

— PROMTPRESS PUBLIC REPORT

Channel audit

Moscow Today | Events, news



@mskatoday

We talk about the most important things. Ads @masha_msktoday
Partnering with @swaymedia

SUBSCRIBERS

178 477

+34749 per month

ERR (% SEE POSTS)

15.0%

per day 13.0%

REACH/POST

26.6K

ad reach 23.3K/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.

 SUBSCRIBERS 178 477 —	 SUBS REACH 14.93% avg % subs see post	 VIEWS/POST 26.6K median 28.4K · 29 days	 POSTS/WEEK 26.9 for the period
 7D TREND +2.4% vs previous week	 REACTIONS/POST 129.4 total 14,627 reactions, 35,123 reposts, 0 comments	 POST LENGTH 284 chars median 238 · 29 days	 POSTS ANALYZED 113 29 days
 AD REACH 23.3K 24h avg	 CHURN / MONTH +34749 for the last month	 CITATION RATE 22 citation index · 1,101 channels mentioned ever	 CHANNEL AGE 8 months 17 days created Oct 24, 2025

AI EDITOR SUMMARY

Channel «Moscow Today | Events, news» — 178 477 subs. Each post averages 26.6K people (15% of subs), reach is low — consider expanding audience. Publishes 27 posts/week (~4/day) — active posting. For the week Jun 29 – Jul 5, reach stable (+2.4% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 113 posts over 29 days.
- 02 Dominant format – Photo (69/113 posts).
- 03 Avg post length – 284 chars (median 238).
- 04 Peak audience activity – Saturday, 17:00 MSK.
- 05 Strongest posts gather 2× more views than the weakest (36.3K avg for top vs 15.7K for worst) – among 113 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 26.06 · 15:27 PHOTO ⚡ President Putin signed a law imposing fines up to 700,000 rubles for Russian site owners using foreign...	VIEWS 36 652 REPOSTS 397	REACTIONS 114 ER 20.5%
Nº2 01.07 · 20:04 PHOTO 👉 Until July 26, the Triumph Gallery hosts a major exhibition 'Triumph. Selected' This is the first 'volume' of the anniversary cycle, dedicated to...	VIEWS 36 603 REPOSTS 388	REACTIONS 178 ER 20.5%
Nº3 26.06 · 13:18 PHOTO 585 Золотой и Эклерная Клер выпустили ОБРУЧАЛЬНЫЙ ПОНЧИК Вместо обручального кольца предлагаем делать предложение руки и сердца с помощью...	VIEWS 35 692 REPOSTS 247	REACTIONS 137 ER 20.0%

Nº4 26.06 · 10:38 PHOTO 🥵Heat up to +31°C to hit Moscow in early July, say forecasters. However, on July 3, heat will give way to thunderstorms, hail, strong winds and heavy...	VIEWS 34 562 REPOSTS 399	REACTIONS 121 ER 19.4%
Nº5 02.07 · 06:58 PHOTO 🌕Crimson moon rose over Moscow yesterday @mskatoday	VIEWS 34 341 REPOSTS 200	REACTIONS 159 ER 19.2%

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WORST 3

↓ 17.06 · 07:33 PHOTO Moscow salaries exceed 200K Moscow salaries rose to 219,600 rubles, according to Rosstat. In March it was...	VIEWS 16 387 REPOSTS 211	REACTIONS 109 ER 9.2%
↓ 17.06 · 08:01 VIDEO Dreaming of a cozy home but don't know where to find everything from furniture to decor? Visit the channel of the largest furniture center in New...	VIEWS 15 519 REPOSTS 283	REACTIONS 68 ER 8.7%
↓ 17.06 · 09:17 PHOTO 😱Russian Academy of Sciences sounds alarm: climate change threatens Moscow River with disappearance within 300 years Expert notes that at current...	VIEWS 15 047 REPOSTS 335	REACTIONS 115 ER 8.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

