

PUBLIC REPORT PROMTPRESS

Channel audit

Беговая Неделя



@nedelinrunweek

Channel of legendary Dmitry Nedelin Registered with RKN: <https://gosuslugi.ru/snet/69246b6abb6747e754881537>

SUBSCRIBERS

24 963

-8429 per month

ERR (% SEE POSTS)

36.0%

per day **19.1%**

REACH/POST

9.2K

ad reach **4.8K**/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 24 963 —	 SUBSCRIBER REACH 36.69% avg % of subs see post	 VIEWS/POST 9.2K median 8.7K · 27 days	 POSTS/WEEK 8.3 over period
 7D TREND +7.6% vs previous week	 REACTIONS/POST 387.7 total 12,406 reactions, 750 reposts, 966 comments	 POST LENGTH 308 chars median 174 · 27 days	 POSTS ANALYZED 32 27 days
 AD REACH 4.8K 24h avg	 CHURN / MONTH -8429 last month	 CITATION RATE 48 citation index · 95 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Running Week» — 24 963 subs. Each post averages 9.2K people (37% from subscribers), good reach. Publishes 8 posts per week (~1/day) — consistent schedule. For week June 22–28, reach grew by +7.6% by week of June 15–21 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 32 posts over 27 days.
- 02 Dominant format — Photo (17/32 posts).
- 03 Avg post length — 308 chars (median 174).
- 04 Peak audience activity — Friday, 23:00 MSK.
- 05 Top posts get 2x more views than the weakest (13.7K avg for top vs 6.9K for worst) — among 32 posts over 27 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1

04.07 · 21:25

VIDEO

(no caption post — video)

VIEWS	REACTIONS
15 542	1 415
REP.	ER
45	62.3%

Nº2

19.06 · 20:03

PHOTO

Night workout mode activated! What I did at the gym — I'll write tomorrow!

VIEWS	REACTIONS
12 900	398
REP.	ER
13	51.7%

Nº3

23.06 · 21:05

VIDEO

Keep training! This morning 24x500m with 45s rest. All done at 1.24 pace 2.48 Evening already in the village by the light...

VIEWS	REACTIONS
12 517	230
REP.	ER
10	50.1%

Nº4

16.06 · 07:32

PHOTO

Today at the Olympic Committee 🇷🇺

VIEWS

12 111

REACTIONS

440

REP.

15

ER

48.5%

Nº5

23.06 · 13:19

PHOTO

Filling the gap in training! Last Friday I did the final heavy workout before the White Nights marathon!...

VIEWS

11 845

REACTIONS

331

REP.

28

ER

47.5%

WORST 3

↓

02.07 · 08:32

PHOTO

Hi friends! A week ago, on June 25, we had a cool joint workout with my friend, the car brand TENET. It was...

VIEWS

7 700

REACTIONS

138

REP.

30

ER

30.8%

↓

04.07 · 21:23

VIDEO

Suffered!!! Show us love in comments ❤️❤️❤️

VIEWS

7 651

REACTIONS

1 064

REP.

19

ER

30.6%

↓

04.07 · 16:47

TEXT

Live event starts today at 21:40. Tune in to follow the action on the 42.2 km distance.

VIEWS

5 381

REACTIONS

190

REP.

