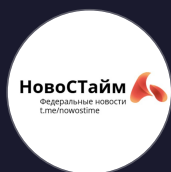


PUBLIC REPORT BY PROMTPRESS

Channel audit

NovoSTime | Federal News



@nowostime

🔥 Hottest Russian news. We find out everything first! Ads only:
@sechina1999 Registration: <https://clck.ru/3GZ4zU>

SUBSCRIBERS

298 206

-18226 per month

ERR (% SEE POSTS)

33.0%

in 24h **29.1%**

REACH/POST

96.7K

ad reach **89.5K/24h**

— CONTENTS · 2026

What's inside the report

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09 Strategy

5 priority actions

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 298 206 —	 SUBSCRIBER REACH 32.42% avg % subs see post	 VIEWS/POST 96.7K median 98.1K · 29 days	 POSTS/WEEK 20.2 over period
 7D TREND +0.4% vs previous week	 REACTIONS/POST 312.1 total 26,837 reactions, 11,263 reposts, 0 comments	 POST LENGTH 346 chars. median 336 · 29 days	 POSTS ANALYZED 86 29 days
 AD REACH 89.5K 24h avg	 CHURN / MONTH -18226 last month	 CITATION RATE 35 citation index · 159 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 11.02.2024

AI EDITOR SUMMARY

Channel «NovoSTime | Federal News» — 298 206 subs. Each post averages 96.7K people (32% of subs), good reach. Publishes 20 posts per week (~3/day) — regular. Week Jun 29 – Jul 5 reach stable (+0.4% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **86** posts over 29 days.
- 02 Dominant format – **Photo** (70/86 posts).
- 03 Avg post length – **346** chars (median 336).
- 04 Peak audience activity – **Wednesday**, 12:00 MSK.
- 05 Strongest posts get **1x** more views than the weakest (103.7K avg for top vs 93K for worst) – among 86 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 14:04 PHOTO Russians no longer like the name Maxim – it dropped out of the top-5 most popular male names, media report. In 2022-2023 the name was on...	VIEWS 103 926 REPOSTS 206	REACTIONS 152 ER 34.9%
Nº2 24.06 · 09:49 PHOTO Cohabitation without marriage threatens Russia's security, said Deputy Justice Minister Vadim Balanin. Such trends can...	VIEWS 103 667 REPOSTS 137	REACTIONS 394 ER 34.8%
Nº3 18.06 · 15:31 PHOTO FAS requested data from the gas station chain 'Neftmagistral' on gasoline and diesel prices, sales volumes, and business profitability. Besides...	VIEWS 103 645 REPOSTS 177	REACTIONS 178 ER 34.8%

Nº4 14.06 • 04:29 VIDEO Muscovite on a paddleboard helps drivers escape flooded cars – such is the situation in the flooded capital currently...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>103 235</td><td>205</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>93</td><td>34.6%</td></tr> </table>	VIEWS	REACTIONS	103 235	205	REPOSTS	ER	93	34.6%
VIEWS	REACTIONS								
103 235	205								
REPOSTS	ER								
93	34.6%								
Nº5 29.06 • 07:27 PHOTO Prices for all goods in Russia will skyrocket. Carriers are massively raising delivery costs due to diesel shortage, writes 'Kommersant'...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>102 802</td><td>192</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>139</td><td>34.5%</td></tr> </table>	VIEWS	REACTIONS	102 802	192	REPOSTS	ER	139	34.5%
VIEWS	REACTIONS								
102 802	192								
REPOSTS	ER								
139	34.5%								

| WORST 3

↓ 02.07 • 15:00 VIDEO For vacation, a new hobby, or a long-time dream – everyone has their own 'what to save for'. And one universal tool to make it all...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>93 120</td><td>149</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>105</td><td>31.2%</td></tr> </table>	VIEWS	REACTIONS	93 120	149	REPOSTS	ER	105	31.2%
VIEWS	REACTIONS								
93 120	149								
REPOSTS	ER								
105	31.2%								
↓ 22.06 • 16:33 PHOTO Every fifth Russian has to find a second job for a girl: poll shows 22% of men lack money due to dating expenses...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>93 093</td><td>171</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>60</td><td>31.2%</td></tr> </table>	VIEWS	REACTIONS	93 093	171	REPOSTS	ER	60	31.2%
VIEWS	REACTIONS								
93 093	171								
REPOSTS	ER								
60	31.2%								
↓ 07.07 • 04:43 VIDEO ⚡19-year-old student from Chelyabinsk burned his passport in a bar – faces criminal charges, – media. According to the young man, he did it...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>92 757</td><td>378</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>203</td><td>31.1%</td></tr> </table>	VIEWS	REACTIONS	92 757	378	REPOSTS	ER	203	31.1%
VIEWS	REACTIONS								
92 757	378								
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203	31.1%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

