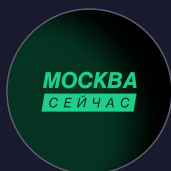


PUBLIC REPORT PROMTPRESS

Channel audit

Moscow Now



@mosnow

Unreal Moscow ADS ONLY @TgPodbor_bot, @katyaTgPodbor News
 @Moscow_everyday_bot [https://knd.gov.ru/license?](https://knd.gov.ru/license?id=678924d76aa9672b96c25d6b&istryType=bloggersPermission)
[id=678924d76aa9672b96c25d6b&istryType=bloggersPermission](#)
 #ZOGGX

SUBSCRIBERS

501 579

+53270 per month

ERR (% SEE POSTS)

5.0%

daily 3.5%

REACH/POST

21.1K

ad reach 17.9K/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

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

Rank in «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 501 579 —	 SUBS REACH 4.21% avg % subs see post	 VIEWS/POST 21.1K median 20.9K · 25 days	 POSTS/DAY 26.4 ~185 per week
 7D TREND -5.0% vs previous week	 REACTIONS/POST 211.2 total 144K reactions, 97K reposts, 8.9K comments	 POST LENGTH 299 chars median 286 · 25 days	 POSTS ANALYZED 682 25 days
 AD REACH 17.9K 24h avg	 CHURN / MONTH +53270 last month	 CITATION RATE 3 040 citation index · 10,545 channels mentioned ever	 CHANNEL AGE 7 years 11 months created 10.06.2018

AI EDITOR SUMMARY

Channel «Moscow Now» — 501 579 subs. Each post avg views 21.1K people (4% from subs), reach low — need to grow audience. Posts 185 posts/week (~26/day) — very active. Week May 25–31 reach stable (-5.0% vs week 18–24 May).

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 **682** posts over 25 days.
- 02 Dominant format – **Text** (266/682 posts).
- 03 Avg post length – **299** chars (median 286).
- 04 Peak audience activity – **Sunday**, 09:00 MSK.
- 05 Strongest posts get **3x** more views than the weakest (37K avg top vs 13.7K worst) – among 682 posts over 25 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 08:51 VIDEO 📍 Muscovites stuck at Taganskaya intersection They managed to leave only on third try. ♥ Subscribe to Max Send news	VIEWS 38 495 REP. 297	REACTIONS 198 ER 7.7%
Nº2 13.05 · 16:46 VIDEO 😊 Girl earned nearly 300k on empty shampoo bottles and packets She listed containers from premium brands for sale...	VIEWS 36 951 REP. 296	REACTIONS 213 ER 7.4%
Nº3 16.05 · 19:56 PHOTO 🌆 Tomorrow we dive into Moscow bohemian life🌆 Stroll through old Moscow and visit 'places of former glory'. See where they studied and...	VIEWS 35 683 REP. 15	REACTIONS 33 ER 7.1%

Nº4 17.05 · 06:24 PHOTO Three people killed in largest drone attack on Moscow region in a year Overnight in Mytishchi, two men died from a hit...	VIEWS 34 582 REP. 623	REACTIONS 453 ER 6.9%
Nº5 17.05 · 08:12 TEXT Abnormal heat up to +31°C to persist in Moscow until Friday Temperatures near records. Cooling only on...	VIEWS 33 356 REP. 289	REACTIONS 201 ER 6.7%

WORST 3

↓ 01.06 · 14:46 PHOTO Curious passenger spotted on Yaroslavl line ♥ Subscribe to Max Send news	VIEWS 13 837 REP. 28	REACTIONS 221 ER 2.8%
↓ 05.06 · 17:21 TEXT Ministry of Digital proposes using biometrics for scooter rental Technology to be used as additional identification...	VIEWS 13 738 REP. 14	REACTIONS 95 ER 2.7%
↓ 05.06 · 16:46 TEXT Beef and fish becoming delicacies for Russians Experts note that average salary buys less beef and fish...	VIEWS 13 493 REP. 102	REACTIONS 213 ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

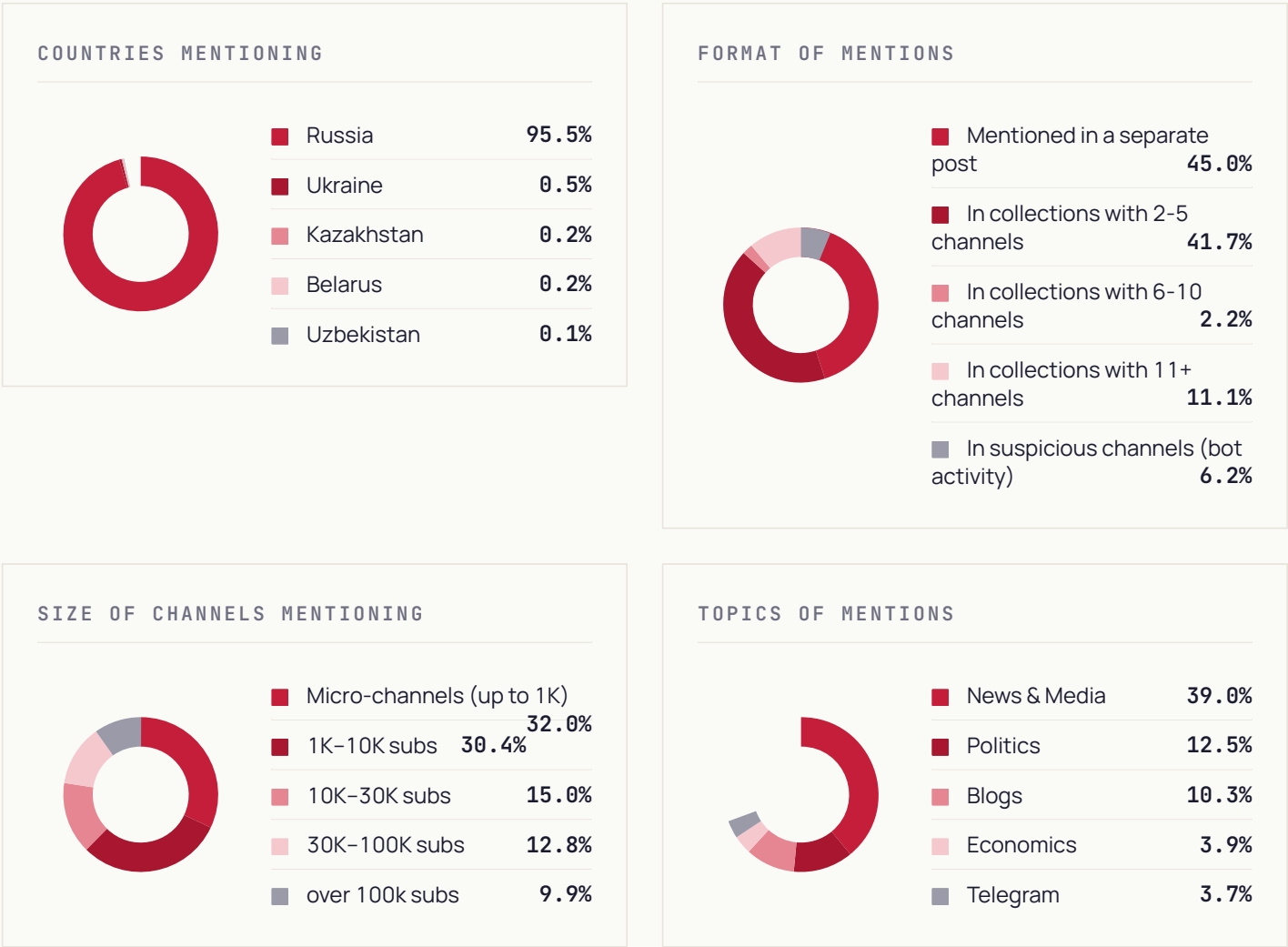
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

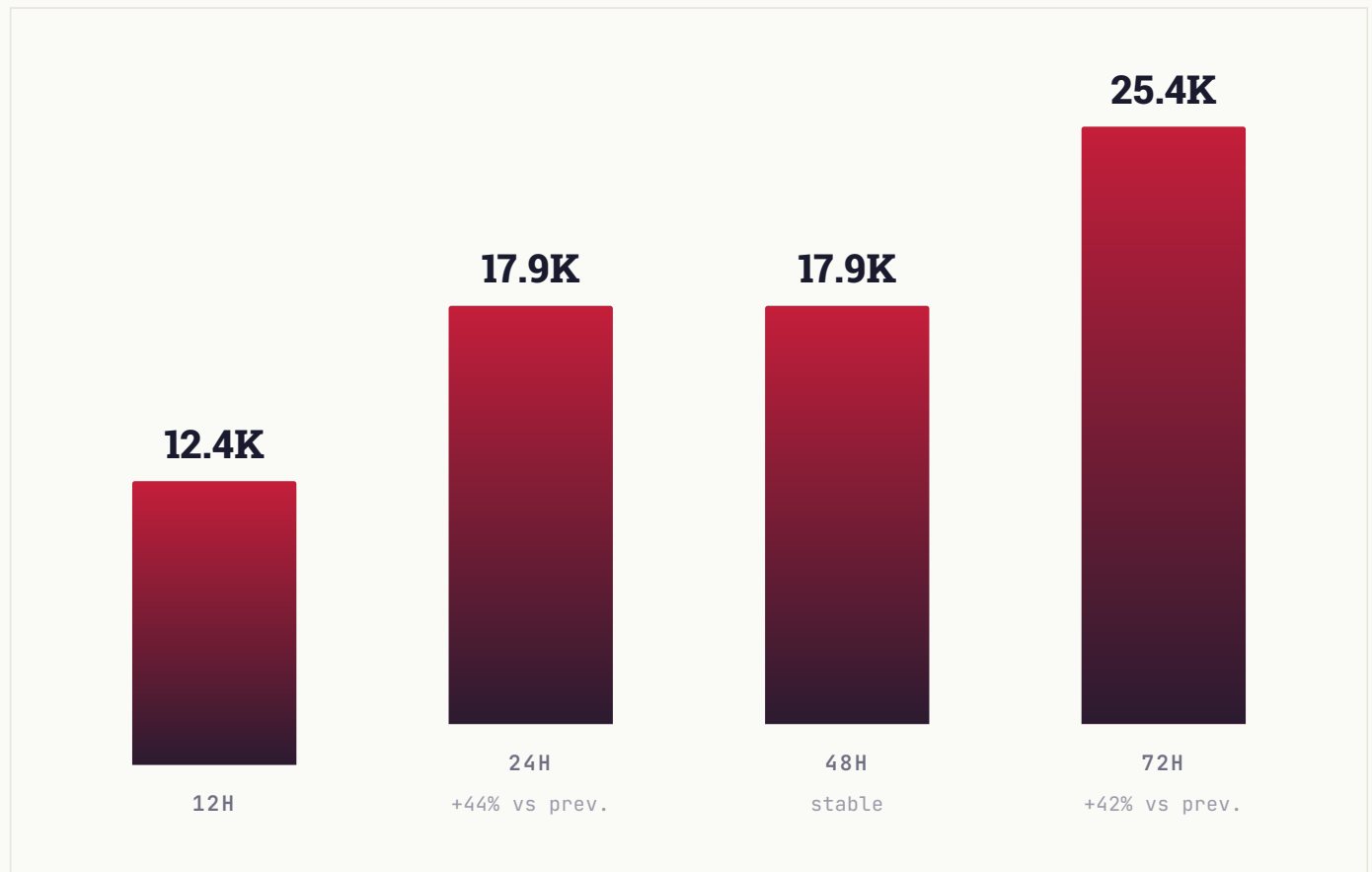
Citation index **3 040** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **10 545** different channels.



