

— PUBLIC REPORT BY PROMTPRESS

Channel audit

EDITORIAL OPINION*



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* may not match RKN: <https://gosuslugi.ru/snet/69d50d014b57e8592d131ba1> Gloss for thoughtful reading.
<https://mnenie-red.ru> New issue #009: <https://ozon.ru/t/d7z2ph0>
Cover hero — Egor...

SUBSCRIBERS

22 813

+10591 per month

ERR (% SEE POSTS)

6.0%

daily 2.6%

REACH/POST

1K

ad reach 524/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 22 813 —	 SUBSCRIBER REACH 4.52% avg % subs see post	 VIEWS/POST 1K median 744 · 22 days	 POSTS/DAY 9.6 ~67 per week
 7D TREND — no data for period	 REACTIONS/POST 10.4 only 2,211 reactions, 1,108 reposts, 0 comments	 POST LENGTH 588 chars median 583 · 22 days	 POSTS ANALYZED 213 22 days
 AD REACH 524 24h avg	 CHURN / MONTH +10591 last month	 CITATION RATE 219 citation index · 537 channels mentioned all time	 CHANNEL AGE 1 year 8 months created 31.10.2024

AI EDITOR SUMMARY

Channel «EDITORIAL OPINION*» — 22 813 subs. Each post averages 1K people (5% from subs), reach is low — consider expanding audience. Publishes 67 posts per week (~10/day) — active posting schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **213** posts over 22 days.
- 02 Dominant format — **Photo** (134/213 posts).
- 03 Avg post length — **588** chars (median 583).
- 04 Peak audience activity — **Tuesday**, 19:00 MSK.
- 05 Top posts get **34x** more views than the weakest (14.8K avg top vs 436 worst) — among 213 posts over 22 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 16:16 PHOTO Stardust: what summer retrograde Mercury can do and where the Strawberry Moon fits in June 29, 2026, a small but influential...	VIEWS 21 617 REPOSTS 120	REACTIONS 6 ER 94.8%
Nº2 24.06 · 17:14 PHOTO Padel this summer has firmly established itself as the new social sport. Last Sunday Ekaterina Zemskaya gathered friends for the first...	VIEWS 18 320 REPOSTS 18	REACTIONS 12 ER 80.3%
Nº3 20.06 · 14:15 PHOTO Eteri Tutberidze: 'What will change if I'm on magazine covers or billboards' The great coach Eteri Tutberidze doesn't like compliments...	VIEWS 4 342 REPOSTS 31	REACTIONS 47 ER 19.0%

Nº4 24.06 · 07:33 PHOTO Elusive issue of «EDITORIAL OPINION*» with Egor Kreed available online Latest copies of the fresh issue with Egor Kreed on the cover again...	VIEWS 2 233 REPOSTS 87	REACTIONS 36 ER 9.8%
Nº5 03.07 · 09:36 PHOTO Variety picked best series of H1 2026 The magazine decided to take stock and compiled the best series of the first...	VIEWS 1 870 REPOSTS 40	REACTIONS 7 ER 8.2%

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WORST 3

↓ 23.06 · 11:31 PHOTO Moscow to demolish Elektrozavod building New buildings replicating the historic facades will be built on the site...	VIEWS 449 REPOSTS 12	REACTIONS 24 ER 2.0%
↓ 23.06 · 12:07 VIDEO Thom Browne showed first collection in Milan The show took place in the courtyard of Palazzo Serbelloni, decorated for the occasion with four...	VIEWS 444 REPOSTS 1	REACTIONS 11 ER 1.9%
↓ 26.06 · 14:50 VIDEO Burberry turned a store into an English garden Burberry continues celebrating its 170th anniversary, and for this occasion brought a piece of Britain to...	VIEWS 417 REPOSTS 4	REACTIONS 5 ER 1.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