59

ER

21.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

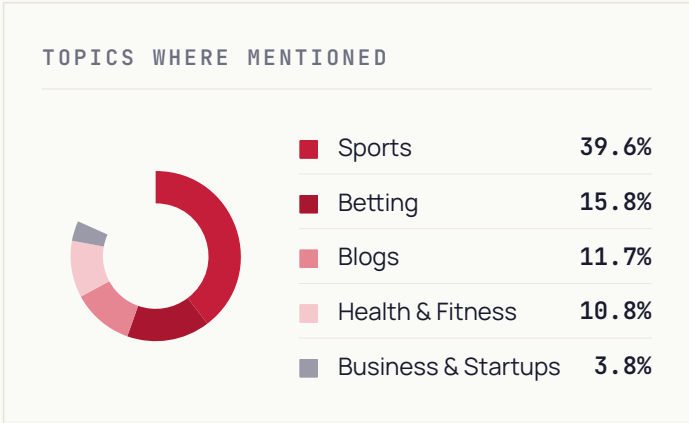
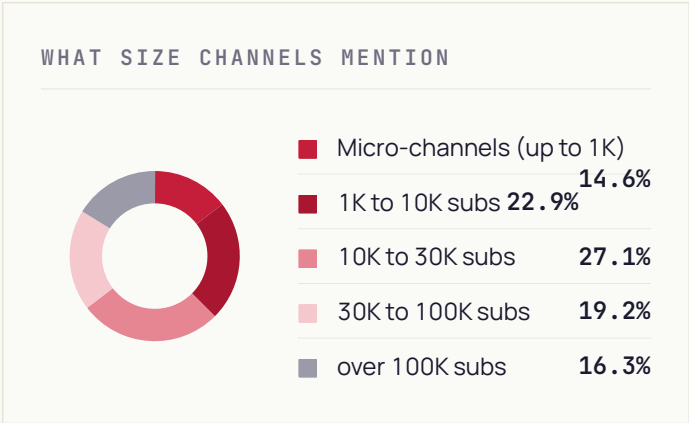
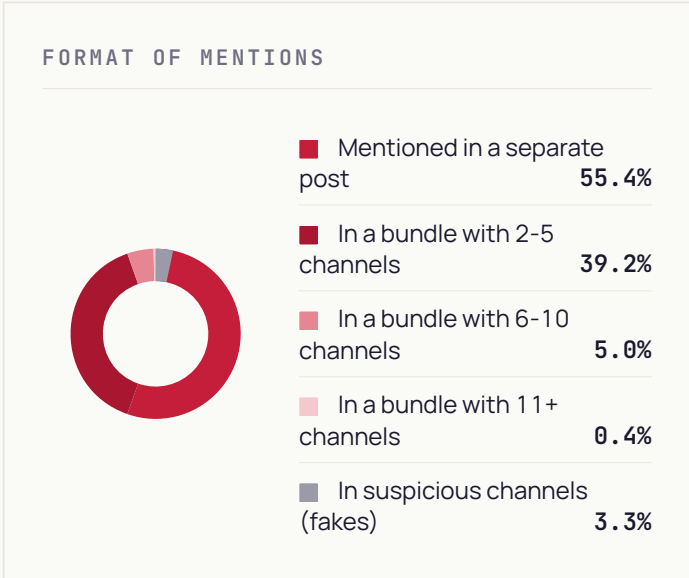
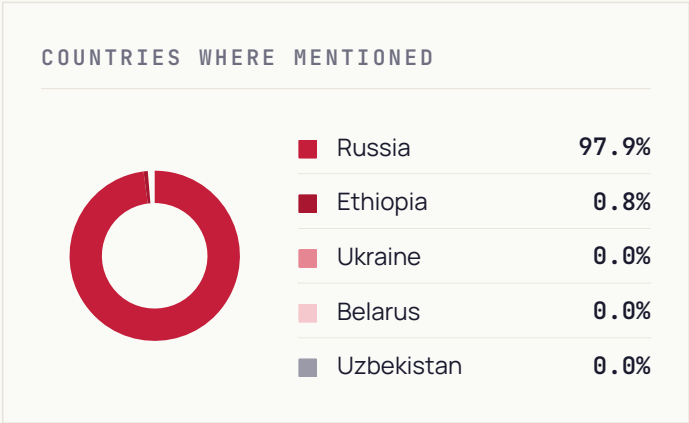
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

