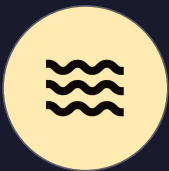


PROMTPRESS PUBLIC REPORT

Channel audit

Yaroslavl Reads



@overheardyaroslavl

We read Yaroslavl news. A brief summary of what's happening in the region. Ads: @mroverheard RKN: <https://vk.cc/cPB9SM>

SUBS

281 195

+33708 per month

ERR (% SEE POSTS)

14.0%

per day 12.2%

REACH/POST

57.3K

ad reach 34.9K/24h

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card — a channel health metric. Subtitle under the number shows the period it covers.

 SUBS 281 195 —	 SUBSCRIBER REACH 20.38% avg % of subs see post	 VIEWS/POST 57.3K median 55.2K · 29 days	 POSTS/WEEK 4.3 over period
 TREND 7D -10.2% vs previous week	 REACTS/POST — MTPROTO only	 POST LENGTH 482 chars median 477 · 29 days	 POSTS ANALYZED 18 29 days
 AD REACH 34.9K 24h avg	 CHURN / MONTH +33708 past month	 CITATIONS 0 citation index · 46 channels mentioned all time	 CHANNEL AGE 1 yr 5 mo created 21.03.2025

EDITOR'S AI SUMMARY

Channel «Yaroslavl Reads» — 281 195 subs. Each post on average gets 57.3K people (20% of subs), avg reach — room to grow. Publishes 4 posts per week (~1 per day) — rare posts. For week of Aug 10–16, reach dropped by -10.2% by week of Aug 3–9 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outliers – to see what to repeat, and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **18** posts over 29 days.
- 02 Dominant format – **Photo** (15/18 posts).
- 03 Average post length – **482** characters (median 477).
- 04 Peak audience activity – **Saturday**, 17:00 MSK.
- 05 Strongest posts get **by 1x** more views than weakest (71K avg for top vs 51.5K for worst) – across 18 posts over 29 days. Worth examining what top posts share – topic, format, timing.

TOP-5 POSTS

Nº1 08.08 · 14:11 PHOTO Former fire depot on Moskovsky Prospekt being restored in Yaroslavl Restoration of the architectural landmark continues...	VIEWS 77 821 REP. 14	REACTS. — ER 27.7%
Nº2 15.08 · 21:19 PHOTO 12k first-graders get school kits in Yaroslavl region Kits include stationery, bag, pencil case and reflective...	VIEWS 67 715 REP. 20	REACTS. — ER 24.1%
Nº3 29.07 · 21:09 PHOTO Almost half of Russians borrow money for a wedding According to the survey, 48% of Russians use borrowed funds to pay...	VIEWS 67 601 REP. 14	REACTS. — ER 24.0%

Nº4 25.07 · 05:15 PHOTO A 'living room' planned in the square behind the Youth Theater in Yaroslavl New public space to be built in central Yaroslavl...	VIEWS 67 382 REP. 2	REACTS. — ER 24.0%
Nº5 27.07 · 20:27 PHOTO Reconstruction began at the Youth Theater on Svobody Square The area in front of the theater has been fully fenced off and preparatory work has begun. In...	VIEWS 66 152 REP. 7	REACTS. — ER 23.5%

|

WORST 3

↓ 11.08 · 16:01 PHOTO YAROSLAVL Bought a pool and got constant cleaning with it? Your salvation - a pool pavilion, it will protect the pool from debris...	VIEWS 52 516 REP. 2	REACTS. — ER 18.7%
↓ 13.08 · 09:07 VIDEO 🙄 Smart thoughts often chased him, but he was faster... A 51-year-old recidivist will answer for stealing a leather shirt from a café downtown...	VIEWS 51 650 REP. 2	REACTS. — ER 18.4%
↓ 11.08 · 19:54 PHOTO 36 new trolleybuses arrive in Yaroslavl City received trolleybuses from БКМ, КАМАЗ, and «Синара». Their key advantage: autonomous...	VIEWS 50 302 REP. 6	REACTS. — ER 17.9%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

