 REPOSTS 6 601	REACTIONS — ER 11.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

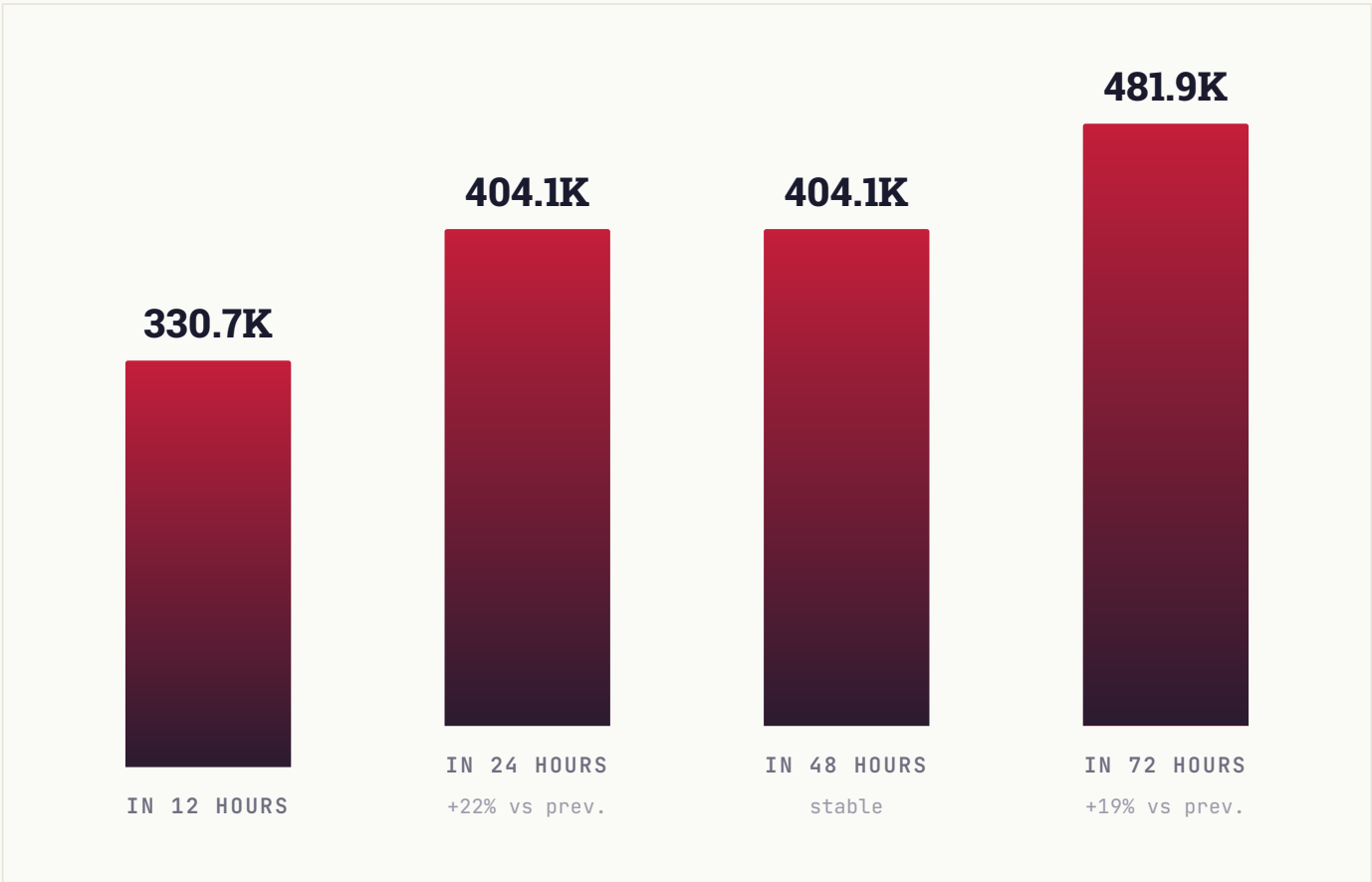
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a 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 peers.

CHANNEL	SUBS
PE 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 YOU	2.7M
MS Moscow today	2.7M
M2 Moscow 24/	2.2M

COMPARATIVE CONCLUSION

Channel in top 10 niche (#9 of 99). Strong position. Niche leader — Live • News (4.1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 06 · 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 **16 696**, they brought **1 516 375** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	2 713	737	189 826
Nov 2025	2 572	687	136 532
Oct 2025	2 912	802	282 202
September 2025	2 636	637	248 194
August 2025	2 795	822	260 335
Jul 2025	3 068	913	399 286

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
16 696	6	1 516 375

SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking

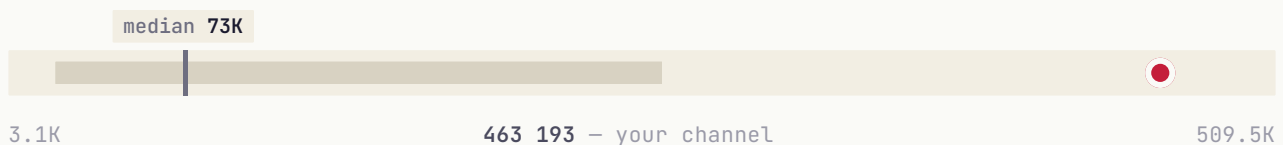
SUBS

better than 90% of niche



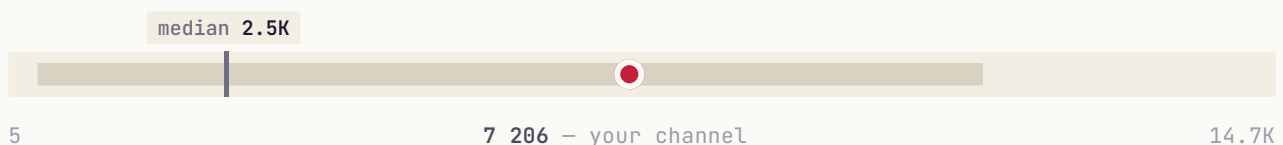
AVG REACH / POST

better than 90% of niche



CITATION INDEX

better than 71% of niche



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Top post of the week — Sunday

Audience most active on this day at 06:00 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 finds sources for your niche.

EFFECT

+1K-3K subs

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly.
2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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