

PUBLIC PROMTPRESS REPORT

Channel audit

ND - Novosti Dnya



@ndnews24

Every day about what surrounds us 🌐 Ads and questions —
@ndmngn Work with @Tgpodbor_official, @swaymedia and
@reklamag In RKN registry: <https://clck.ru/3GRx2R>

SUBSCRIBERS

271 204

+86 per month

ERR (% SEE POSTS)

30.0%

in 24h **25.8%**

REACH/POST

80K

ad reach **69.9K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 271 204 —	 SUBS REACH 29.48% avg % subs see post	 VIEWS/POST 80K median 80.7K · 29 days	 POSTS/DAY 21.9 ~153 per week
 7D TREND -0.4% vs previous week	 REACTIONS/POST 1487.1 total 972,534 reactions, 329,195 reposts, 0 comments	 POST LENGTH 463 chars median 418 · 29 days	 POSTS ANALYZED 654 29 days
 AD REACH 69.9K 24h avg	 CHURN / MONTH +86 last month	 QUOTABILITY 531 citation index · 2,343 channels mentioned ever	 CHANNEL AGE 6 years 2 months created 02.05.2020

AI EDITOR SUMMARY

Channel «ND - News of the Day» – 271 204 subs. Each post averages 80K people (29% of subs), good reach. Publishes 153 posts/week (~22/day) – very active posting. Week of Jul 6–12 reach stable (-0.4% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **654** posts over 29 days.
- 02 Dominant format – **Photo** (517/654 posts).
- 03 Avg post length – **463** chars (median 418).
- 04 Audience peak – **Monday**, 10:00 MSK.
- 05 Top posts get **1x** more views than the weakest (94.2K avg for top vs 69.4K for worst) – among 654 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 20:01 PHOTO Telegram channel of Moscow mayor Sergey Sobyenin, run as a personal blog, allegedly hacked Instead of official posts...	VIEWS	REACTIONS
	95 449	1 660
	REPOSTS	ER
	997	35.2%
Nº2 21.06 · 18:51 PHOTO Zelensky announced long-range strikes on Russian territory	VIEWS	REACTIONS
	94 171	1 196
	REPOSTS	ER
	696	34.7%
Nº3 21.06 · 09:06 VIDEO A hostess turned her fluffy cat into a gambler – now the whiskered one spins slots all day hoping for treats The girl...	VIEWS	REACTIONS
	93 070	1 445
	REPOSTS	ER
	2 881	34.3%

Nº4 21.06 • 07:09 VIDEO Fuel supply halted at Crimea gas stations Reported by regional head Sergey Aksyonov. Starting 9:00 AM, Crimean stations...	VIEWS 93 037 REACTIONS 1 879 REPOSTS 2 287 ER 34.3%
Nº5 02.07 • 20:42 PHOTO Russia to worsen gasoline quality – government officially allows sale of Euro-3 standard gas	VIEWS 91 591 REACTIONS 2 295 REPOSTS 1 785 ER 33.8%

WORST 3

↓ 17.07 • 11:57 PHOTO Grigory Leps apologized for saying he sympathizes with families earning 200–300 thousand a month...	VIEWS 69 617 REACTIONS 999 REPOSTS 224 ER 25.7%
↓ 17.07 • 10:58 PHOTO In Orel, a man named Korol sued Dixy chain and got back 5,500 rubles for forced bags	VIEWS 69 474 REACTIONS 986 REPOSTS 324 ER 25.6%
↓ 17.07 • 10:28 PHOTO Flowers from Iran will stop being imported to Russia – Rosselkhoz nadzor has already sent a request to suspend their certification According to experts...	VIEWS 69 185 REACTIONS 550 REPOSTS 92 ER 25.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