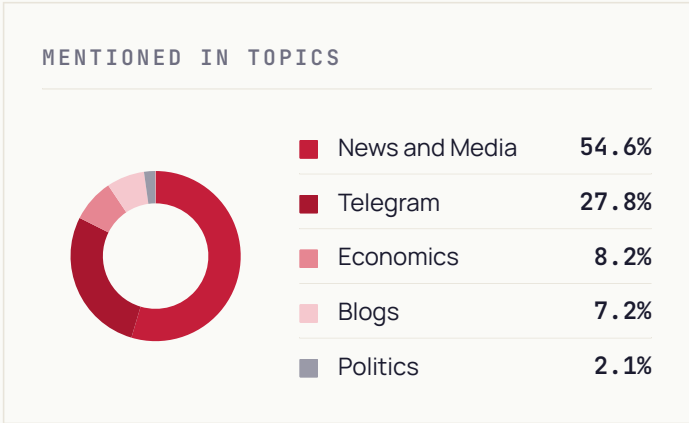
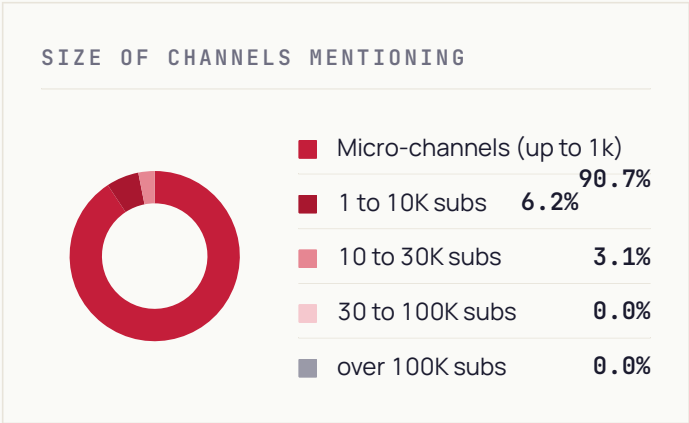
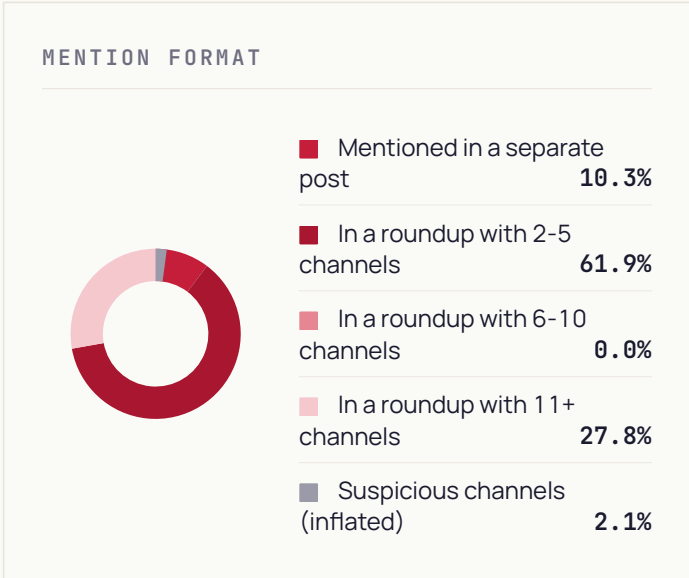
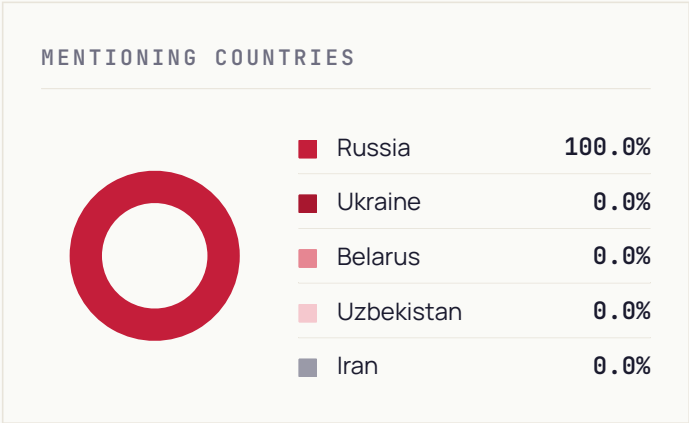
Subscriber growth chart for the year. On key months exact counts are shown. See which months gained, and in which lost.