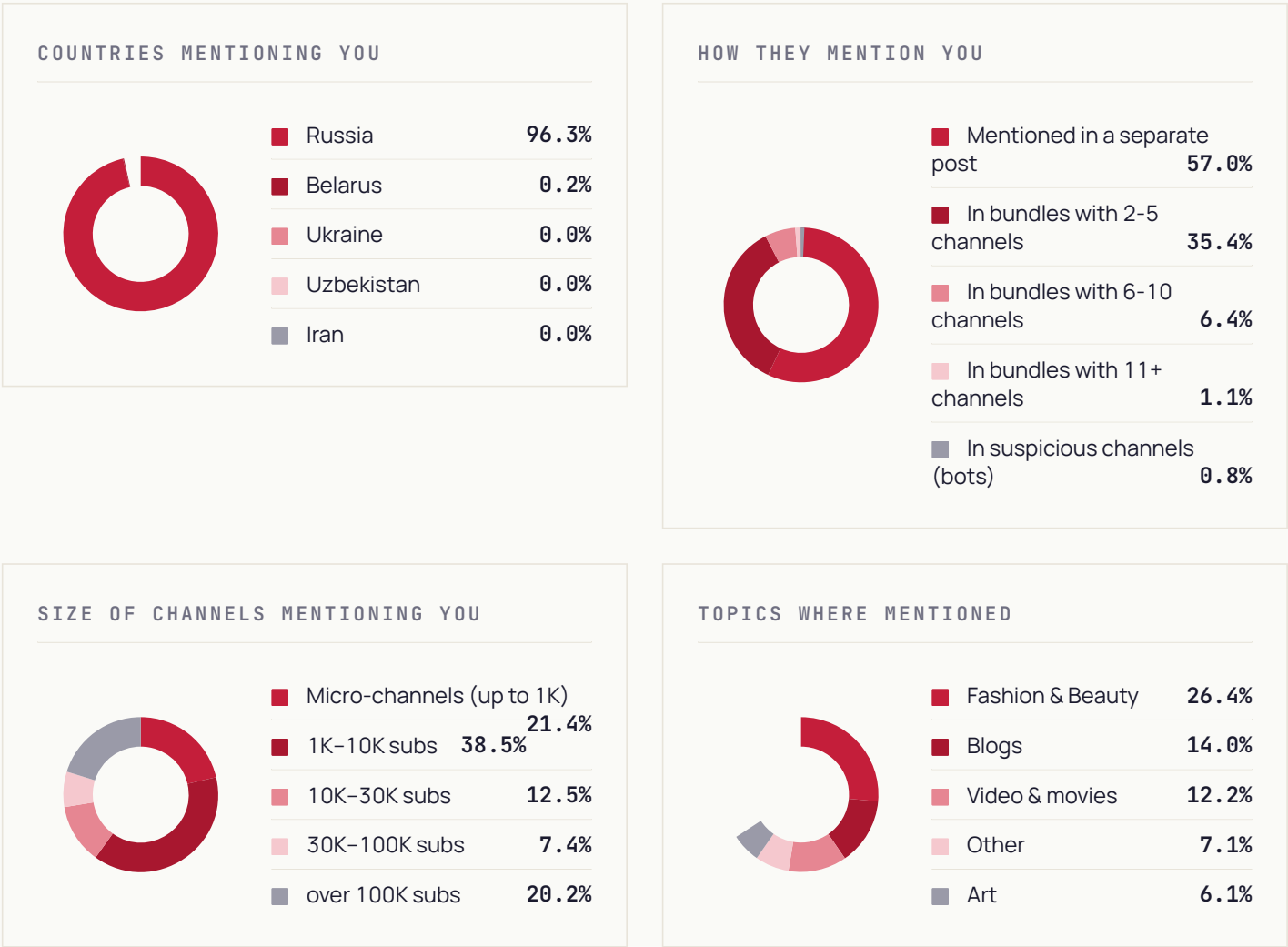
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

