

— PROMTPRESS PUBLIC REPORT

Channel audit

Новосибирск

Читает



@overheardnovosibirsk

Brief summary of what's happening in the region. Ads:
@mroverheard PKH: <https://vk.cc/CTFvuM>

SUBS

161 695

+22342 per month

ERR (% SEE POSTS)

35.0%

per day 18.1%

REACH/POST

62K

ad reach 29.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citations

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number says for what period it was calculated.

 SUBS 161 695 —	 SUB REACH 38.32% avg % subs see post	 VIEWS/POST 62K median 59.1K · 27 days	 POSTS/WK 3.5 over period
 TREND 7D +6.2% vs previous week	 REACTS/POST — MTPROTO only	 POST LENGTH 512 chars median 505 · 27 days	 POSTS ANALYZED 14 27 days
 AD REACH 29.9K avg per 24h	 CHURN / MONTH +22342 over last month	 CITATIONS 0 citation index · 2 channels ever mentioned	 CHANNEL AGE 1 yr 2 mo created 03.06.2025

EDITOR'S AI SUMMARY

Channel «Новосибирск Читает» – 161 695 subs. Each post averages 62K people (38% from subs), good reach. Publishes 4 posts per week (~0 per day) – rare posting. Week of 10–16 Aug reach grew by +6.2% by week Aug 3–9 – positive trend.

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 SHARE

- 01 Analysis based on 14 posts over 27 days.
- 02 Dominant format – Photo (8/14 posts).
- 03 Average post length – 512 characters (median 505).
- 04 Audience activity peak – Saturday, 08:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (80.1K avg top vs 51.5K worst) – across 14 posts over 27 days. See what top posts share – topic, format, time.

TOP 5 POSTS

Nº1 25.07 · 05:38 PHOTO Novosibirsk man to stand trial for grave injuries A 40-year-old from Novosibirsk region is charged with...	VIEWS 87 763 REACTS — REP. 1 ER 54.3%
Nº2 18.08 · 16:49 PHOTO Novosibirsk Region Health Ministry to review ambulance driver pay The ministry has launched a review after...	VIEWS 80 279 REACTS — REP. 10 ER 49.6%
Nº3 29.07 · 21:46 VIDEO Car scam group from Novosibirsk region busted A young man from Berdsk ran a fraud scheme with staged car accidents...	VIEWS 72 386 REACTS — REP. 27 ER 44.8%

Nº4 26.07 · 18:35 VIDEO A gang of online fraudsters led by a 20-year-old virus developer detained in Toguchinsky district, Novosibirsk region. The criminals...	VIEWS 69 090 REACTS — REP. 6 ER 42.7%
Nº5 15.08 · 21:31 VIDEO Girl lost vision in one eye after water heater exploded in shower. Heater was bought for summer shutdown period...	VIEWS 63 478 REACTS — REP. 31 ER 39.3%

|

WORST 3

↓ 04.08 · 21:38 PHOTO State Duma called women 'inferior people' and men without wives 'disabled' State Duma deputy from Kurgan region Aleksandr Iltyakov...	VIEWS 52 818 REACTS — REP. 27 ER 32.7%
↓ 08.08 · 18:17 VIDEO At Sheremetyevo, female passengers missed a flight and ran onto the tarmac to catch the plane. They were detained Two girls missed a flight to...	VIEWS 51 042 REACTS — REP. 6 ER 31.6%
↓ 11.08 · 14:21 VIDEO Vladimir Putin came out to talk with people on Pervomayka. President stopped at the intersection of Heroes of Revolution and Pervomayskaya streets.	VIEWS 50 774 REACTS — REP. 1 ER 31.4%