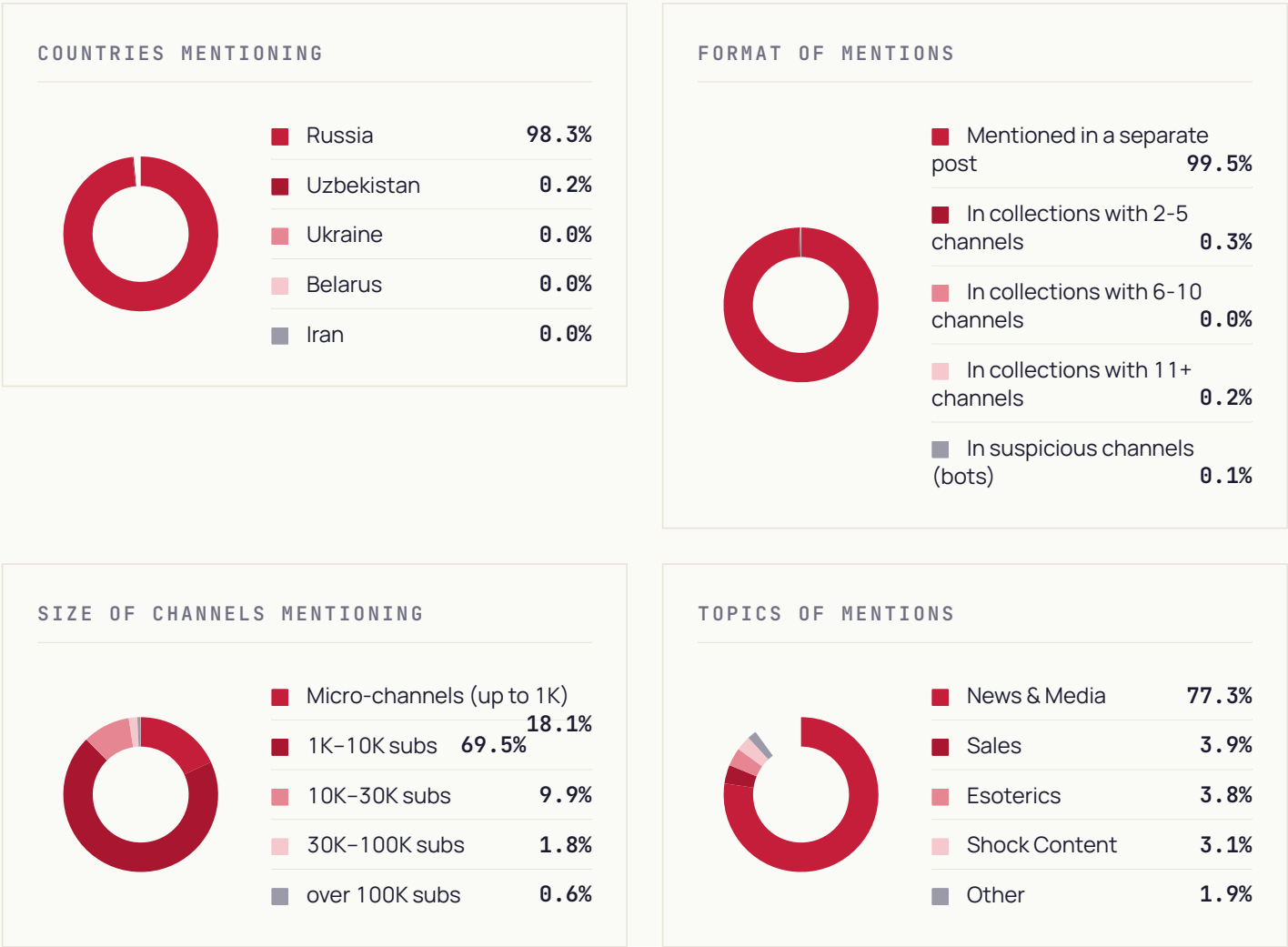
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