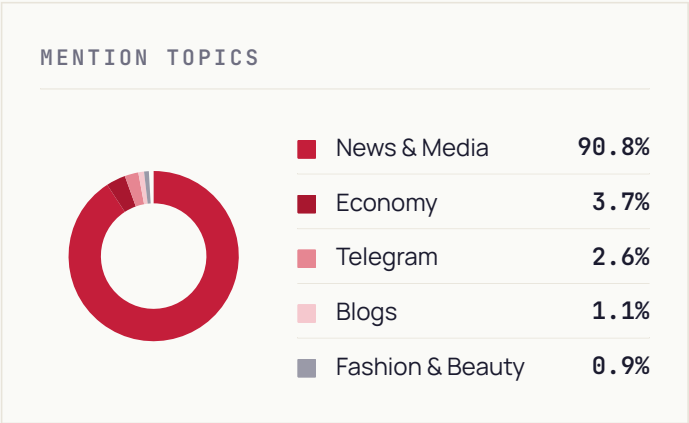
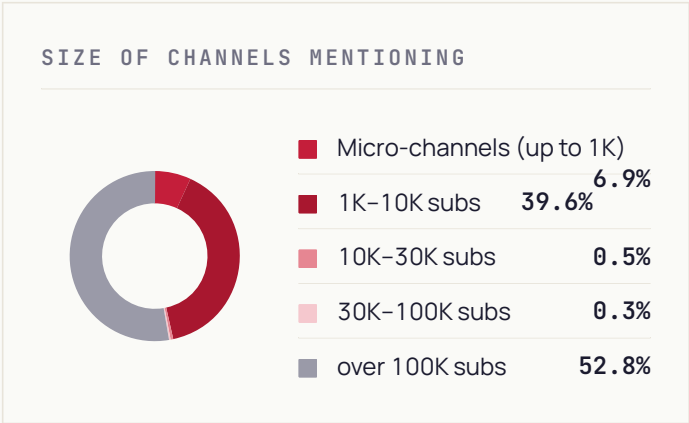
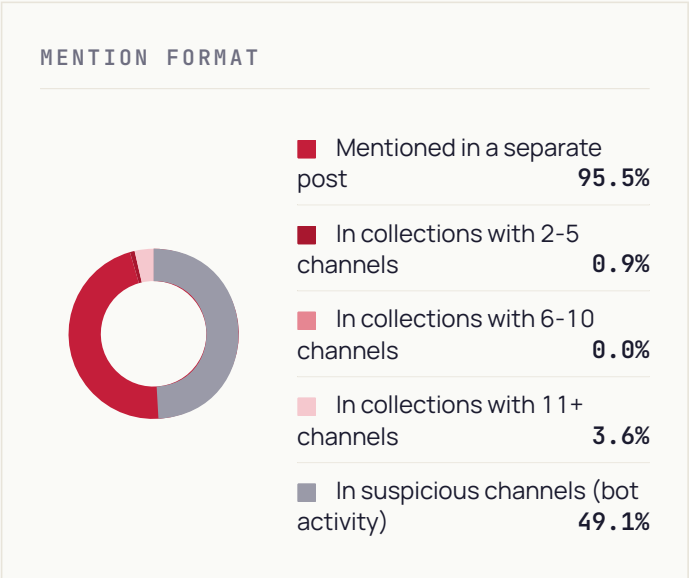
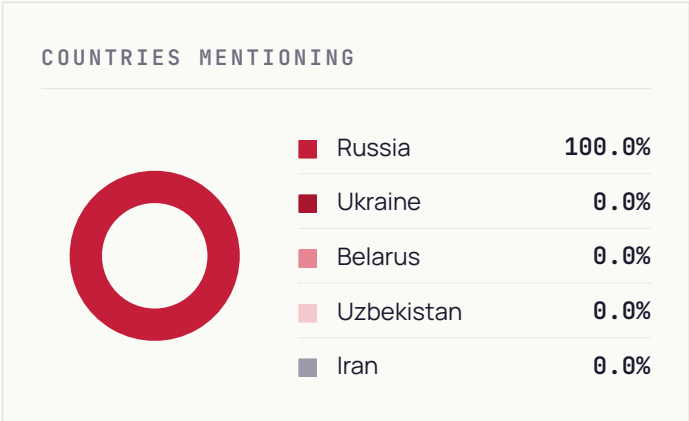
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