SECTION 03 · SUBS DYNAMICS

How the channel grew over the year

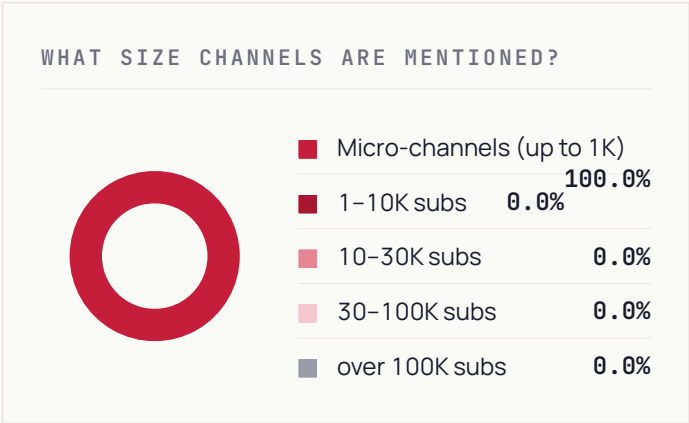
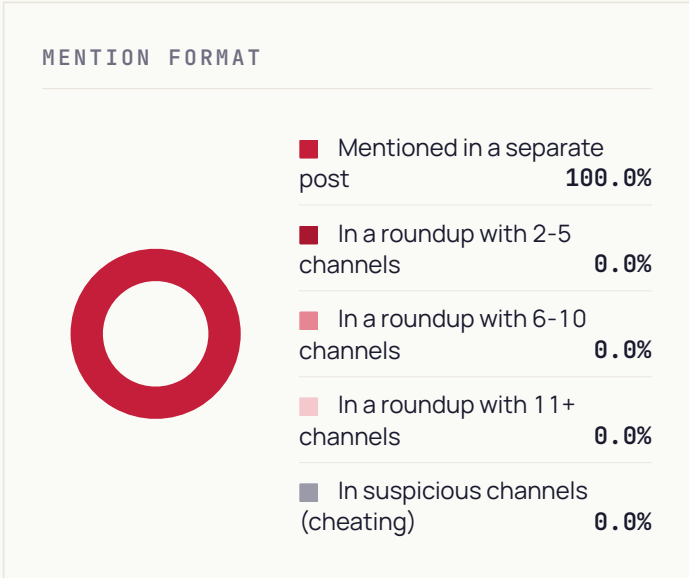
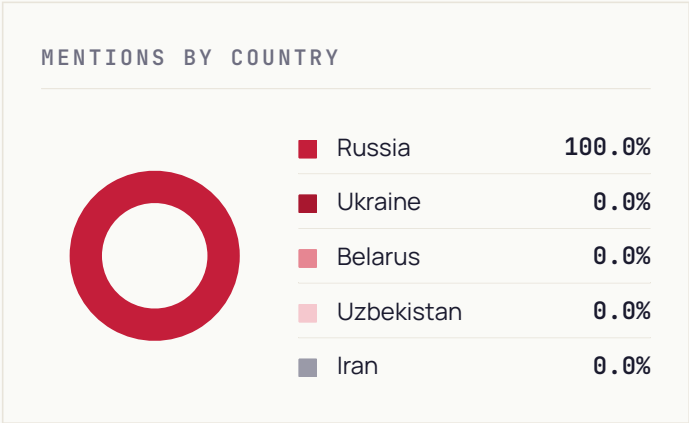
Subscriber growth chart for the year. Exact counts for key months. Shows months of growth and loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