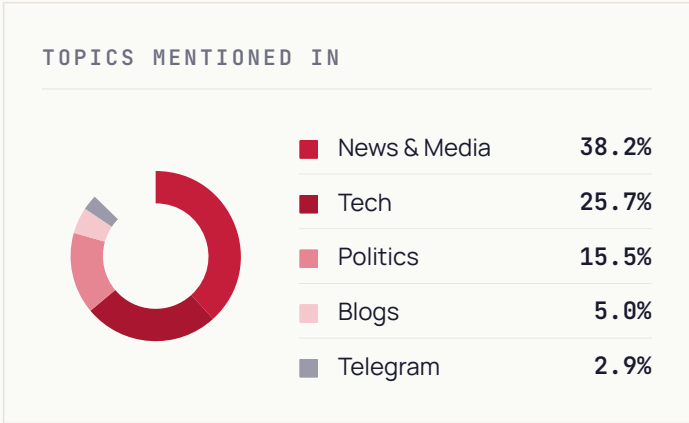
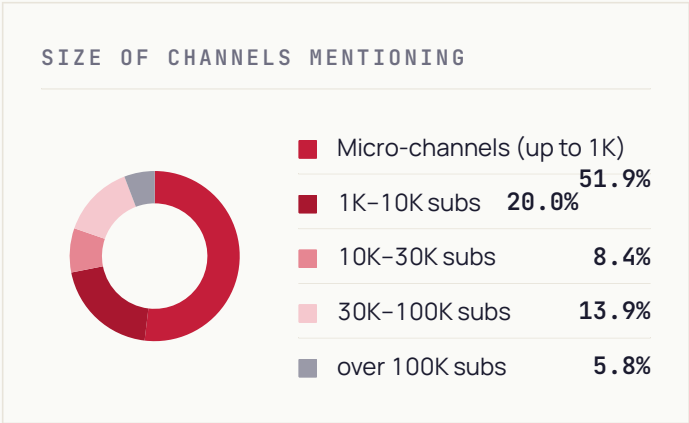
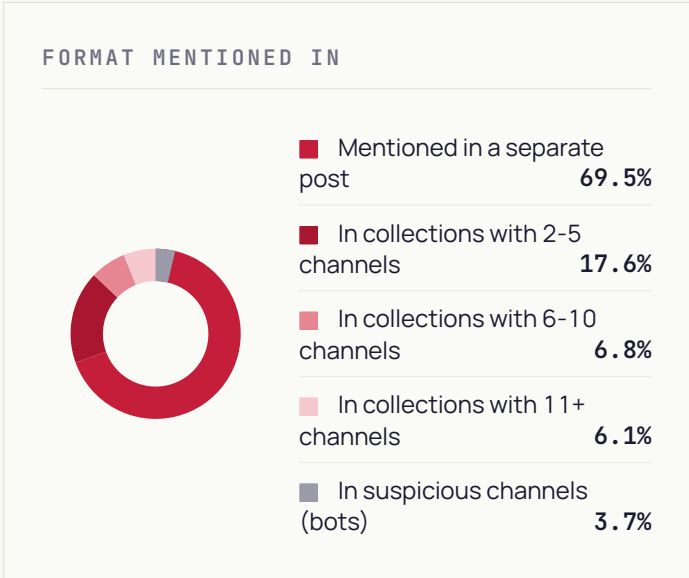
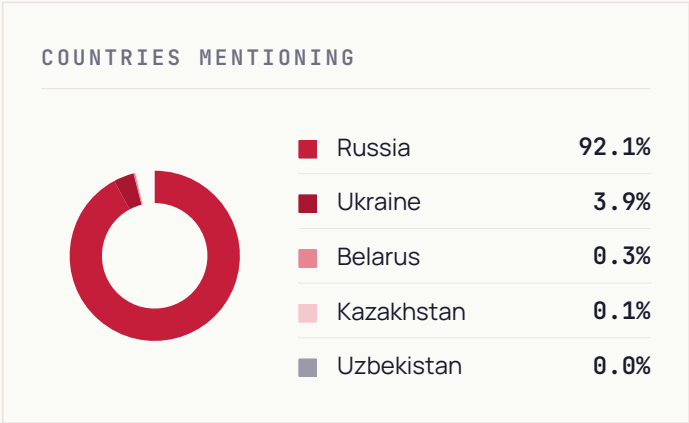
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