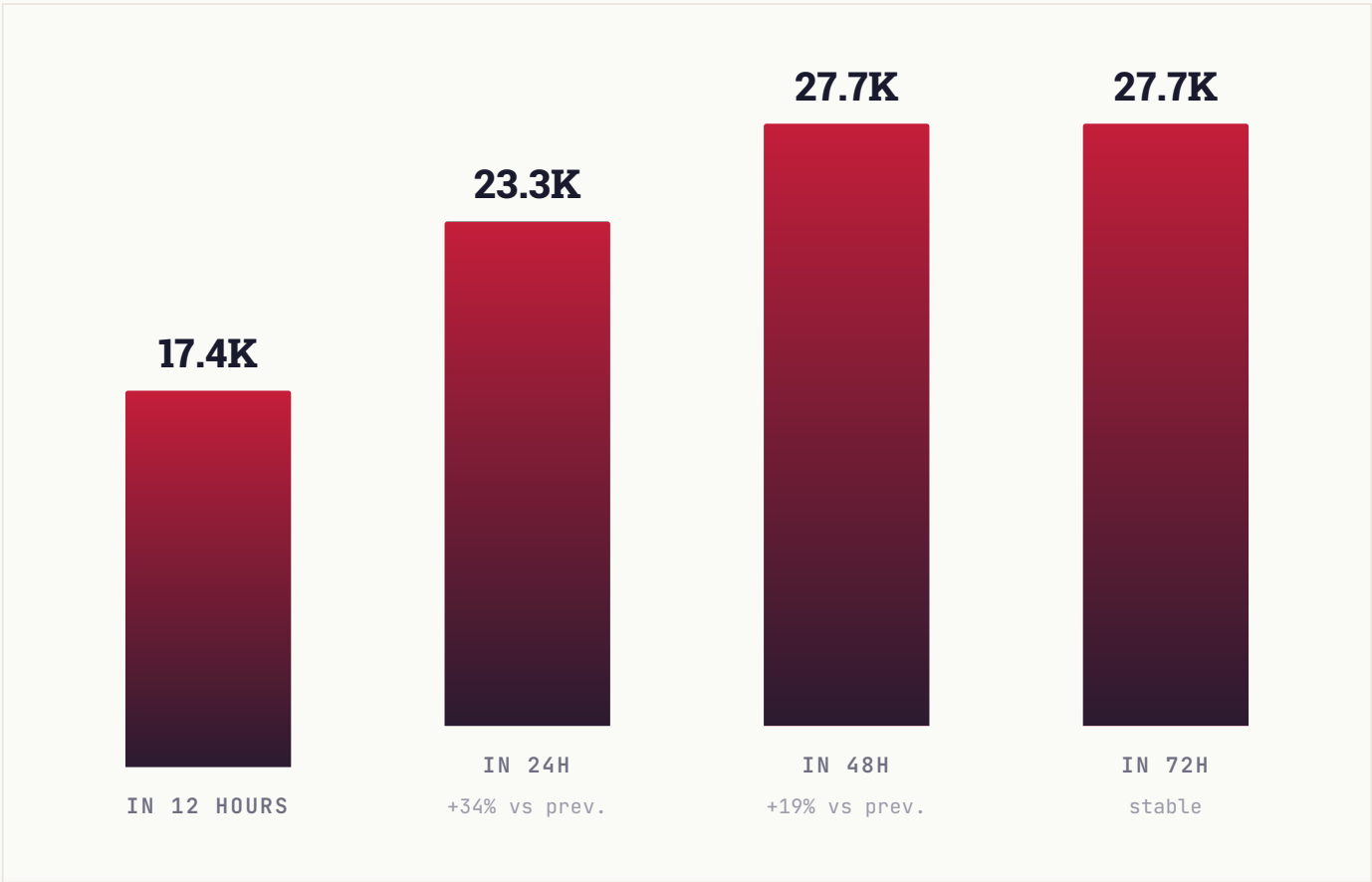
Citation index **22** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **1 101** different channels.



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 and audience. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
کا کانال اخبارفوری خبرفوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
MT Moscow Today Events, news YOU	178.5K

COMPARATIVE INSIGHT

Channel yet outside top 97 of niche — early growth stage. Niche leader — اخبارفوری (6M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **4 months** such mentions were **1 069**, they brought **54 026** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	2	2	0
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	1 067	1 066	54 026

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 069	4	54 026

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the median, a darker beige bar representing the peer group, and a red dot representing the channel's performance. A vertical line marks the median value.

Metric	Channel Value	Median	Peer Group Range	Performance Status
SUBSCRIBERS	178,477	1.3M	501K - 4.1M	86% below median
AVG REACH / POST	26,646	85.3K	744 - 438.6K	69% below median
CITATION INDEX	22	1.8K	0 - 11.2K	99% below median

SUBSCRIBERS 86% below median

median 1.3M

501K 178 477 — your channel 4.1M

AVG REACH / POST 69% below median

median 85.3K

744 26 646 — your channel 438.6K

CITATION INDEX 99% below median

median 1.8K

0 22 — your channel 11.2K

— SECTION 09 • STRATEGY

What to Do Right Now

5 priority actions ranked by expected impact. Check off and revisit next month.

- 01

Main post of the week — on Saturday
Audience most active on this day at 17:00 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). PromtPress picks sources for your niche.

EFFECT
+1000-3000 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 growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Cross-post with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

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 this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