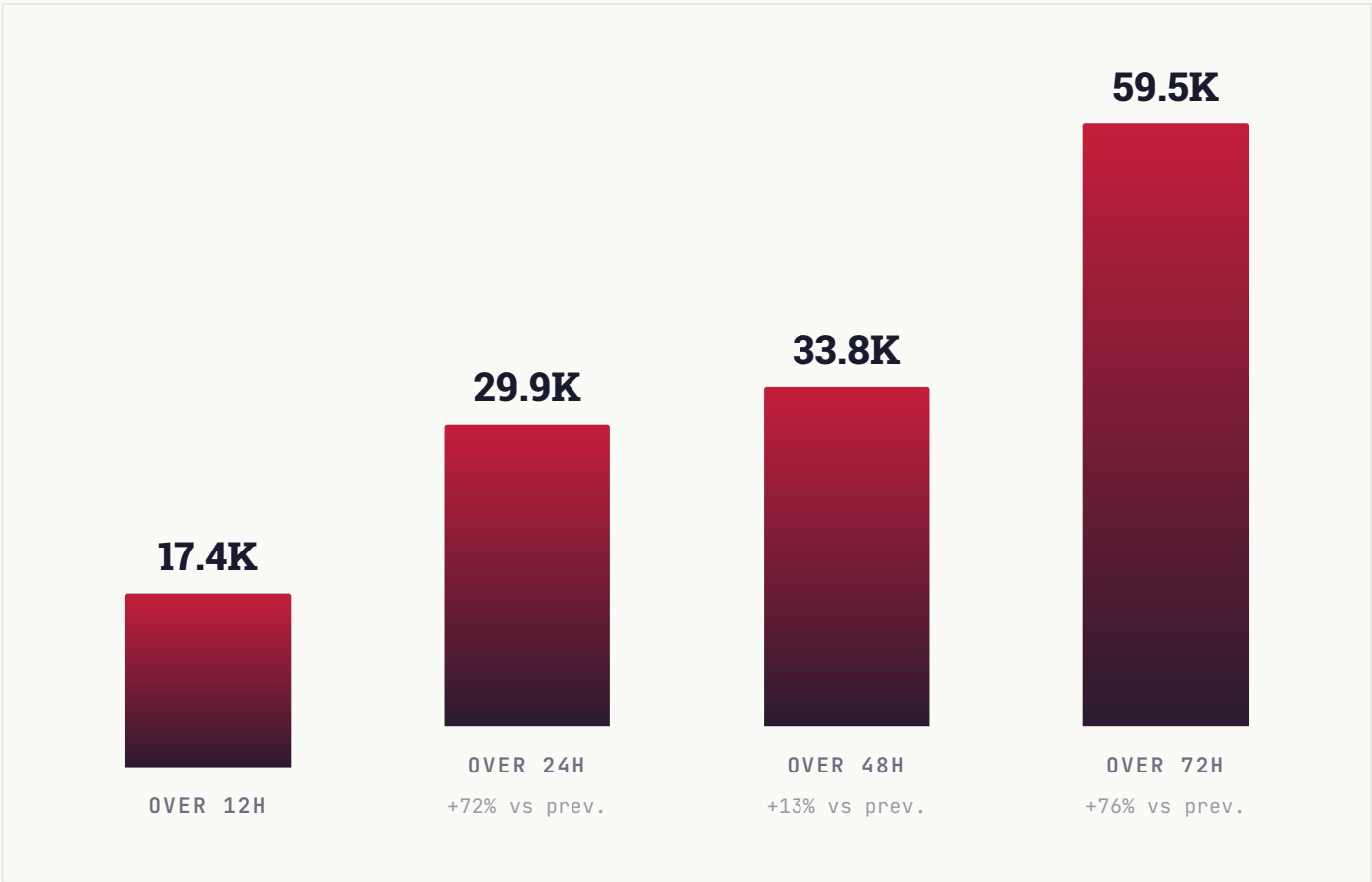
Citation index 0 – popularity score based on mentions. Counts not just quantity but mentioner weight: a 100K-sub post outweighs a 1K-sub one. All-time mentions: 2 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — see its place among niche peers.

CHANNEL	SUBS
М• Москвач • Moscow News	4.3M
TL Топор Live	4.1M
ПЭ Прямой Эфир • News	4M
М- Moscow is interesting	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
РН РИА Новости	3M
MN Moscow News	2.7M
МС Moscow today	2.7M
Avg Media Russia non-Moscow	2.6M
НЧ Новосибирск Читает YOU	161.7K

COMPARATIVE INSIGHT

Channel so far outside niche top-99 — early growth stage. Niche leader — **Москвач • Moscow News** (4.3M), top-99 median: 776.9K. First goal — break into top-99 via systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels mentioning yours. Over the past **6 months** such mentions were **0**, they brought **147 958** new subs.

