

PUBLIC REPORT BY PROMTPRESS

Channel audit

NOS: science, education, students



@nos_mediaa

Youth media aggregator. News by & for youth. Science
@science_nos Culture @culture_nos Sports @nos_sport HOC VK:
<https://vk.com/medianos> Platform HOC:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
15 687	4.0%	676
15.07.2026 -204 per month	daily 1.8%	ad reach 286/24h
HTTPS://PROMTPRESS.COM/AUDIT/NOS_MEDIAA		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 15 687 —	 SUBSCRIBER REACH 4.31% avg % subs see post	 VIEWS/POST 676 median 439 · 29 days	 POSTS/WEEK 42.8 over period
 7D TREND +4.6% vs previous week	 REACTIONS/POST 19.7 total 3,607 reactions, 1,064 reposts, 32 comments	 POST LENGTH 510 chars median 410 · 29 days	 POSTS ANALYZED 183 29 days
 AD REACH 286 24h avg	 CHURN / MONTH -204 last month	 CITATION RATE 379 citation index · 1,443 channels mentioned ever	 CHANNEL AGE 5 years 5 months created 22.01.2021

AI EDITOR SUMMARY

Channel «NOS: science, education, student life» — 15 687 subs. Each post avg views 676 people (4% subs), reach low — expand audience. Publishes 43 posts/week (~6/day) — active posting. Week Jun 29 — Jul 5 reach stable (+4.6% vs week Jun 22–28).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **183** posts in 29 days.
- 02 Dominant format — **Photo** (102/183 posts).
- 03 Avg post length — **510** chars (median 410).
- 04 Peak audience activity — **Sunday**, 15:00 MSK.
- 05 Top posts get **21x** more views than the weakest (6.1K avg top vs 283 worst) — among 183 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.07 · 12:09 VIDEO Scammers call applicants posing as admissions office ⚡ They use different tactics. For example, they tell the applicant about...	VIEWS 11 730 REP. 130	REACTIONS 16 ER 74.8%
Nº2 16.06 · 15:45 PHOTO Media summer continues: where to? Young media pros are already traveling across Russia — making noise in Kaliningrad and creating at Tavrida...	VIEWS 3 347 REP. 21	REACTIONS 6 ER 21.3%
Nº3 21.06 · 10:59 PHOTO Admission campaign starts: 1.5 million budget-funded spots for applicants On June 20, the admission campaign kicked off nationwide — sharing...	VIEWS 3 162 REP. 7	REACTIONS 13 ER 20.2%

Nº4 24.06 • 13:56 PHOTO Fresh opportunities for youth ⬇️ ⚡️ "On the Wave" – Far Eastern Federal District forum where participants create...	VIEWS 3 143 REACTIONS 15 REP. 25 ER 20.0%
Nº5 17.06 • 15:03 PHOTO Fresh opportunities for youth ⬇️ ⚡️ KARDO International Contest – world's first street culture & sports award –...	VIEWS 2 903 REACTIONS 12 REP. 14 ER 18.5%

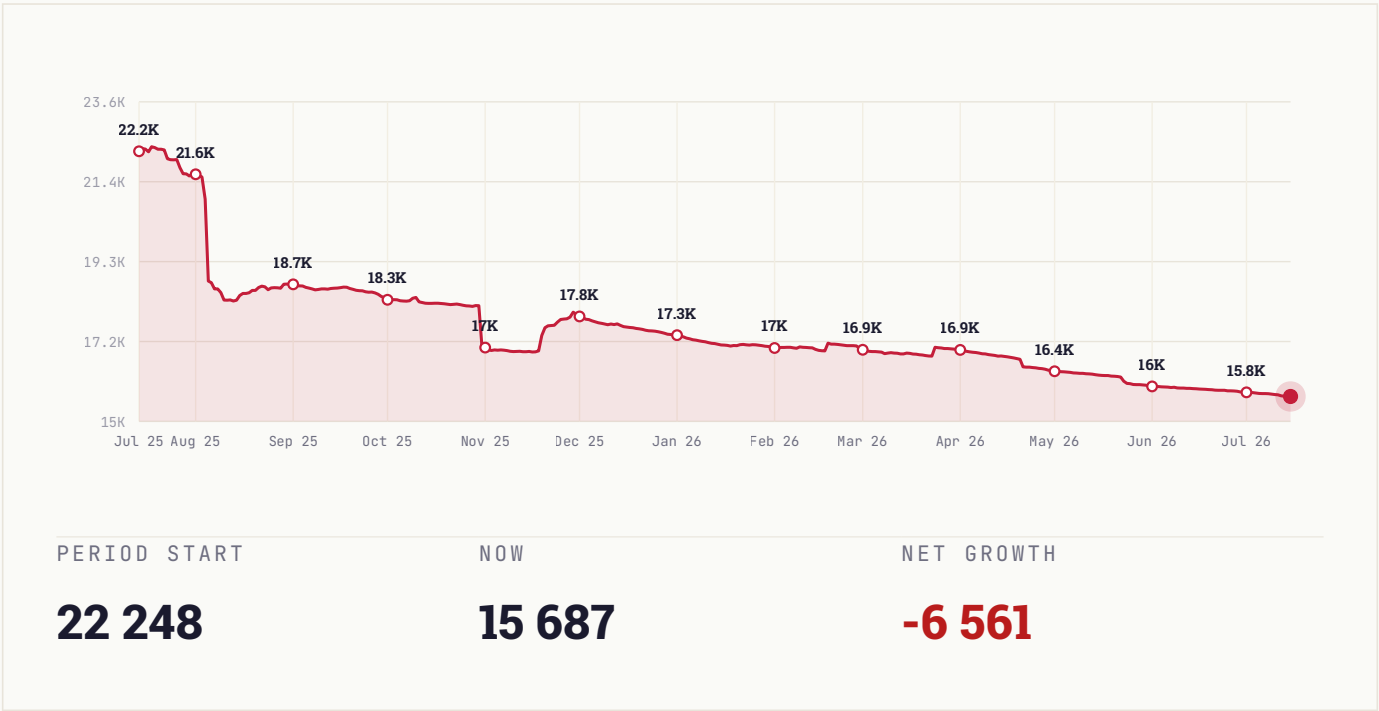
WORST 3

⬇️ 11.07 • 06:01 VIDEO Good morning! 📧 We want to caption a video from «BT-MEDIA» in Ufa: this and no incoming messages on Saturday. Agree? ➡️ NOS: Telegram ...	VIEWS 286 REACTIONS 10 REP. 1 ER 1.8%
⬇️ 11.07 • 08:01 PHOTO Dobro.rf integrated into school e-journals across Russia 🕒 Students can learn more about volunteering in Russia and actively...	VIEWS 282 REACTIONS 12 REP. 1 ER 1.8%
⬇️ 10.07 • 12:09 VIDEO More to come, graduates! 📧 Our feed is filled with videos from graduates entering a big moment – farewell...	VIEWS 281 REACTIONS 17 REP. 1 ER 1.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

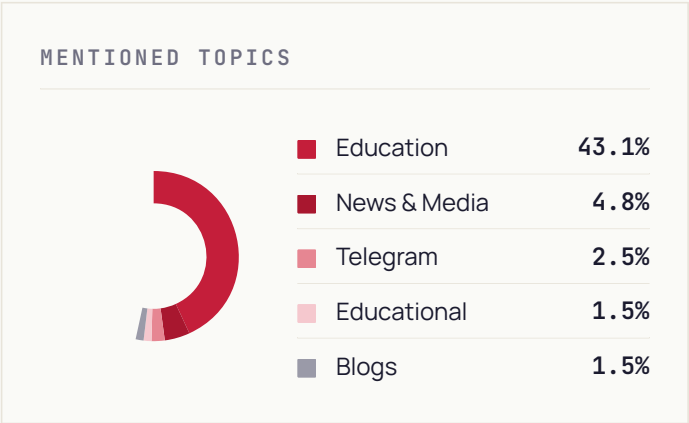
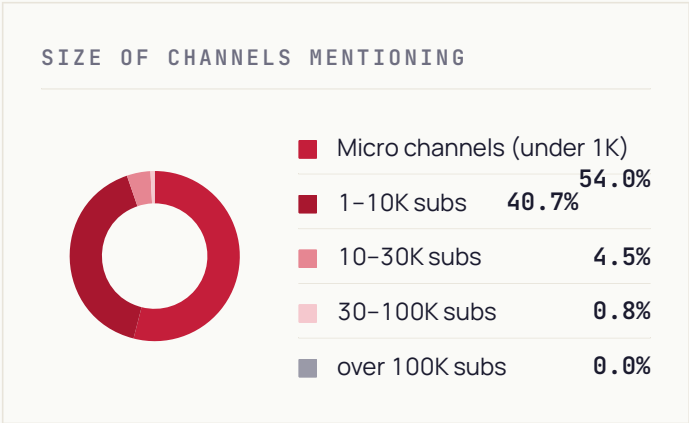
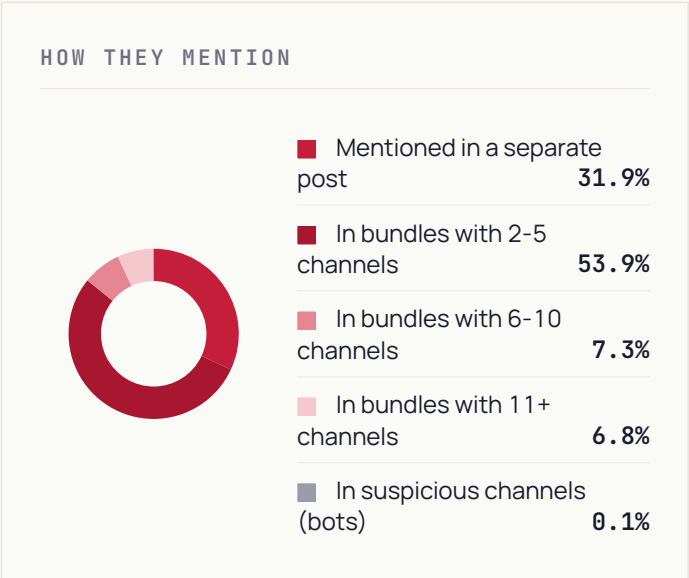
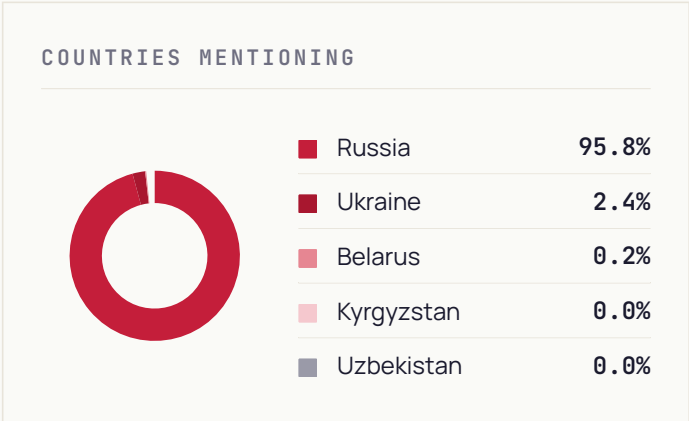
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

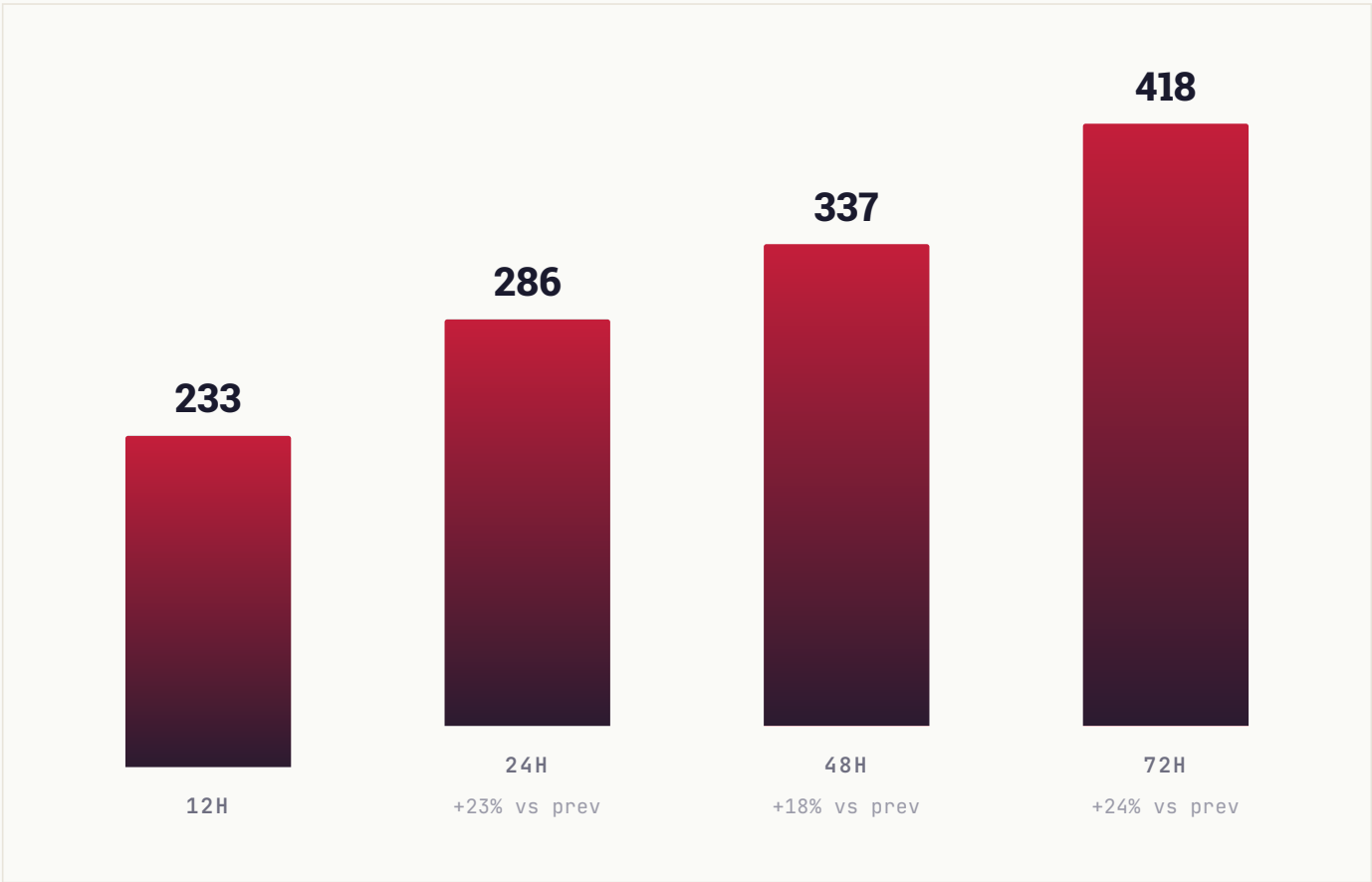
Citation index **379** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 443** different channels.



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 closest channels by topic and audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 UmSkul Russian Language Territory	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
NN NOS: science, education, students YOU	15.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 99 — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 984**, they brought **1 992** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	317	173	56
December 2025	309	125	35
Nov 2025	367	150	1 102
Oct 2025	390	185	151
Sep 2025	336	159	81
August 2025	265	135	567
TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS	
1 984	6	1 992	

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 range of values in the niche, a darker beige bar representing the top 25%, and a vertical line for the median. A red dot indicates the channel's position, and a green dot indicates the niche median.

SUBSCRIBERS

80% below median

median 78.6K

27.6K 15 687 – your channel 297.2K

AVG REACH / POST

93% below median

median 9.8K

1.3K 676 – your channel 31.6K

CITATION INDEX

better than 76% of niche

median 116

0 379 – your channel 657

Metric	Channel Value	Niche Median	Comparison
Subscribers	15,687	78.6K	80% below median
Avg Reach / Post	676	9.8K	93% below median
Citation Index	379	116	better than 76% of niche

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — Sunday
 Audience most active on this day at 15:00 MSK.

EFFECT
Best window for important posts
- 02

ER below niche benchmark — rethink formats
 Current ER 4.31% vs norm 8.0%. Try polls & interactive formats.

EFFECT
+3.7pp 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 usually boost ER by +5-15%.
 One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Swap posts quarterly with channels in the same niche.
 No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from 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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