

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Main



@msk_glavnoe

Top Moscow news. Ads: @your_adm Exchange: telega.in/c/
+DwCGz9n6l4FkNGQ6 Work with: @swaymedia @TlpLe11
@Spiral_Yuri RKN: gosuslugi.ru/snet/6915ea2bcaeb54a2cfecbe33

SUBSCRIBERS

1 027 885

-11455 per month

ERR (% SEE POSTS)

5.0%

daily 4.2%

REACH/POST

45.2K

ad reach 42.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 1 027 885 —	 SUBS REACH 4.4% avg % subs see post	 VIEWS/POST 45.2K median 45.4K · 29 days	 POSTS/DAY 12.1 ~85 per week
 7D TREND +1.2% vs previous week	 REACTS/POST 488.0 total 175,678 reactions, 123,790 reposts, 8,596 comments	 POST LENGTH 140 chars median 116 · 29 days	 POSTS ANALYZED 360 29 days
 AD REACH 42.8K 24h avg	 CHURN / MONTH -11455 last month	 CITATION RATE 1 386 citation index · 3,343 channels mentioned all time	 CHANNEL AGE 2 years 7 months created 31.10.2023

AI EDITOR SUMMARY

Channel «Moscow Main» – 1 027 885 subs. Each post avg views 45.2K people (4% from subs), reach is low – consider expanding audience. Publishes 85 posts/week (~12/day) – very active. Week of May 25–31 reach stable (+1.2% 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **360** posts over 29 days.
- 02 Dominant format – **Photo** (159/360 posts).
- 03 Avg post length – **140** chars (median 116).
- 04 Peak audience activity – **Sunday**, 05:00 MSK.
- 05 Top posts get **2x** more views than the weakest (66.6K avg top vs 34.7K worst) – among 360 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 14:00 TEXT Russian Post and Yandex B2B Tech will collaborate on integrating digital services and technologies into infrastructure...	VIEWS 78 867 REP. 69	REACTS 218 ER 7.7%
Nº2 02.06 · 18:35 PHOTO !! Drones attack Moscow – Domodedovo and Vnukovo closed Several drones already shot down over the capital.	VIEWS 62 158 REP. 980	REACTS 696 ER 6.0%
Nº3 09.05 · 18:02 PHOTO 🧐 Moscow schools start banning 'six seven' meme Students now face individual assignments for this phrase or corresponding gesture...	VIEWS 58 683 REP. 747	REACTS 894 ER 5.7%

Nº4

02.06 · 16:53

PHOTO

🔒 Dota 2 down worldwide — players complain they can't join any match

VIEWS

57 812

REACTS

521

REP.

545

ER

5.6%

Nº5

17.05 · 02:23

TEXT

!! 114 Ukrainian drones heading to Moscow shot down by air defense, — Sobyanin 🔒 Three people killed, five more injured after drone attack on residential...

VIEWS

57 631

REACTS

539

REP.

739

ER

5.6%

WORST 3

↓

28.05 · 16:01

VIDEO

📺 Duck family spotted on Bolshaya Gruzinskaya Street

VIEWS

35 855

REACTS

452

REP.

105

ER

3.5%

↓

03.06 · 12:56

PHOTO

🌐 Man stabs MFC employee in the neck in Moscow on Borisovskie Ponds — ambulance took her away

VIEWS

34 721

REACTS

336

REP.

133

ER

3.4%

↓

03.06 · 13:08

PHOTO

WIN BOX IS BACK 🔒 On June 4, the revamped WIN BOX opens in Gorky Park — a space by WINLINE where sports, music and...

VIEWS

33 573

REACTS

133

REP.