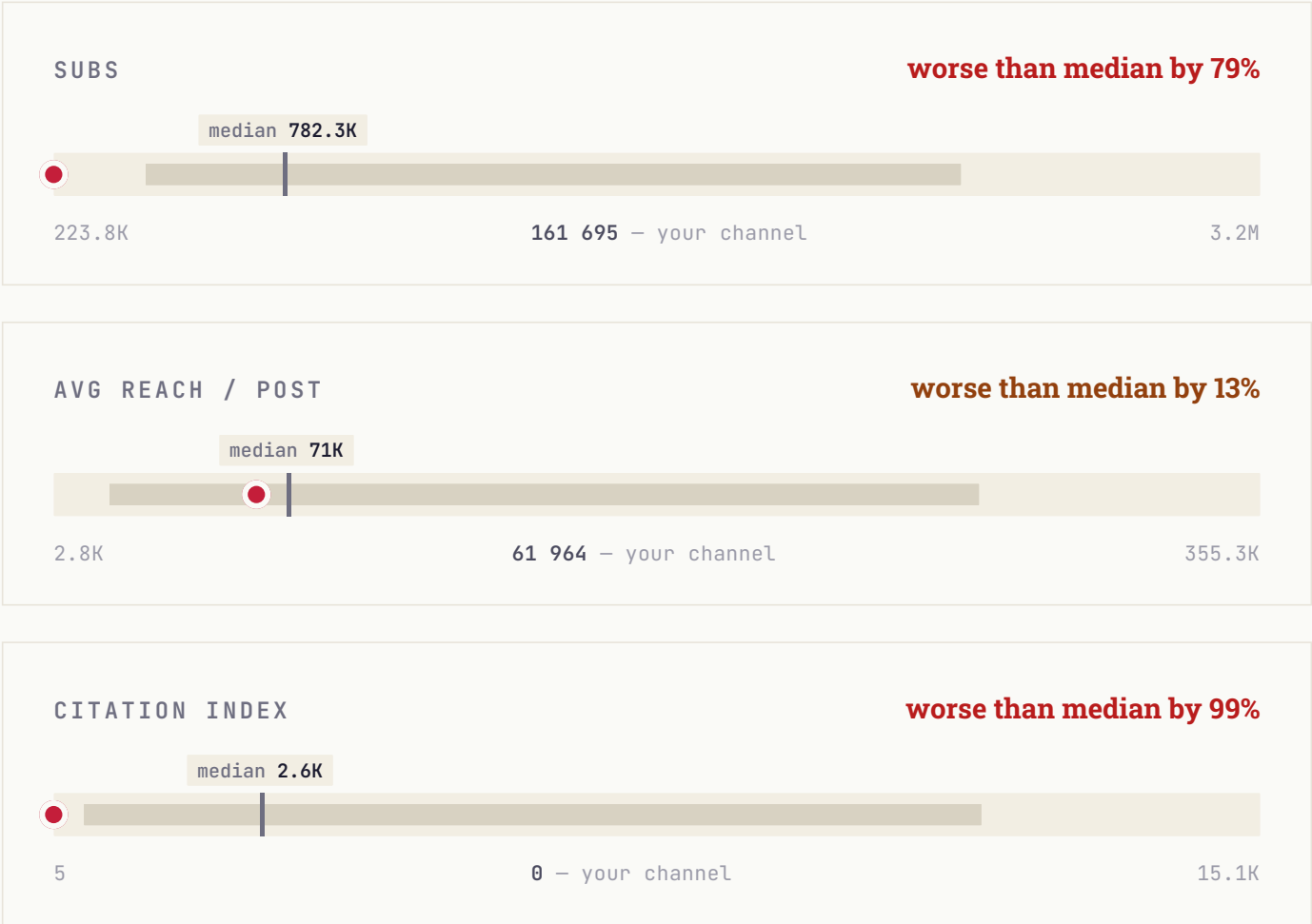
PERIOD	MENTIONS	CHANNELS	SUBS GAINED	
February 2026	0	0	144 112	
January 2026	0	0	3 846	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED
0	6	147 958

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels of category «News & Media» (Russia) and looked at how the channel compares. The gray bar — range for 80% of niche channels (p10 to p90). The black vertical — median. The red dot — your channel.



— SECTION 09 • STRATEGY

What to do right now

5 priority actions ordered by expected impact. Check off as a checklist and revisit this report in a month.

01

Post more often

Now 3.5 posts/wk. Active channels: 7-10. Regularity drives retention.

IMPACT

**Consistency
beats volume**

02

Post of the week — on Saturday

Audience most active on this day & at 08:00 MSK.

IMPACT

**Best window
for an
important post**

03

Systematic traffic buying

3 formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects sources for your niche.

IMPACT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll a week on a 'hot' topic is an easy growth win.

IMPACT

+5-15% ER

05

Cross-promo with neighboring channels

Do quarterly post swaps with same-segment channels.
Not daily — 2-3 collabs bring relevant growth.

IMPACT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — we can do it in a few minutes based on public data.
Want to go further — run ads with us and close the growth plan
in a month.

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

02 **Contact manager** t.me/PromptPress_manager