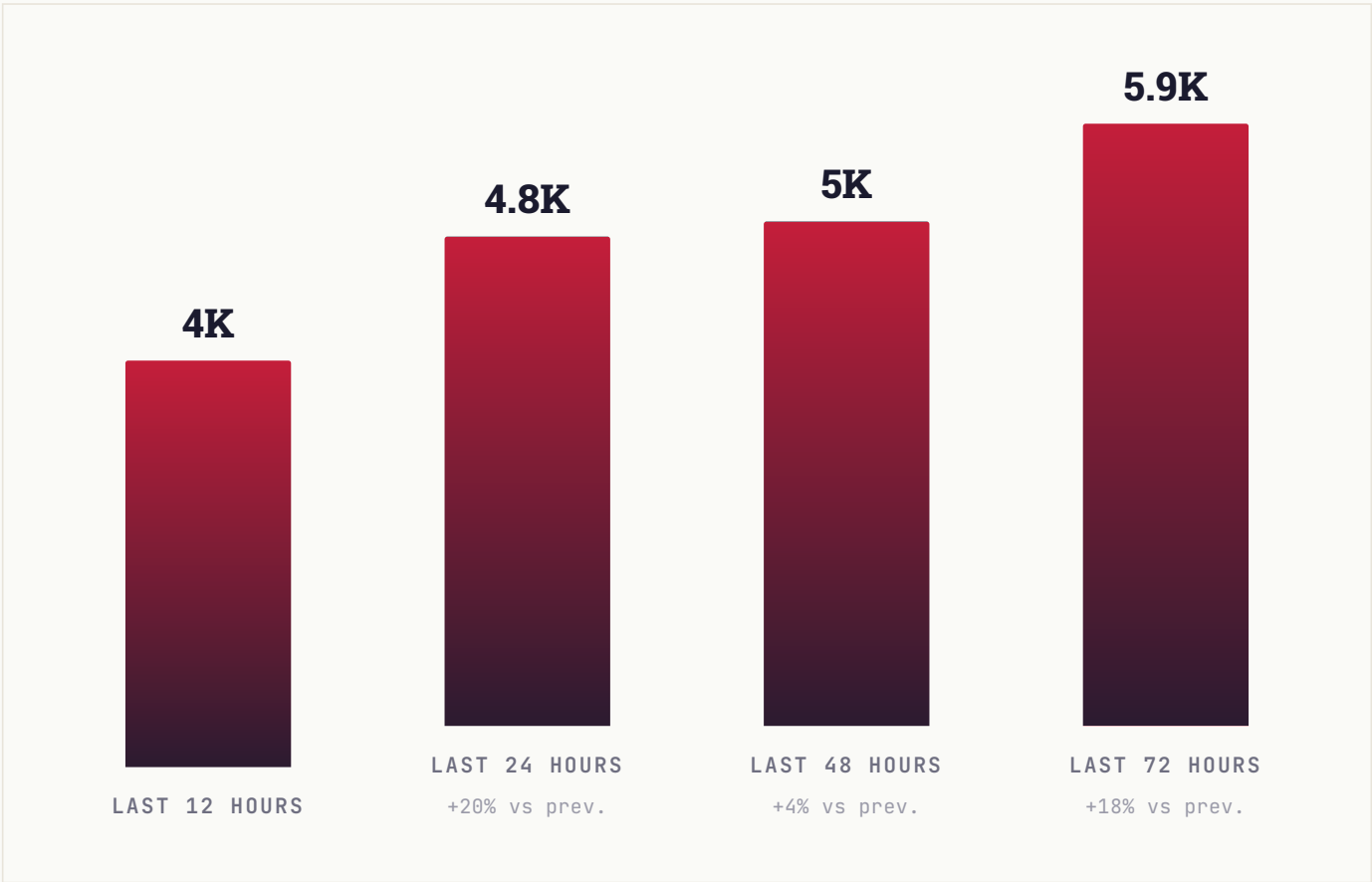
Citation index **48** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time channel mentions: **95** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
KZ Test purchase	766.3K
BI Biohackers	581.9K
BI Biohacking	532.6K
SL Sport Life	524.2K
VN Eternity in Tibet	493.1K
NT Our body	480.9K
AU Ales Ulischenko Osteopath, PhD Author of faceplasty	477K
BZ Stay Healthy	447.7K
ZE Healthy food	416.8K
DZ Doctor Zubareva / Doctor Zubareva	413.5K
BN Беговая Неделя	YOU 25K