SECTION 04 · CITATIONS

Who and how mention the channel

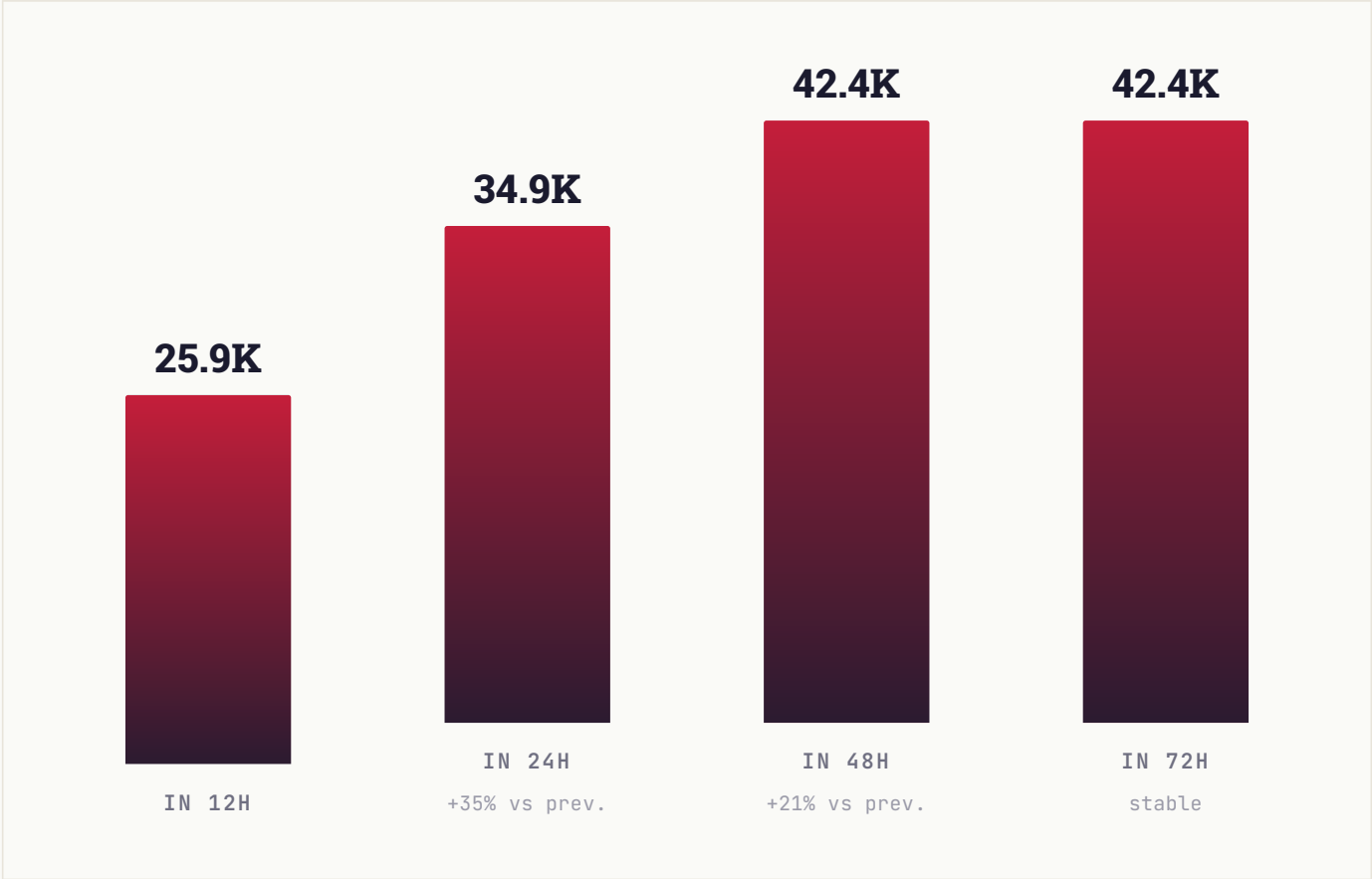
Citation index 0 – channel popularity rating based on mentions. It factors in not just count but mentioner weight: a post from a 100k-sub channel outweighs one from a 1k-sub. All-time mentions: 46 different channels.



SECTION 05 · AD POTENTIAL

Post reach duration

Average reach of an ad post over time since publication. Helps assess how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 Closest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBS
М• Москвач • Новости Москвы	4.3M
TL Топор Live	4.1M
ПЭ Live • News	4M
М- Москва - это интересно	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
RN RIA Novosti	3M
НМ Новости Москвы	2.7M
МС Москва сегодня	2.7M
Avg. Regional Russian Media	2.6M
ЯЧ Yaroslavl Reads YOU	281.2K

COMPARATIVE INSIGHT

Channel is still outside niche top-99 — early growth stage. Niche leader — **Москвач • Новости Москвы** (4.3M), median top-99: 776.9K. First goal — enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

Channel mention frequency

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **44**, they brought **368 716** new subs.

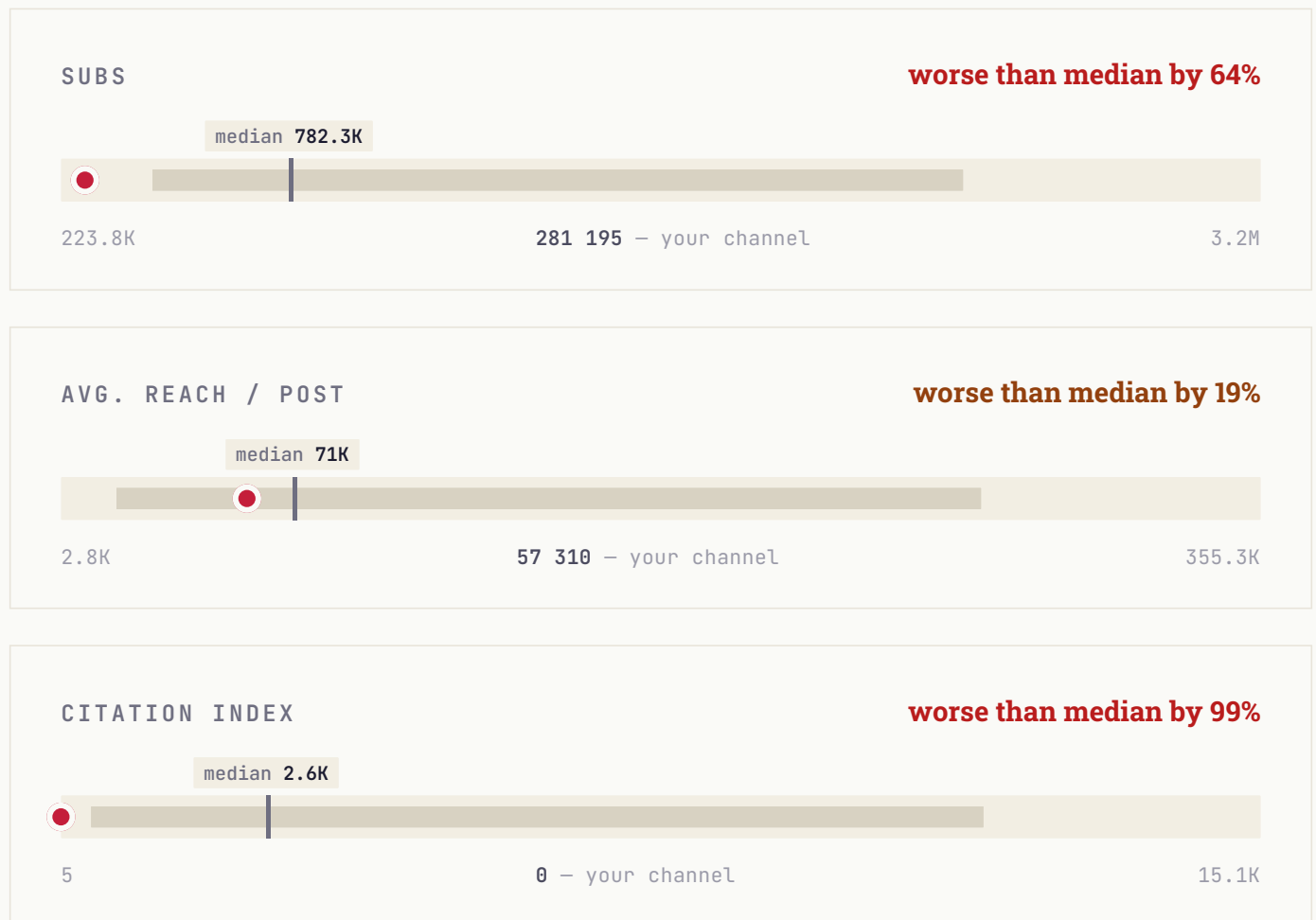
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
February 2026	4	2	43 284
January 2026	9	5	60 727
December 2025	4	2	47 422
November 2025	19	17	43 315
October 2025	5	1	86 291
September 2025	3	1	87 677

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
44	6	368 716

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «News and Media» (Russia) and looked at how the channel compares. Gray band — range for 80% of niche channels (p10-p90). Black vertical line — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Mark as a checklist and return to this report in a month.

- | | | |
|-----------|--|--|
| 01 | Increase post frequency
Now 4.3 posts/wk. Active channels: 7-10. Consistency drives retention. | EFFECT
Consistency over volume |
| 02 | Main post of week — Saturday
Peak activity: this day, 17:00 MSK. | EFFECT
Best window for a key post |
| 03 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress selects sources for the niche. | EFFECT
+1000-3000 subs |
| 04 | Test polls and interactive formats
Posts with polls/reactions typically add +5-15% to ER. One poll per week on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Exchange posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from relevant audience |

★ WHAT'S NEXT

Want us to do this?

PromptPress?

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

01 **Run ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