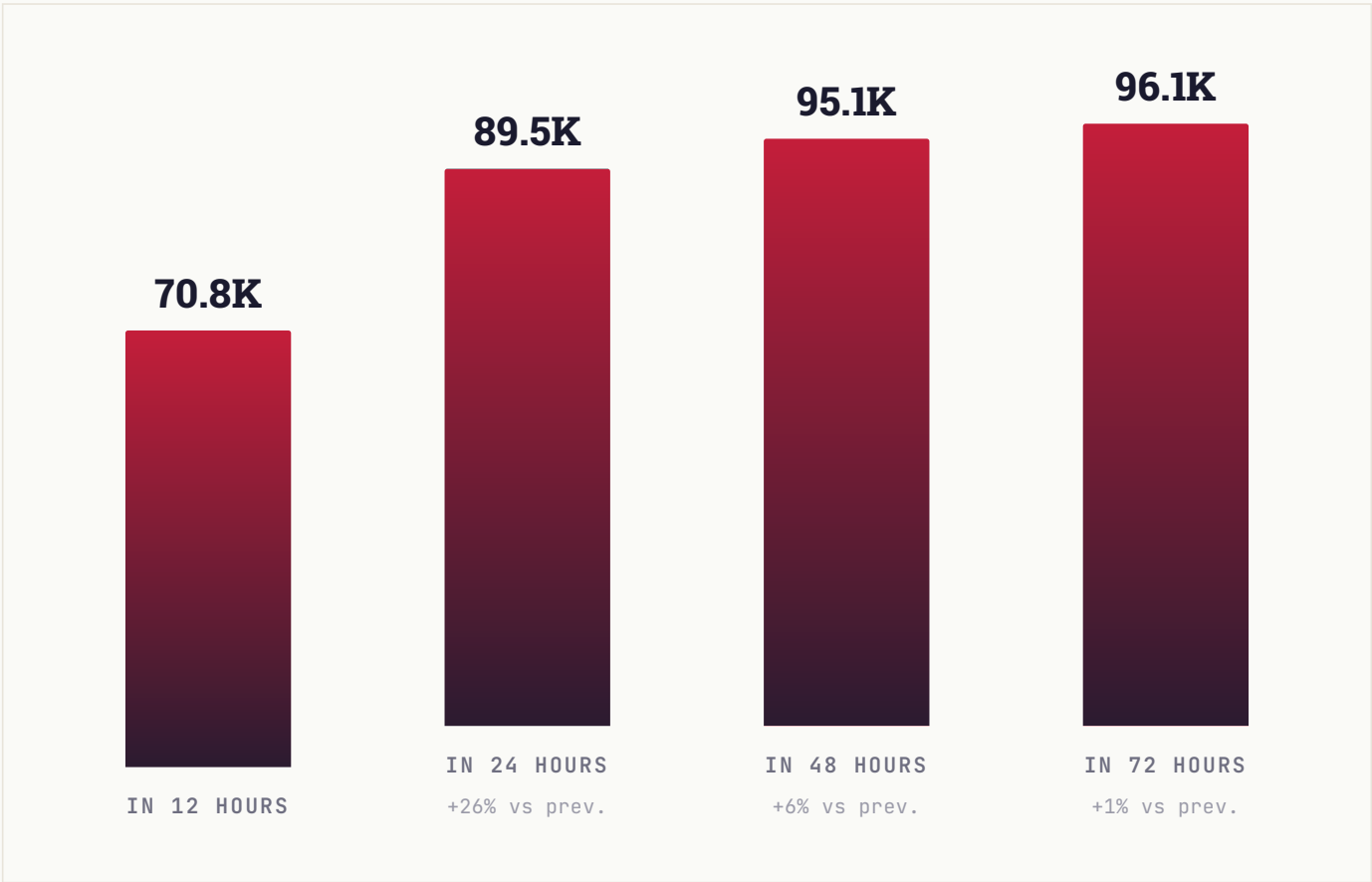
Citation index **35** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **159** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.5M
کانال اخبار فوری خبر فوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
N NovoSTime Federal News YOU	298.2K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), 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