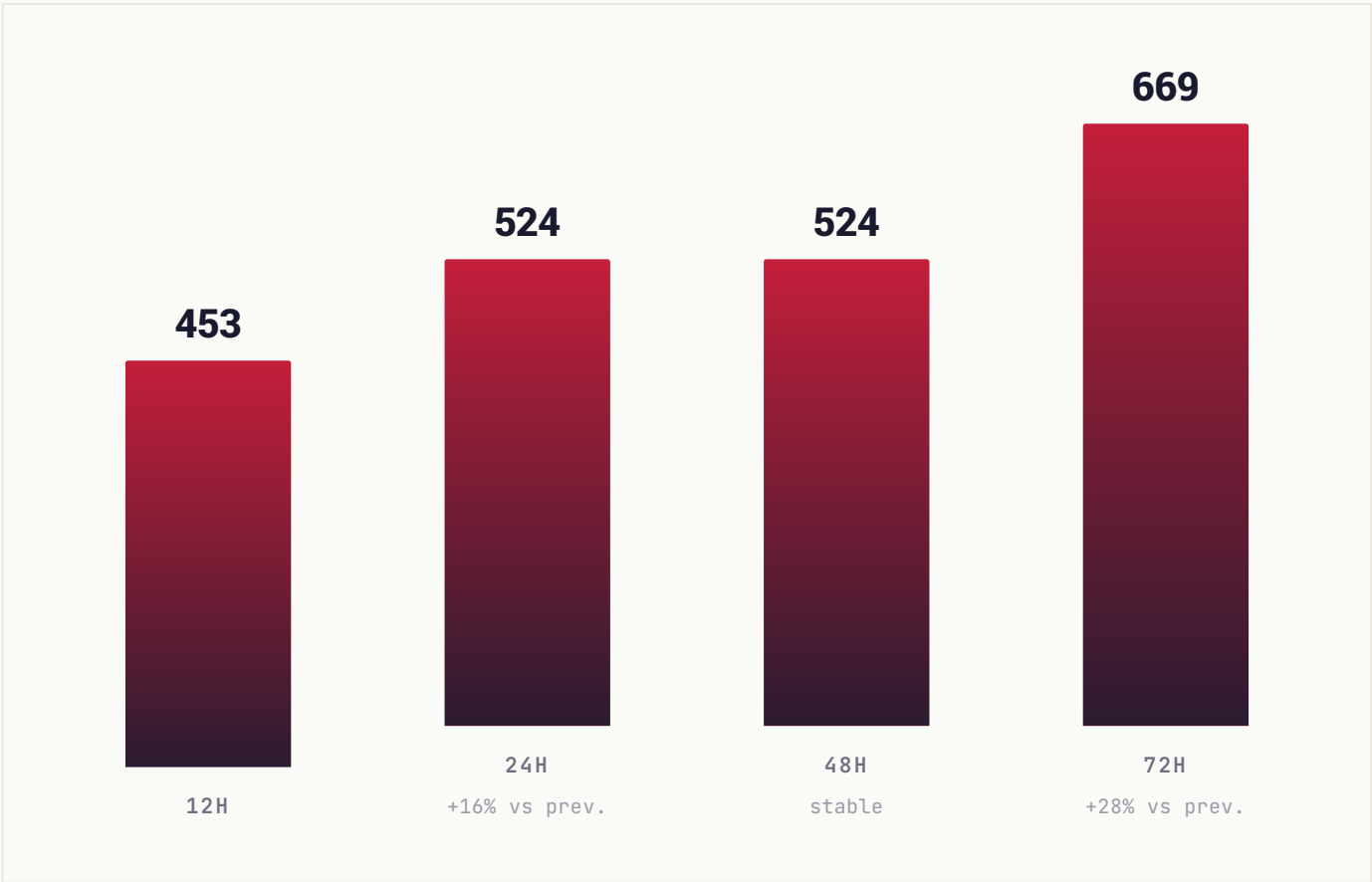
Citation index **219** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions **537** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long 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
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON finds	393.5K
MR EDITORIAL OPINION* YOU	22.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal — enter top-96 through systematic traffic and content work.

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 **268**, they brought **10 095** new subs.