69

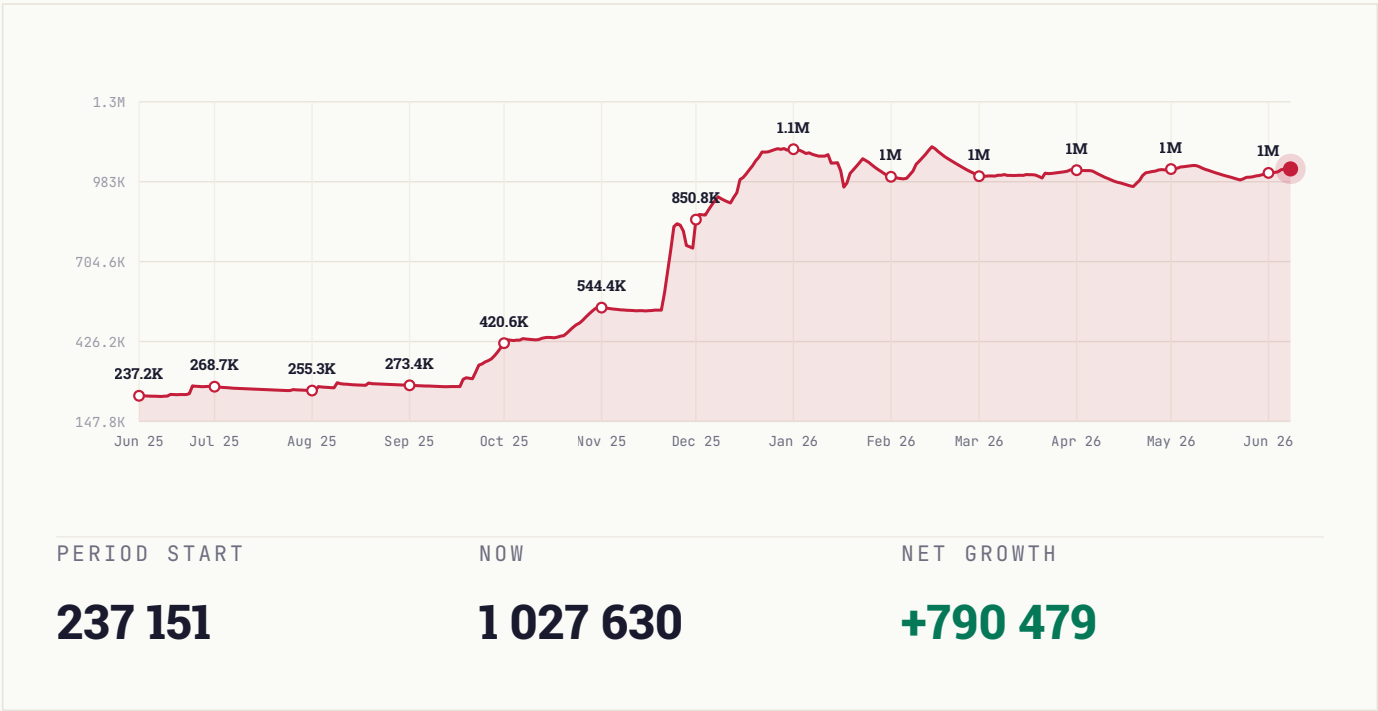
ER

3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

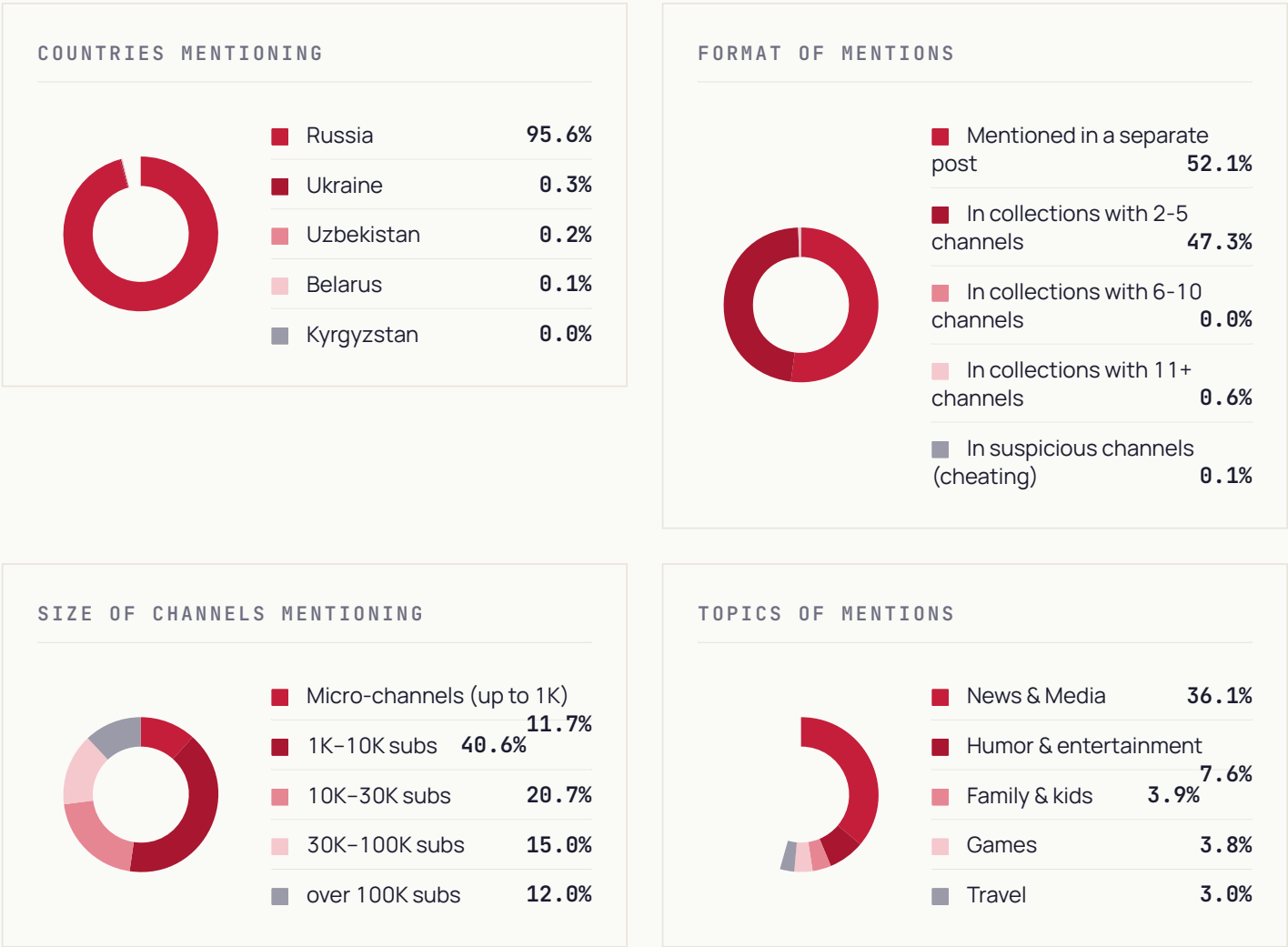
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

