

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow+



@moscowplus

This city never sleeps, and we help you not miss the best stuff Ads:
@tonyKPI Work with: @swaymedia, @Spiral_Yuri RKN: <https://clck.su/CTwPf>

SUBSCRIBERS

1 207 265

-740 per month

ERR (% SEE POSTS)

6.0%

per day 4.4%

REACH/POST

60.1K

ad reach 53.5K/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

Year 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

Rank in «News & Media»

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 1 207 265 —	 SUBSCRIBER REACH 4.98% avg % subs see post	 VIEWS/POST 60.1K median 60.9K · 29 days	 POSTS/DAY 12.5 ~87 per week
 7D TREND -13.6% vs previous week	 REACTIONS/POST 640.0 total 236,174 reactions, 122,870 reposts, 6,630 comments	 POST LENGTH 212 chars. median 204 · 29 days	 POSTS ANALYZED 369 29 days
 AD REACH 53.5K 24h avg	 CHURN / MONTH -740 last month	 CITATION RATE 2 228 citation index · 3,177 channels mentioned ever	 CHANNEL AGE 2 years 11 months created 15.06.2023

AI EDITOR SUMMARY

Channel «Moscow+» – 1 207 265 subs. Each post averages 60.1K people (5% from subs), reach is low – need to grow audience. Publishes 87 posts/week (~12/day) – very active. Week 25–31 May reach dropped -13.6% to week 18–24 May – worth analyzing reasons.

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 369 posts over 29 days.
- 02 Dominant format – Text (158/369 posts).
- 03 Avg post length – 212 chars (median 204).
- 04 Audience peak – Sunday, 09:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (88.2K avg top vs 42.3K worst) – among 369 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 06:07 PHOTO !! Three people killed, five more injured after drone attack on residential buildings in Moscow region. In Khimki, a drone hit a private house – a woman died...	VIEWS 92 610 REP. 2 144	REACTIONS 1 093 ER 7.7%
Nº2 18.05 · 19:22 PHOTO ⚠ Drone attack threat declared in Moscow region, – Solnechnogorsk head.	VIEWS 87 700 REP. 1 171	REACTIONS 833 ER 7.3%
Nº3 21.05 · 18:18 TEXT 📖 School students will start receiving extra points on the Unified State Exam for drone piloting skills. Drone piloting skills are planned to be included in...	VIEWS 84 395 REP. 1 546	REACTIONS 1 692 ER 7.0%

Nº4

17.05 • 14:12

PHOTO

👁️ Eyewitnesses report that the SVH partially subsided due to a fire at a construction site.

VIEWS

81 615

REP.

1 491

REACTIONS

689

ER

6.8%

Nº5

22.05 • 07:45

PHOTO

🏠 Moscow woman bought a palace in Belarus for just 2,300 rubles — she was the only bidder. The 1751 building awaits a major...

VIEWS

78 969

REP.

800

REACTIONS

1 207

ER

6.5%

WORST 3

↓ 05.06 • 15:19 VIDEO

V — vision: how Moscow will build over 10–15 years At SPIEF, Vladislav Ovchinsky told how the city is building...

VIEWS

42 563

REP.

14

REACTIONS

235

ER

3.5%

↓ 05.06 • 14:36 VIDEO

🏠 Vladimir Putin proposed to postpone lowering the revenue threshold for VAT payment and fix it at the current level — 20 million rubles.

VIEWS

42 473

REP.

62

REACTIONS

542

ER

3.5%

↓ 05.06 • 17:27 TEXT

🏠 Moscow residents can get a checkup without leaving home — just fill out a questionnaire. The system will analyze responses and electronic...

VIEWS

41 777

REP.