COMPARATIVE INSIGHT

Channel so far outside top 97 of niche — early growth stage. Niche leader — Test purchase (766.3K), top-97 median: 154.7K. 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 **6 months** mentions count **70**, they brought **16 920** new subs.

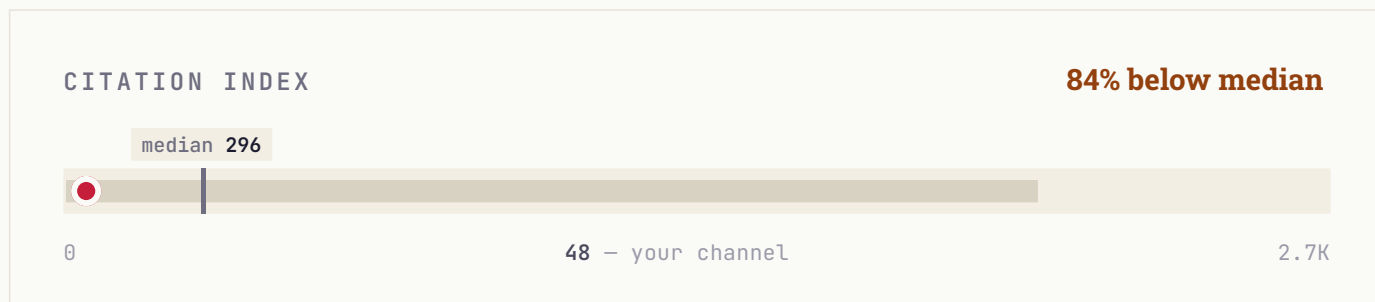
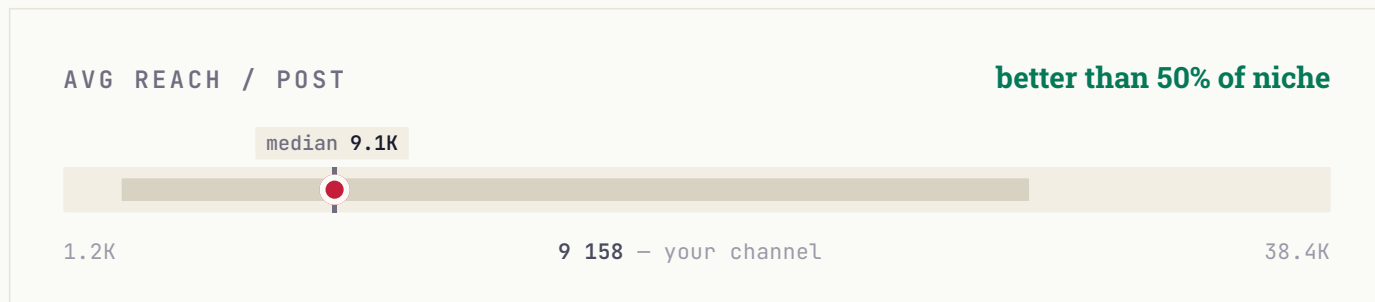
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	2	2	0	
December 2025	22	14	12 065	
November 2025	5	3	1 986	
October 2025	9	8	262	
September 2025	19	14	1 673	
August 2025	13	6	934	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
70	6	16 920

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «**Health & Fitness**» (Russia) and saw how your channel compares. 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 — on Friday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best time for
an important
post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions typically 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

Exchange posts quarterly with channels in the same segment. 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 this done by **PromptPress?**

This audit — is 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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