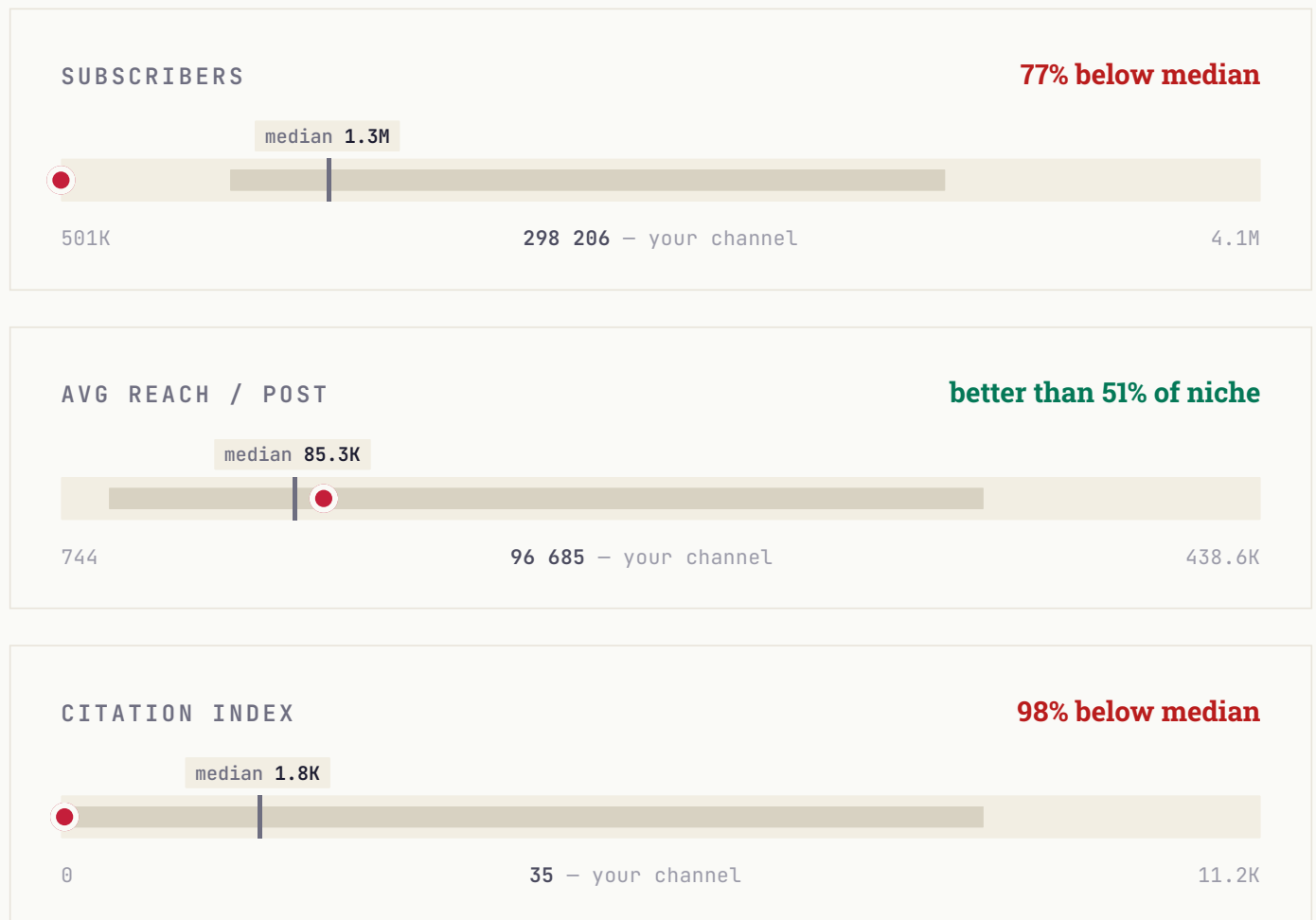
Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **35**, they brought **85 428** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	15	9	46 918
December 2025	1	1	919
November 2025	16	16	7 323
October 2025	0	0	6 448
Sep 2025	1	1	9 311
August 2025	2	1	14 509
TOTAL MENTIONS			35
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			85 428

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «News & Media» (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 Wednesday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

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**

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 — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