144

REACTIONS

646

ER

3.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

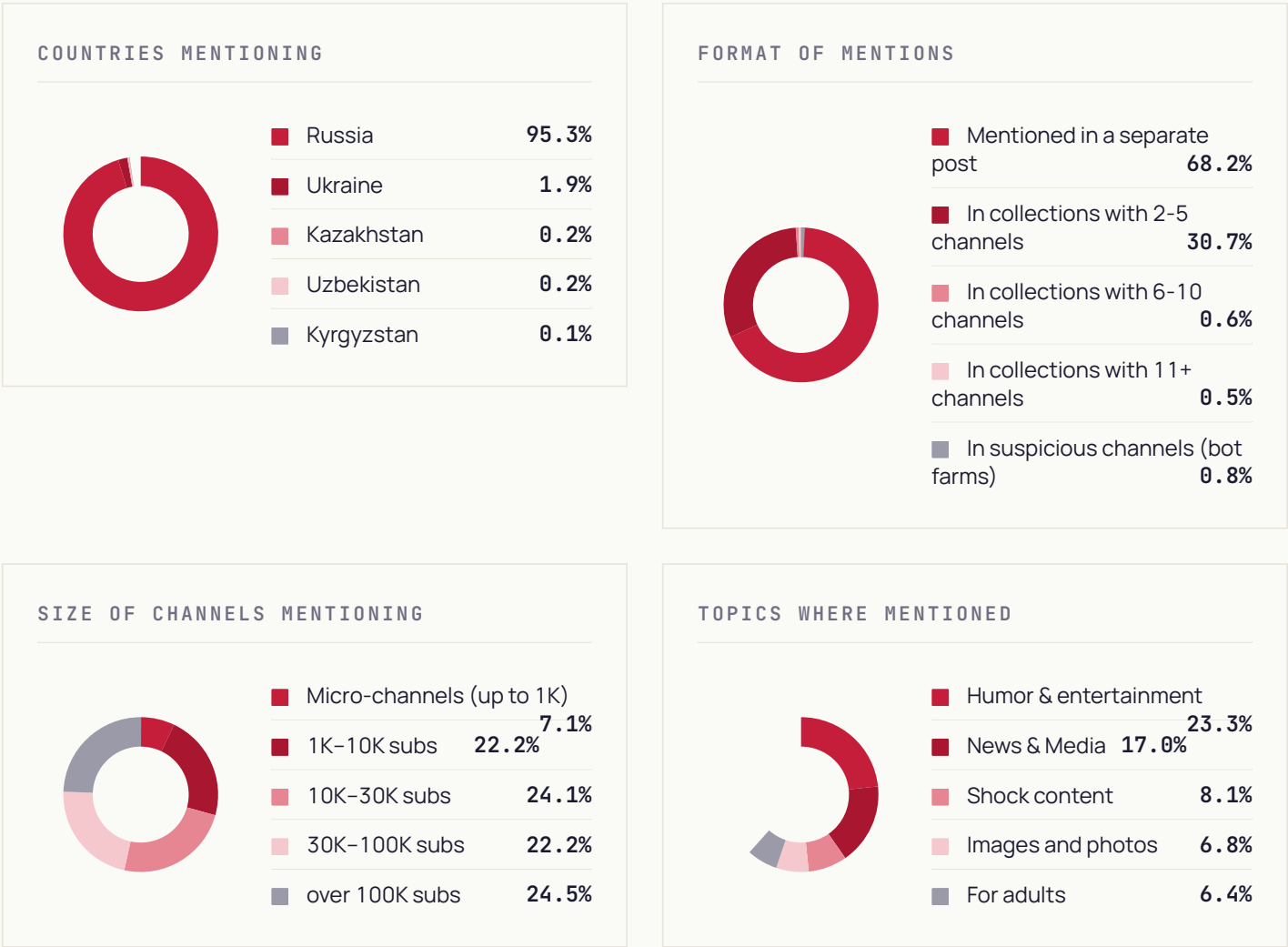
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

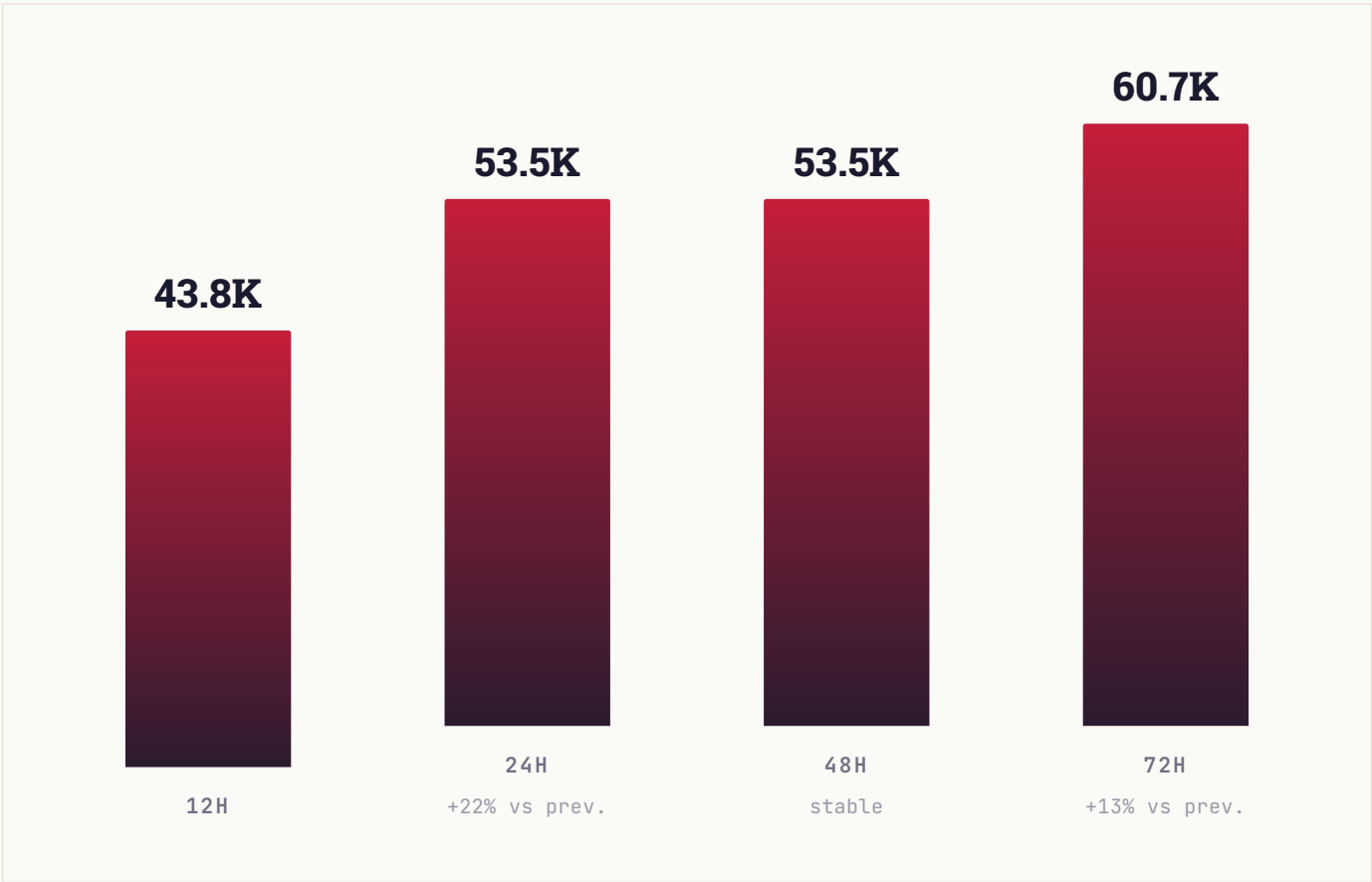
Citation index **2 228** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **3 177** different channels.