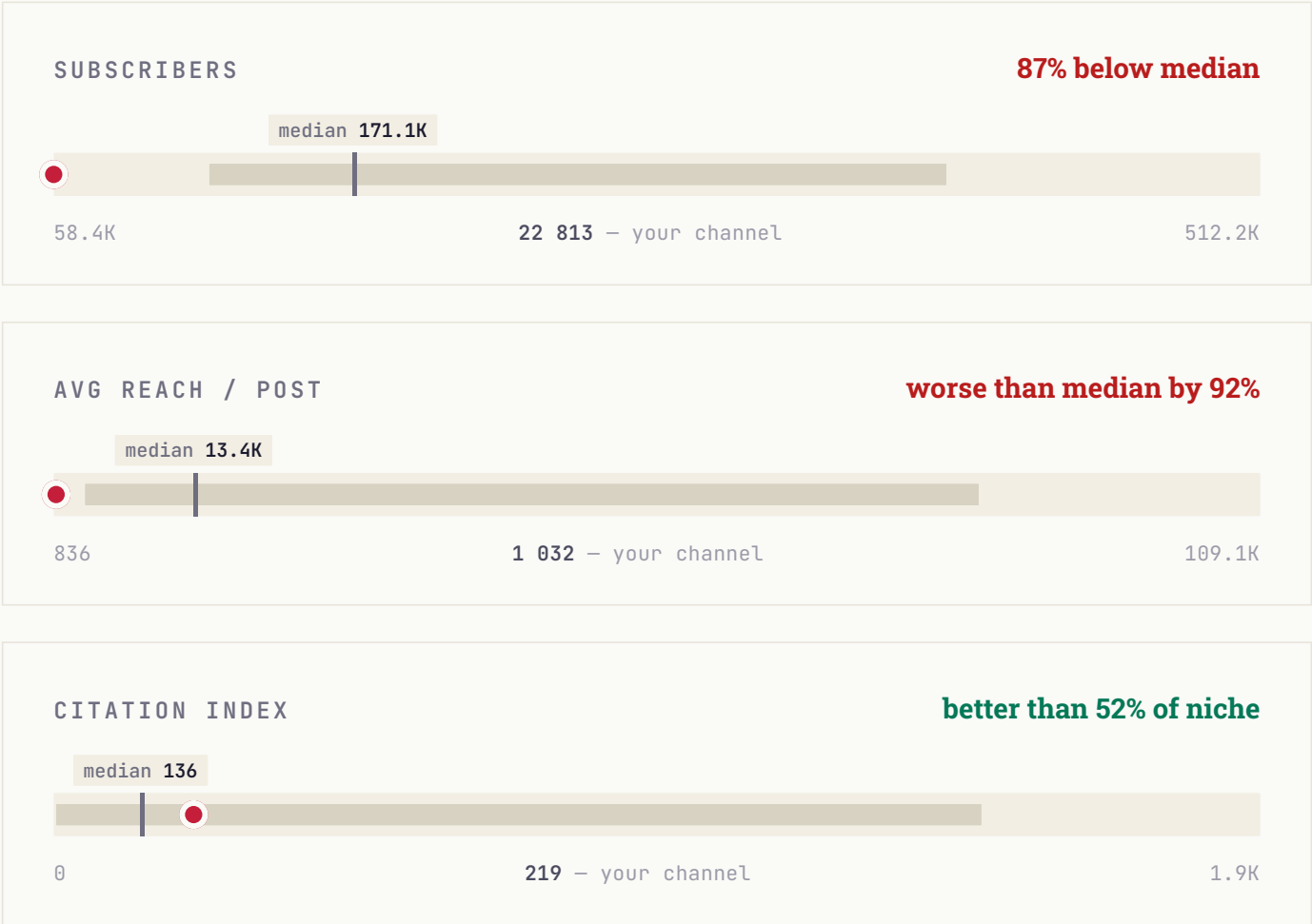
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	18	15	3	
December 2025	54	33	107	
Nov 2025	20	14	0	
Oct 2025	74	42	5 351	
Sep 2025	37	25	2 507	
August 2025	65	50	2 127	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
268	6	10 095

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Fashion & Beauty» (Russia) and compared your channel to them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— 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 | Top post of the week — Tuesday
Audience is most active on this day at 19:00 MSK. | EFFECT
Best time for key posts |
| 02 | ER below niche benchmark — rethink formats
Current ER 4.52% vs norm 5.5%. Try polls and interactive formats. | EFFECT
+1.0pp 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 and interactive formats
Posts with polls/reactions usually give +5-15% ER. One poll per week on a 'hot' topic — easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from relevant audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. To go further — run ads through us and close your growth plan in a month.

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