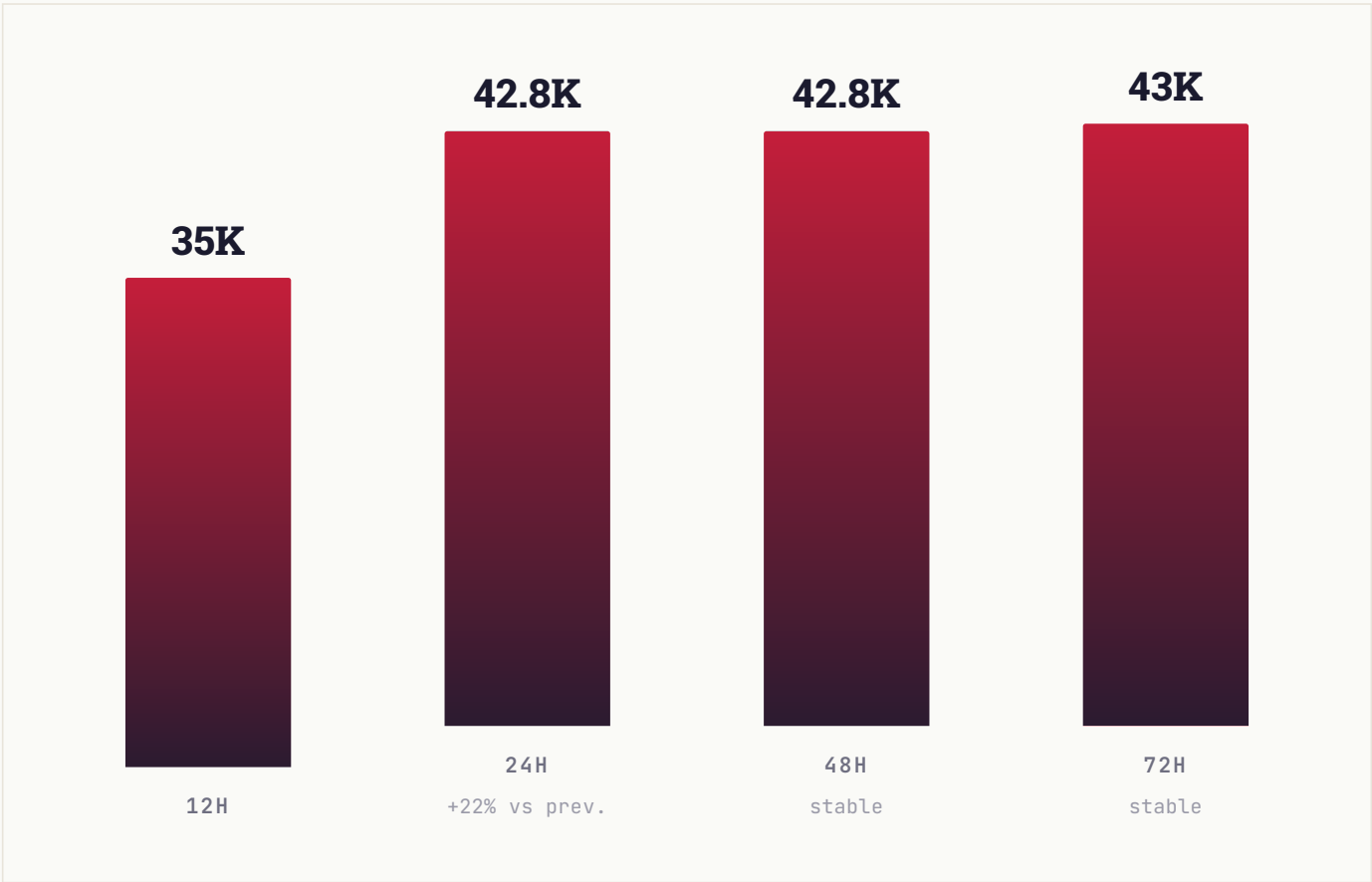
Citation index **1 386** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **3 343** different channels.



