

PUBLIC REPORT BY PROMTPRESS

Channel audit

MASHNEWS |

Новости

Промышленности



@news_engineering

Official channel of MASHNEWS.RU All industry news in one place! For cooperation and ads: @reklamavmashnews For mutual cooperation: @aaarchivesause RKN link:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
26 064	10.0%	2.4K
17.07.2026 ⁻¹⁸¹ per month	per day ^{6.3%}	ad reach ^{1.6K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/NEWS_ENGINEERING		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a health indicator. Subtitle shows the period.

 SUBSCRIBERS 26 064 —	 SUBS REACH 9.2% avg % of subs see post	 VIEWS/POST 2.4K median 2.3K · 29 days	 POSTS/DAY 9.5 ~67 per week
 7D TREND +4.5% vs previous week	 REACTIONS/POST 30.6 total 8,544 reactions, 3,475 reposts, 351 comments	 POST LENGTH 976 chars median 1,000 · 29 days	 POSTS ANALYZED 279 29 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -181 last month	 CITATION RATE 461 citation index · 1,604 channels mentioned all time	 CHANNEL AGE 7 years 7 months created 19.11.2018

AI EDITOR SUMMARY

Channel «MASHNEWS | Новости Промышленности» — 26 064 subs. Each post averages 2.4K people (9% of subs), reach is low — consider expanding audience. Publishes 67 posts per week (~10/day) — active posting. For the week of Jul 6–12, reach stable (+4.5% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **279** posts over 29 days.
- 02 Dominant format – **Photo** (273/279 posts).
- 03 Avg post length – **976** chars (median 1,000).
- 04 Peak audience activity – **Saturday**, 13:00 MSK.
- 05 Top posts get **3x** more views than the weakest (5.6K avg top vs 1.9K worst) – among 279 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 10:00 PHOTO 🚀 Dagestan to launch Russia's largest wind farm by end of 2026 Dagestan is preparing to launch the second stage of the Novolakskaya WPP with a capacity of...	VIEWS 7 263 REPOSTS 27	REACTIONS 45 ER 27.9%
Nº2 19.06 · 10:04 PHOTO 🚀 Russia develops life support systems for spacecraft IBMP RAS and Kurchatov Institute prepare...	VIEWS 5 253 REPOSTS 14	REACTIONS 29 ER 20.2%
Nº3 24.06 · 09:03 PHOTO ✈️ MC-21 takes off with one PD-14 engine Fully import-substituted MC-21 successfully completes one of the most important...	VIEWS 4 269 REPOSTS 39	REACTIONS 78 ER 16.4%

Nº4 26.06 · 08:01 PHOTO  Kazan Aircraft Plant built new workshop the size of three football fields Kazan Aviation Plant launched a new workshop for production...	VIEWS 4 212 REPOSTS 52	REACTIONS 64 ER 16.2%
Nº5 23.06 · 09:02 PHOTO  Russia first conducted inter-satellite communication between two orbits State Enterprise «Space Communications» together with Special Technology...	VIEWS 4 023 REPOSTS 29	REACTIONS 40 ER 15.4%

WORST 3

↓ 13.07 · 15:30 PHOTO NEW Rostec builds platinum & palladium plant in Arctic RT-Engineering completes construction of mining and processing...	VIEWS 1 908 REPOSTS 19	REACTIONS 32 ER 7.3%
↓ 13.07 · 10:02 PHOTO  New crabber arrives in Vladivostok for Fisherman's Day Ahead of Fisherman's Day, crabber Alexander Sapozhnikov arrives in Vladivostok...	VIEWS 1 894 REPOSTS —	REACTIONS 35 ER 7.3%
↓ 01.07 · 09:01 PHOTO Why AI agents in industry stall at pilot stage? Over the past two years, industry has actively tested generative AI, but...	VIEWS 1 893 REPOSTS 6	REACTIONS 20 ER 7.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

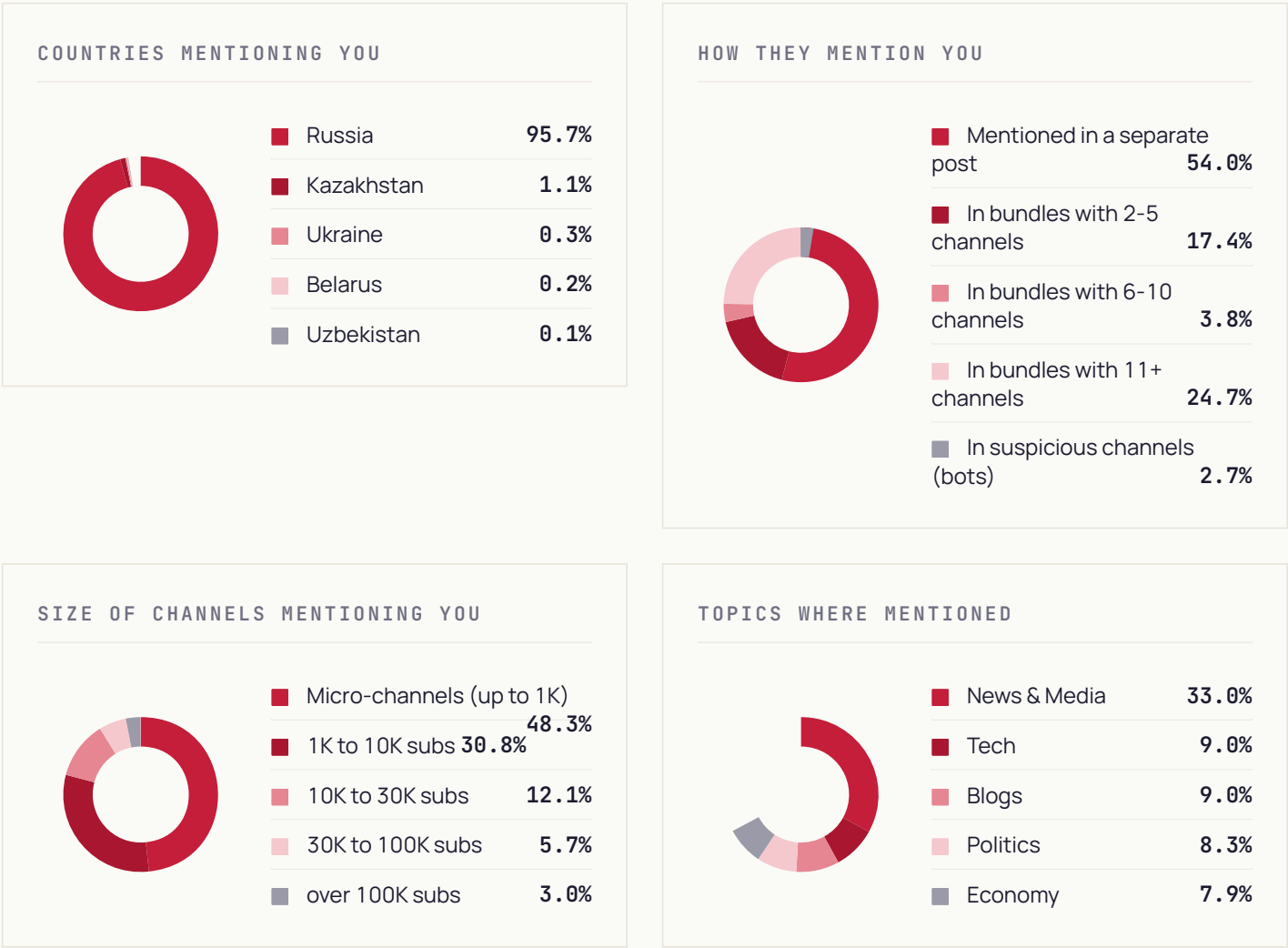
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost.



SECTION 04 · CITATIONS

Who mentions you and how

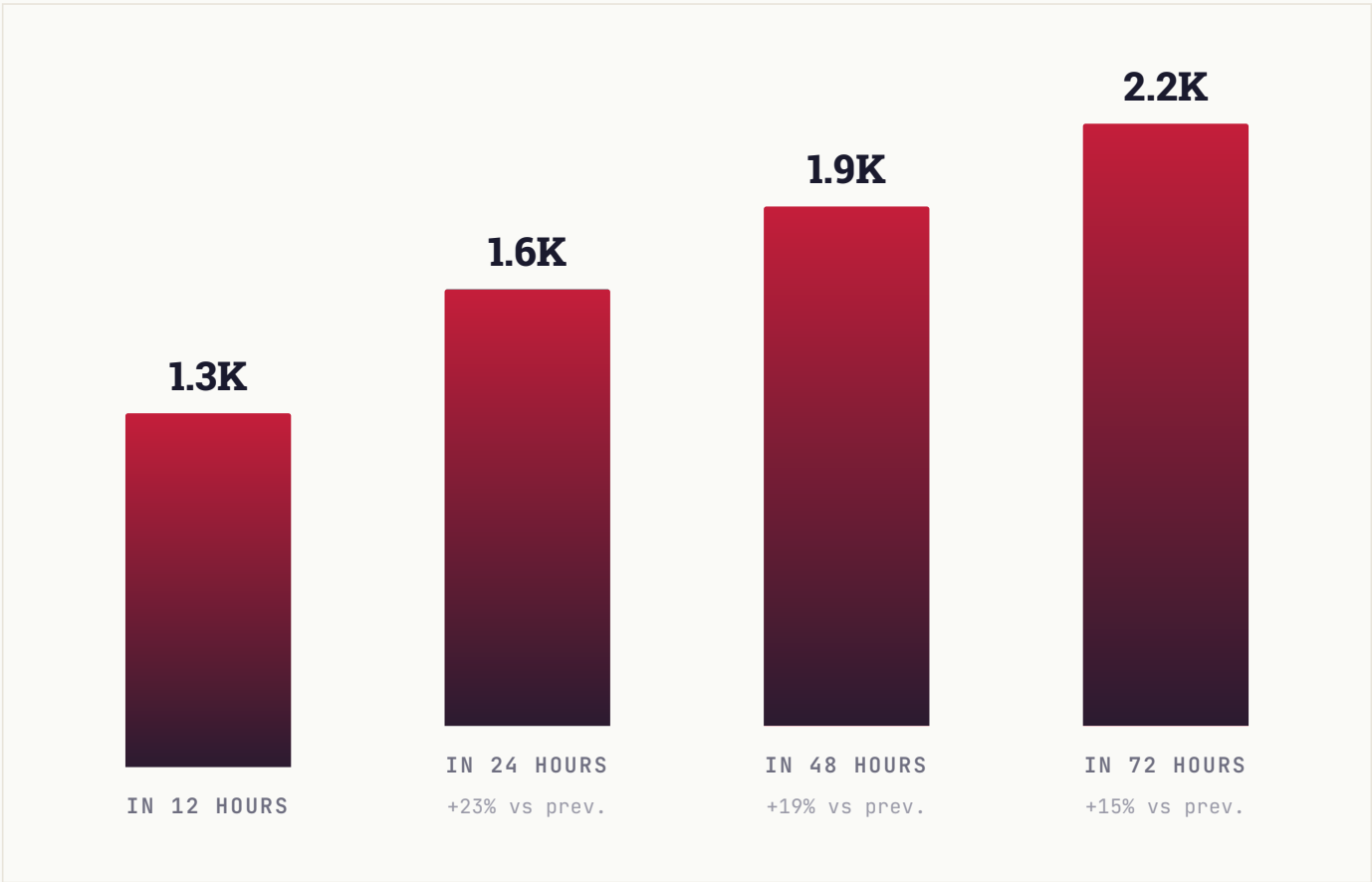
Citation index **461** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 604** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps gauge how long a 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 peers.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Techchat	3.1M
HA Hi, AI • Новости технологий	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI и технологии	2M
M MASHNEWS Новости Промышленности YOU	26.1K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal: enter top-100 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track mentions in other channels monthly. Over the last **6 months** such mentions were **896**, they brought **1 162** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	138	59	236	
December 2025	103	58	43	
November 2025	166	72	162	
October 2025	151	60	224	
September 2025	170	67	313	
August 2025	168	62	184	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
896	6	1 162

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Tech» (Russia) and compared your channel.
Gray band: range for 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 ranked by expected impact. Check off and revisit this report in a month.

- 01

Top post of the week — on Saturday
Audience is most active on this day at 13:00 MSK.

EFFECT
Best window for important posts
- 02

Increase video post share
Video in Telegram holds audience longer and ranks better. Aim for 15-25%.

EFFECT
Video holds audience better
- 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 usually boost ER by +5-15%.
One poll per week on a hot topic is an easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Exchange posts 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 this done by **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 Telegram ads

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

02

Contact manager

t.me/PromptPress_manager