— 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 neighbors.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • 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
MS Moscow Now YOU	501.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#81 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live Broadcast • News (4.1M).

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 **2 162**, they brought **32 685** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	292	135	2 713
Nov 2025	299	144	1 057
Oct 2025	299	128	1 620
Sep 2025	269	135	2 026
August 2025	420	298	11 768
July 2025	583	432	13 501

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2 162	6	32 685

— SECTION 08 • NICHE COMPARISON

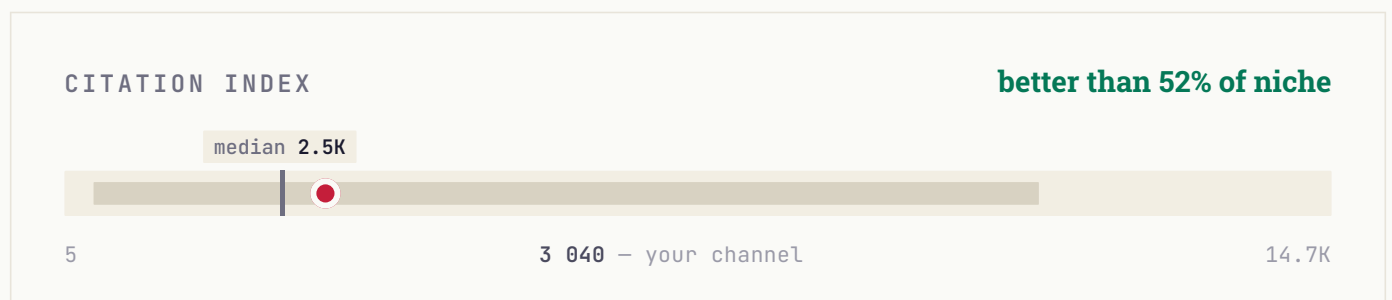
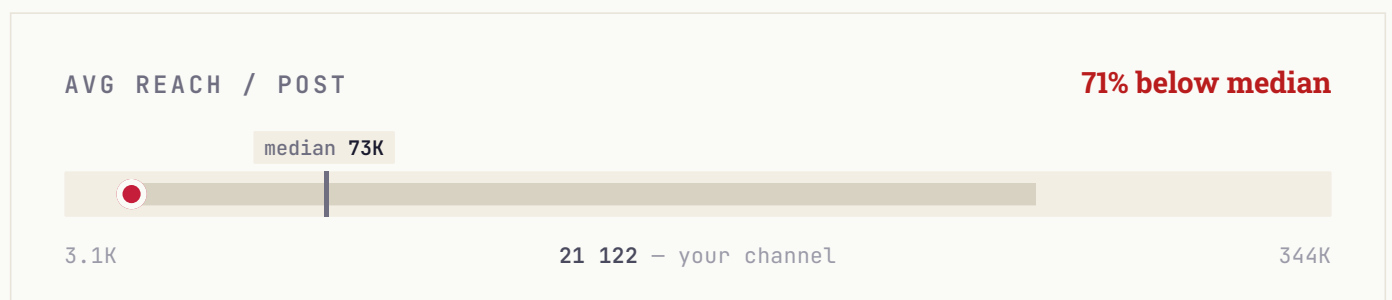
Where the channel ranks in its league

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 bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

01**Best post of the week – Sunday**

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for important
posts****02****ER below niche benchmark – rethink formats**

Current ER 4.21% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.3pp 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with channels in the same segment once a quarter. 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 through us & hit your growth plan in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