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 rank among niche peers.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moscowch • 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	2.7M
MO Moscow+ YOU	1.2M

COMPARATIVE CONCLUSION

Channel in top half of niche (#30 of 99). Niche leader — Live Broadcast • News (4.1M), median subs 843.7K. Aim for top quarter — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **179**, they brought **89 626** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	0	
Nov 2025	15	5	9 183	
Oct 2025	62	25	72 820	
Sep 2025	12	12	2 423	
August 2025	33	18	5 200	
July 2025	56	19	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
179	6	89 626

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

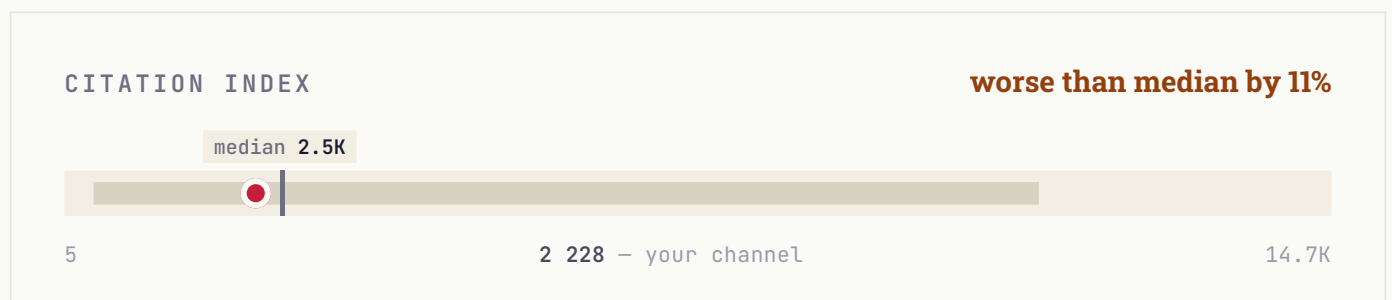
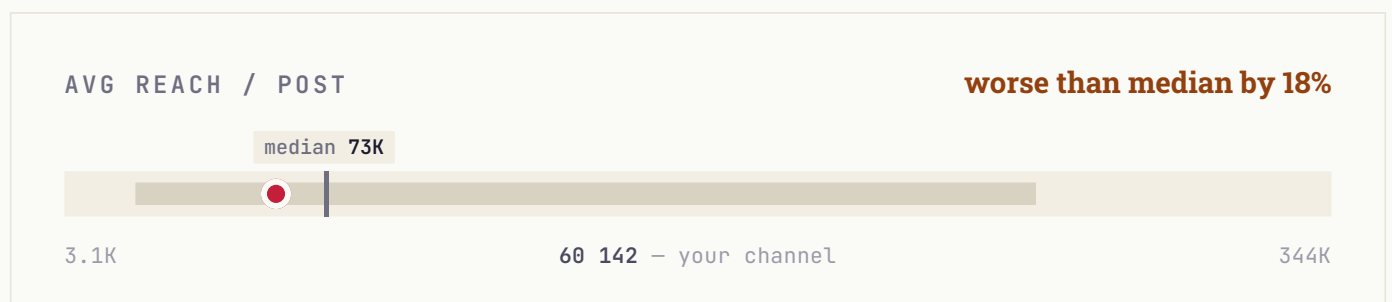
Took top-100 channels in category "News & Media» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#86

/100

RANK 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 09:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.98% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.5pp 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

**+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 similar channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager