

PROMTPRESS PUBLIC REPORT

Channel audit

Novostroyman. Moscow. Real estate



@novostroyman

About real estate with love. We write about new buildings in Moscow, region and world. All about developers, residential complexes and apartment complexes. Ad director @ALesya404
Content director...

SUBSCRIBERS

48 395

08.07.2026

-65 per month

ERR (% SEE POSTS)

18.0%

per day 6.6%

REACH/POST

8.2K

ad reach 3.2K/24h

[HTTPS://PROMTPRESS.COM/AUDIT/NOVOSTROYMAN](https://promptpress.com/audit/novostroyman)

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 48 395 —	 SUBSCRIBER REACH 16.89% avg % subs see post	 VIEWS/POST 8.2K median 6.9K · 29 days	 POSTS/WEEK 30.2 over period
 7D TREND -6.5% vs previous week	 REACT./POST 31.1 only 4,011 reactions, 3,403 reposts, 343 comments	 POST LENGTH 756 chars median 878 · 29 days	 POSTS ANALYZED 129 29 days
 AD REACH 3.2K 24h avg	 CHURN / MONTH -65 last month	 CITATION RATE 594 citation index · 1,545 channels mentioned ever	 CHANNEL AGE 9 years 9 days created 06/29/2017

AI EDITOR SUMMARY

Channel «Novostroyman. Moscow. Real Estate» – 48 395 subs. Each post avg views 8.2K people (17% of subs), avg reach – room to grow. Posts 30 posts per week (~4/day) – active. Week Jun 22–28 reach dropped -6.5% to week Jun 15–21 – analyze reasons.

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 129 posts in 29 days.
- 02 Dominant format — Text (75/129 posts).
- 03 Avg post length — 756 chars (median 878).
- 04 Peak audience activity — Wed, 13:00 MSK.
- 05 Top posts get 11x more views than the weakest (56.7K avg top vs 5.2K worst) — across 129 posts in 29 days. Analyze top posts: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 10:01 VIDEO Want administrative and criminal liability for apartment acceptance? Mr. Amosov from GC «Tochno» proposes introducing administrative and criminal...	VIEWS 67 378 REACT. 117 REP. 165 139.2%
Nº2 23.06 · 16:03 VIDEO ELECTROZAVOD: DEMOLISH OR PRESERVE? Over the weekend came terrible news: it became known that a complex in Moscow may be demolished...	VIEWS 52 507 REACT. 50 REP. 148 108.5%
Nº3 02.07 · 15:02 VIDEO Moscow City grows up — and we can prove it What is growing up? In our view, first of all it's setting priorities and searching...	VIEWS 50 261 REACT. 97 REP. 63 103.9%

Nº4 17.06 • 12:33 PHOTO Commute to one end of the city for work, then another to live? Nope, that's not the deal! Have you noticed that the market...	VIEWS 13 971 REACT. 20 REP. 31 ER 28.9%
Nº5 23.06 • 17:04 TEXT Ready for 'Etalon' answers? We finally have them. Not saying these are answers to our questions... No, we didn't...	VIEWS 11 643 REACT. 35 REP. 35 ER 24.1%
WORST 3	
↓ 20.06 • 11:11 PHOTO Sold! Apartment listings in «Fairy Forest» 🙅. While we called them mommy investors for 7 years, they kept believing in...	VIEWS 5 507 REACT. 47 REP. 29 ER 11.4%
↓ 01.07 • 13:36 TEXT Supreme Court put another 'dot' in 'Dolina scheme' cases The Supreme Court issued a full review of cases similar to Dolina's story and...	VIEWS 5 409 REACT. 20 REP. 29 ER 11.2%
↓ 02.07 • 08:25 PHOTO The Second Cassation Court hearing on our lawsuit against the illegal 'de-listing' of all identified Moscow monuments took place. After three...	VIEWS 4 667 REACT. 57 REP. 4 ER 9.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

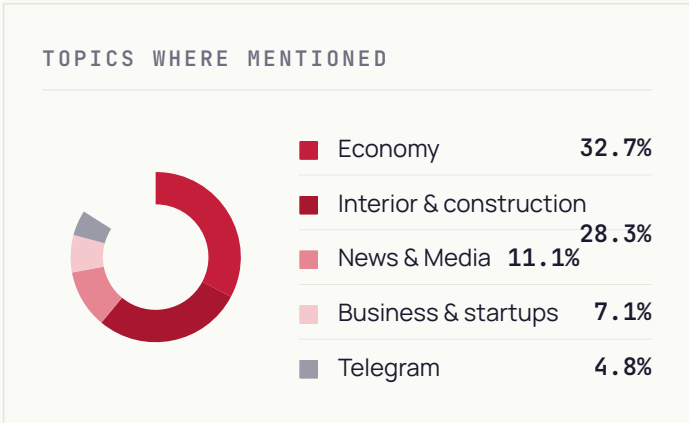
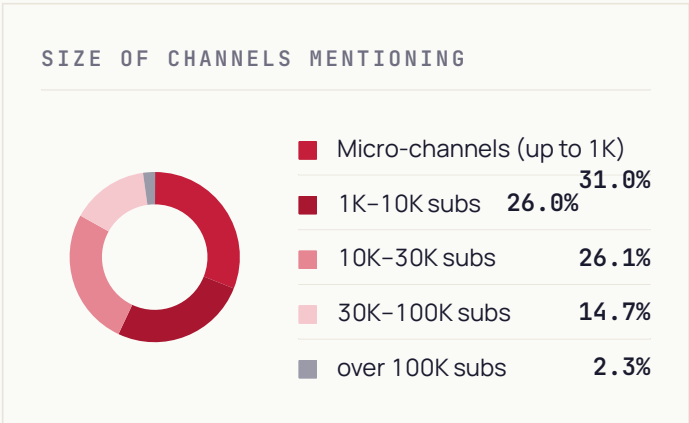
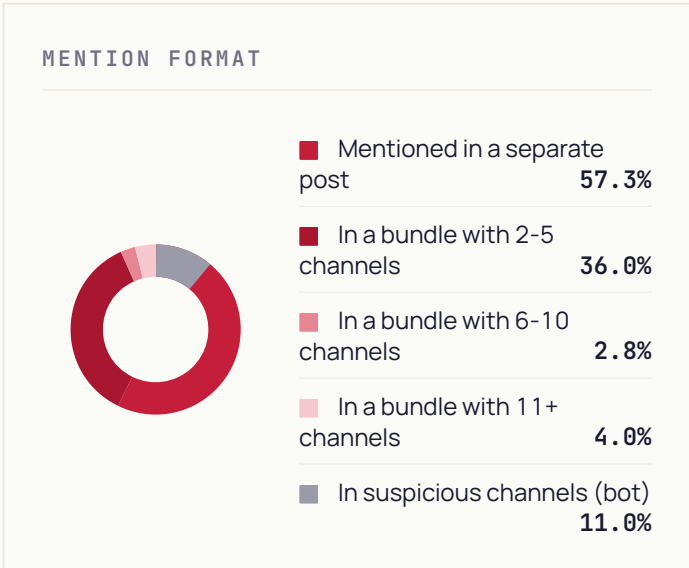
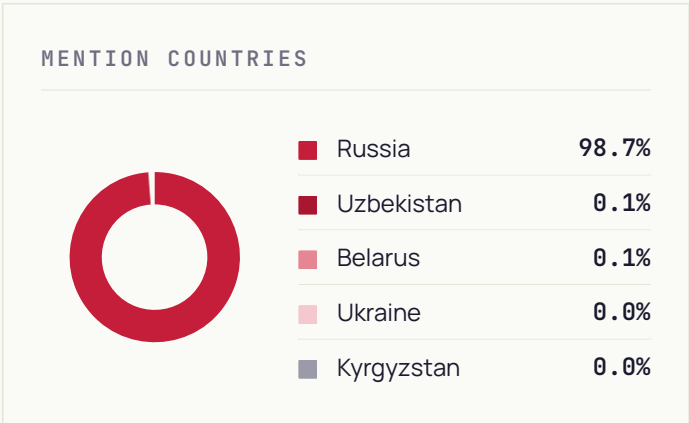
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

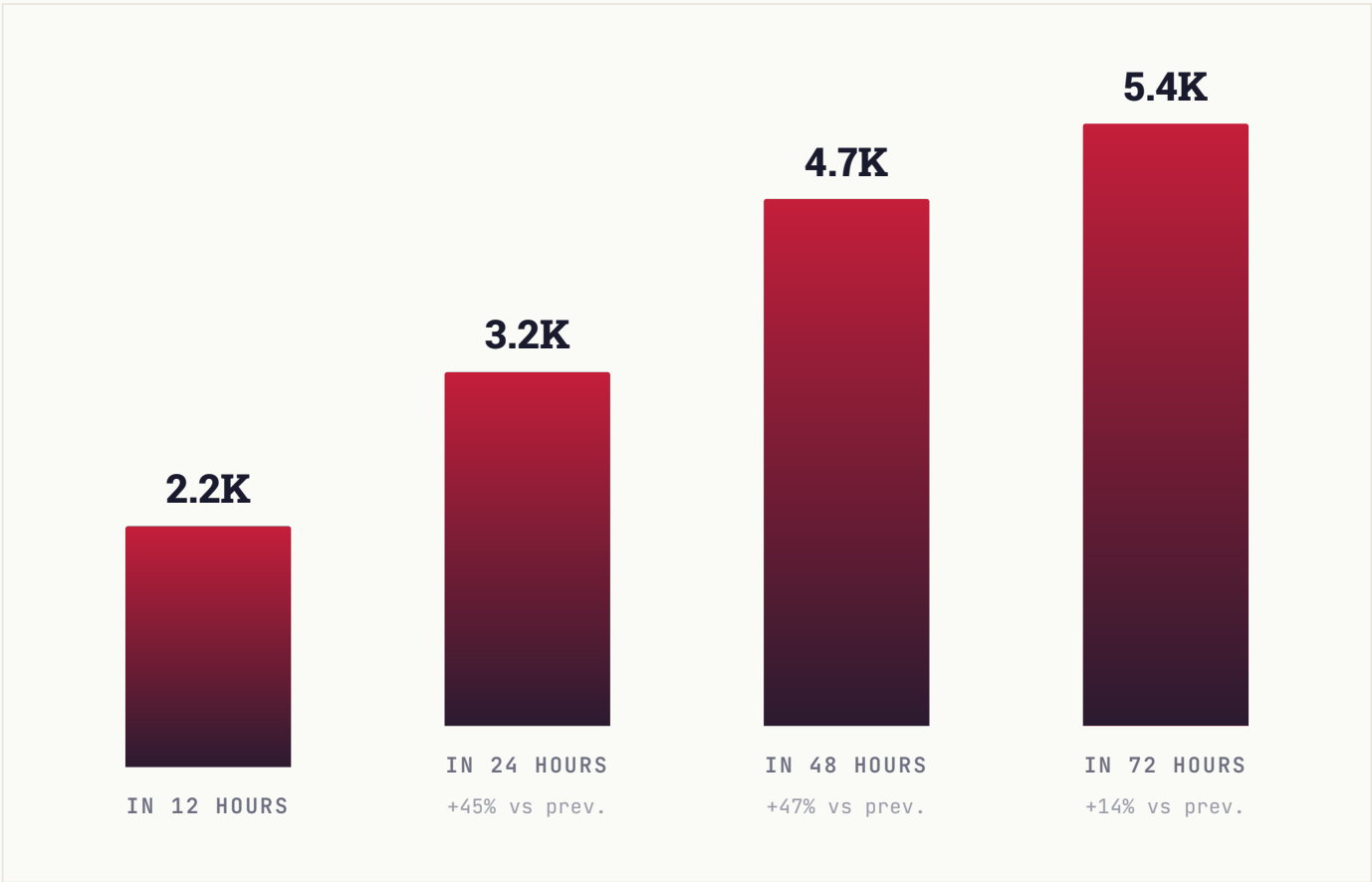
Citation index **594** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 545** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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 peers.

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	530.5K
PL Layout	453.6K
AI Interior & decor	450K
MK My apartment	427.9K
MS Wise Builder	410.2K
LK Favorite apartment	408.6K
GF GC FSK	378.1K
PR ProRealty	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
NM Novostroyman. Moscow. Real estate YOU	48.4K

COMPARATIVE INSIGHT

Channel so far outside top 89 of niche — early growth stage. Niche leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (530.5K), top-89 median: 108.5K. First goal: enter top-89 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions found **930**, they brought **1 394** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	124	33	223
December 2025	188	41	65
Nov 2025	200	61	455
Oct 2025	118	25	320
September 2025	146	45	190
August 2025	154	36	141
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
930	6	1 394	

Where channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart includes a light beige background bar, a darker beige bar representing the niche median, and a red dot representing the channel's performance. A vertical line marks the channel's position relative to the median.

- SUBSCRIBERS:** The channel has 48,395 subscribers, which is 56% below the median of 109.2K. The range shown is from 30.4K to 435.2K.
- AVG REACH / POST:** The channel has an average reach of 8,172 per post, which is better than 55% of the niche. The range shown is from 1.4K to 26.1K.
- CITATION INDEX:** The channel has a citation index of 594, which is better than 52% of the niche. The range shown is from 0 to 2.5K.

Metric	Channel Value	Median	Comparison	Range (Min-Max)
SUBSCRIBERS	48 395	109.2K	56% below median	30.4K - 435.2K
AVG REACH / POST	8 172	6.2K	better than 55% of niche	1.4K - 26.1K
CITATION INDEX	594	518	better than 52% of niche	0 - 2.5K

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Wednesday

Audience is most active on this day at 13:00 MSK.

IMPACT

Best time for an important post

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

IMPACT

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.

IMPACT

+1000-3000 subs

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic — easy growth lever.

IMPACT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

IMPACT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? 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