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 Direct 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	2.7M
MS Moscow today	2.7M
MG Moscow Main YOU	1M

COMPARATIVE CONCLUSION

Channel in top half of niche (#35 of 99). Niche leader — Direct Live • News (4.1M), median subs 843.7K. Aim for the first quartile — a 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 **1 907**, they brought **1 013 293** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	8	6	376 784	
Nov 2025	1 615	977	304 023	
Oct 2025	114	100	149 420	
Sep 2025	50	36	139 677	
August 2025	45	28	39 979	
July 2025	75	32	3 410	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
1 907		6	1 013 293	

SECTION 08 · NICHE COMPARISON

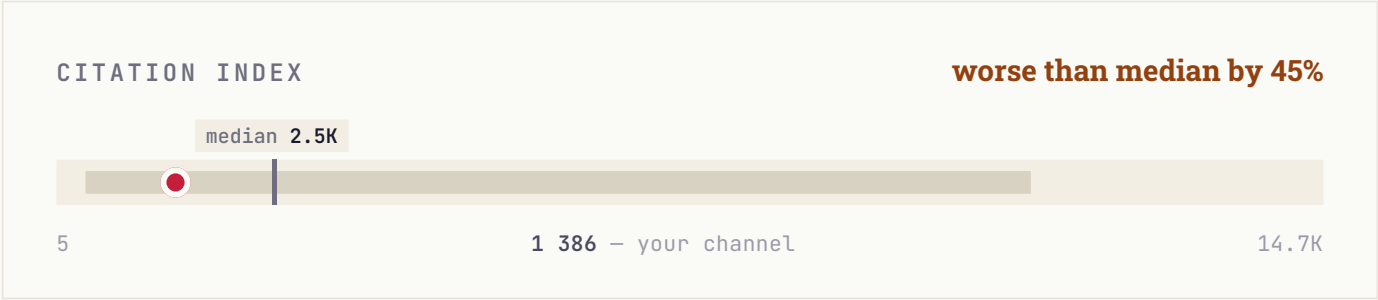
Where channel ranks in its league

Took top-100 channels in category "News & Media» (Russia) and saw how your channel compares. Gray band = range of 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 them off and revisit this report in a month.

01

Top post of the week — on Sunday

On this day at 05:00 MSK audience is most active.

EFFECT

**Best window
for important
post**

02

ER below niche benchmark — rethink formats

Current ER 4.4% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.1pp 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 & interactive formats

Posts with polls/reactions typically 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

Cross-post 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 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 plan 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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