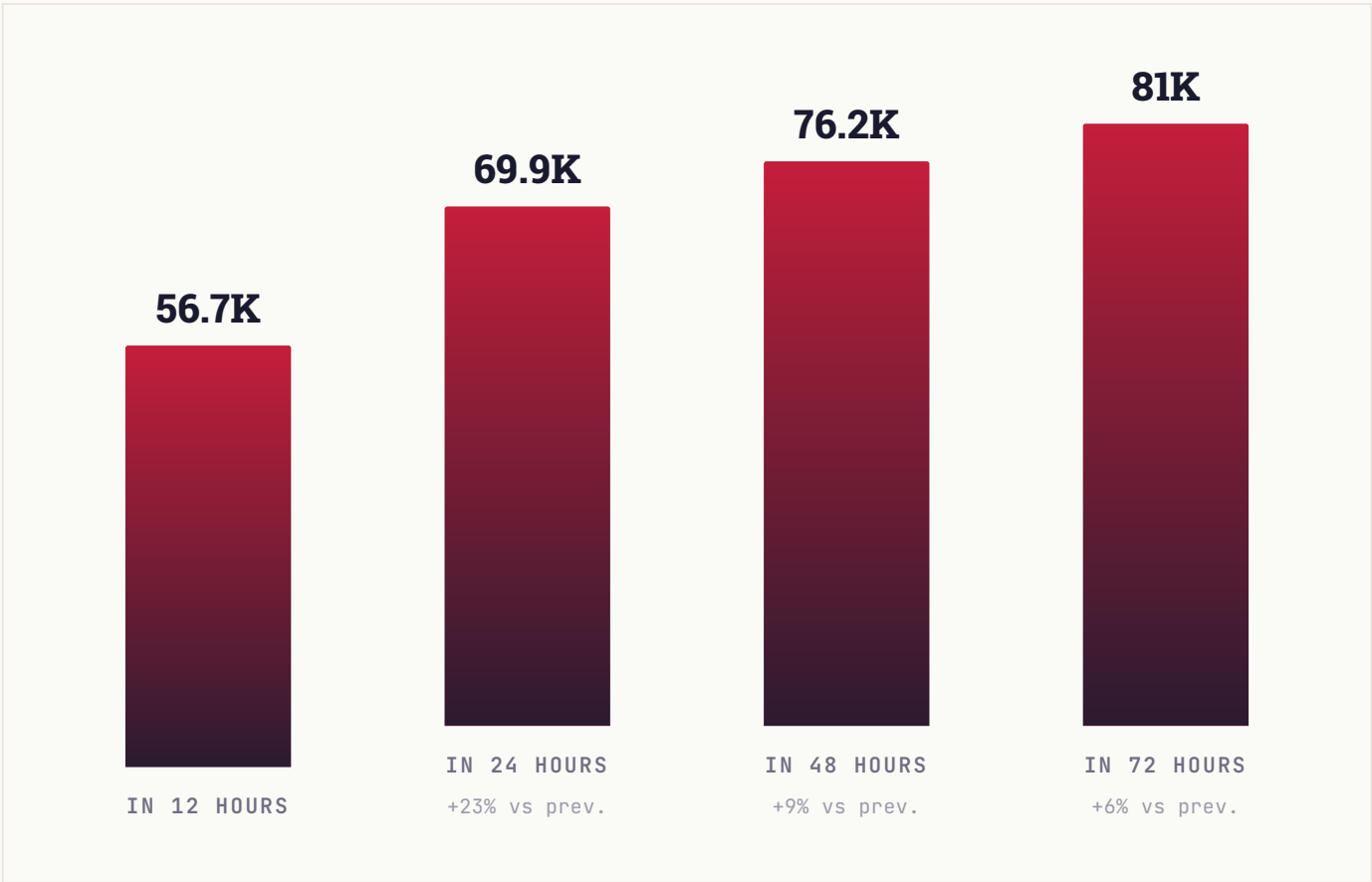
Citation index **531** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k subs. All-time channel mentions: **2 343** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



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
اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
اخبار فوری جنگ	4.3M
خبر فوری	4.3M
PE Direct • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
MA Mash	3.1M
N- ND - Novosti Dnya YOU	271.2K

COMPARATIVE SUMMARY

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6.1M), 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 track posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 103**, they brought **5 979** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Jan 2026	94	59	211	
December 2025	176	95	1 978	
Nov 2025	176	108	1 527	
Oct 2025	209	106	198	
Sep 2025	246	146	41	
August 2025	202	100	2 024	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
1 103	6	5 979

Where channel stands 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 range of values, a darker beige bar representing the peer group, and a vertical line indicating the median. A red dot marks the channel's performance.

- SUBSCRIBERS:** The channel has 271,204 subscribers, which is 80% below the median of 1.3M. The range goes from 499.5K to 4M.
- AVG REACH / POST:** The channel has 79,954 average reach per post, which is 15% below the median of 94.6K. The range goes from 724 to 462.2K.
- CITATION INDEX:** The channel has a citation index of 531, which is 70% below the median of 1.8K. The range goes from 0 to 11.2K.

Metric	Channel Value	Median	Percentage Below Median	Range (Min-Max)
SUBSCRIBERS	271 204	1.3M	80%	499.5K - 4M
AVG REACH / POST	79 954	94.6K	15%	724 - 462.2K
CITATION INDEX	531	1.8K	70%	0 - 11.2K

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Monday

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post**

02

System 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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **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 ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager