

PROMTPRESS PUBLIC REPORT

Channel audit

Петрозаводск Новости



@petrozavodsx7

Петрозаводск Новости — top city news today: incidents, weather, events, culture & life. All fresh news in one Telegram channel. Ads: @ros_media Contact: @kate_prompt RKN:...

SUBSCRIBERS

40 631

+17206 per month

ERR (% SEE POSTS)

15.0%

per day 20.2%

REACH/POST

6K

ad reach 5.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 40 631 —	 SUBSCRIBER REACH 14.75% avg % of subs who see a post	 VIEWS/POST 6K median 6.1K · 29 days	 POSTS/WK 20.9 over the period
 7D TREND +0.1% vs previous week	 REACTIONS/POST 11.7 only 1,040 reactions, 95 reposts, 0 comments	 POST LENGTH 319 chars median 287 · 29 days	 POSTS ANALYZED 89 29 days
 AD REACH 5.9K 24h avg	 CHURN / MONTH +17206 over the last month	 CITATION INDEX 0 citation index (cumulative)	 CHANNEL AGE 4 years 8 months created 16.11.2021

AI EDITOR SUMMARY

Channel «Петрозаводск Новости» — 40 631 subs. Each post gets on avg 6K people (15% from subs), reach is low — consider expanding audience. Publishes 21 posts per week (~3/day) — consistent schedule. For the week of Jul 6–12, reach stable (+0.1% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **89** posts over 29 days.
- 02 Dominant format — **Photos** (54/89 posts).
- 03 Avg post length — **319** chars (median 287).
- 04 Audience peak activity — **Thu, 08:00 MSK**.
- 05 Top posts gather **2x** more views than the weakest (6.7K avg for top vs 4.4K for worst) — among 89 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 17:37 PHOTOS  To receive a pension of ₺30K, a self-employed person must pay over ₺20K monthly in social contributions for 35 years...	VIEWS 6 723 REPOSTS 1	REACTIONS 11 ER 16.5%
Nº2 14.07 · 17:37 VIDEO  'Final Destination' turned out almost documentary: heavy steel pipes fell off a truck and crushed a taxi. The driver miraculously...	VIEWS 6 673 REPOSTS 3	REACTIONS 12 ER 16.4%
Nº3 24.06 · 05:13 VIDEO  The 'Six-Seven' meme went too far  Petrozavodsk News	VIEWS 6 671 REPOSTS 1	REACTIONS 10 ER 16.4%

Nº4

27.06 · 15:36

PHOTOS

State Duma elections will cost the Russian budget ₺27.4 billion – CEC. Petrozavodsk News

VIEWS

6 662

REPOSTS

1

REACTIONS

12

ER

16.4%

Nº5

03.07 · 05:13

VIDEO

– 'Why should I explain to my son what that dick is standing here' A guy in St. Petersburg met an unusual character and here's what...

VIEWS

6 654

REPOSTS

2

REACTIONS

12

ER

16.4%

WORST 3

↓ 10.07 · 18:38 VIDEO Silencing the endless stream of thoughts – a sound that calms ADHD sufferers goes viral The 639 Hz frequency has a beneficial...	VIEWS 4 678 REPOSTS 2 REACTIONS 12 ER 11.5%
↓ 07.07 · 17:34 PHOTOS Russians flock to auto repair shops due to low-quality gasoline According to Kommersant, service stations report a sharp increase in the number of...	VIEWS 4 490 REPOSTS 1 REACTIONS 12 ER 11.1%
↓ 26.06 · 18:36 VIDEO Russian rappers increasingly mention drugs and violence in their lyrics, says Ministry of Justice According to Deputy Minister Oleg...	VIEWS 4 157 REPOSTS 1 REACTIONS 12 ER 10.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

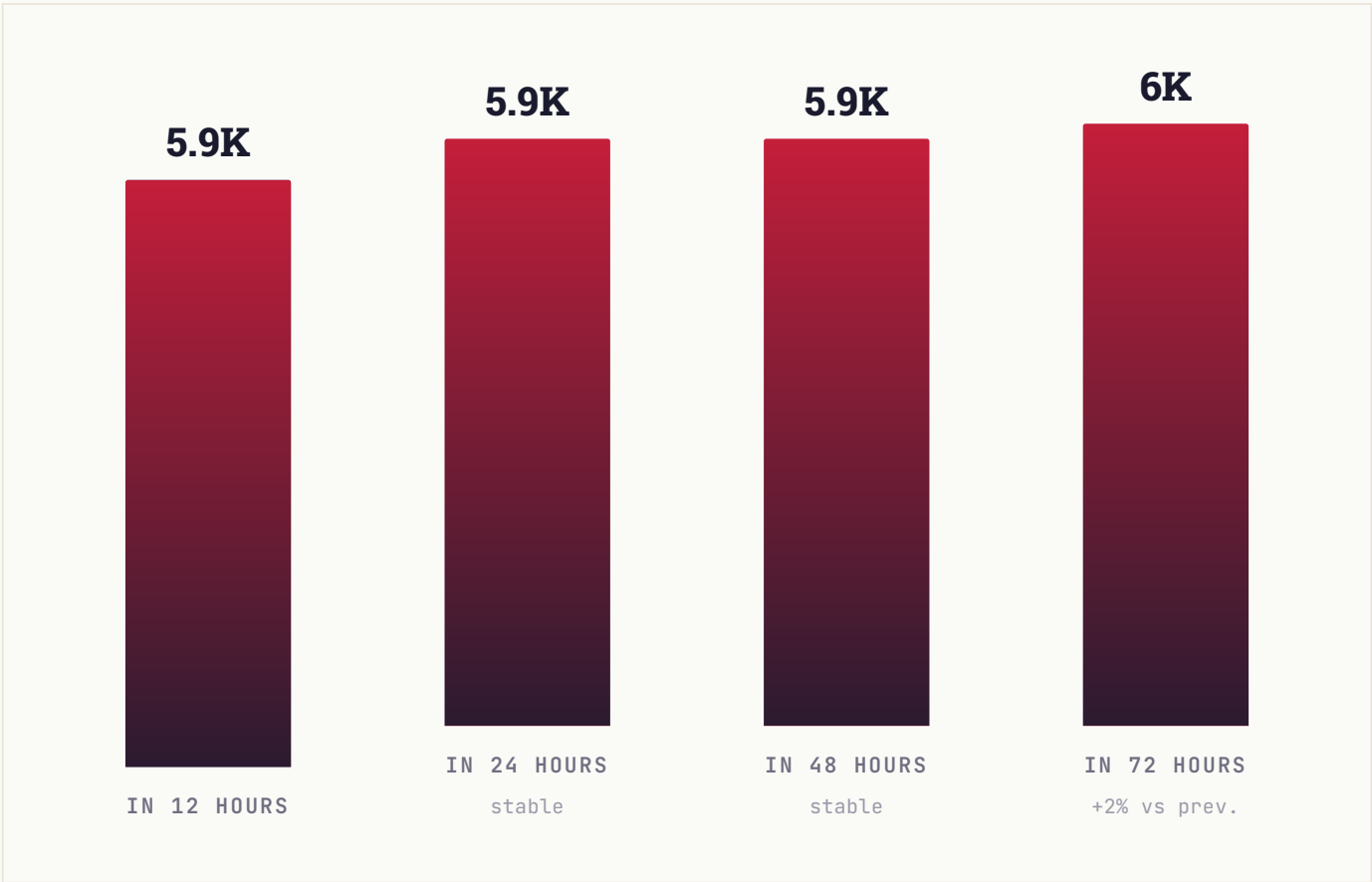
Subs growth chart over the year. Key months show exact sub count. See which months the channel gained and which it lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
خ اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
خ ا خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
ا ج اخبار فوری جنگ	4.3M
خ ب خبر فوری	4.3M
Tue Live • News	4.1M
TL Topor Live	4.1M
M• Москвач • Новости Москвы	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
MA Mash	3.1M
Mon Петрозаводск Новости YOU	40.6K

COMPARATIVE INSIGHT

Channel is still outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6.1M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **3 164** new subs.

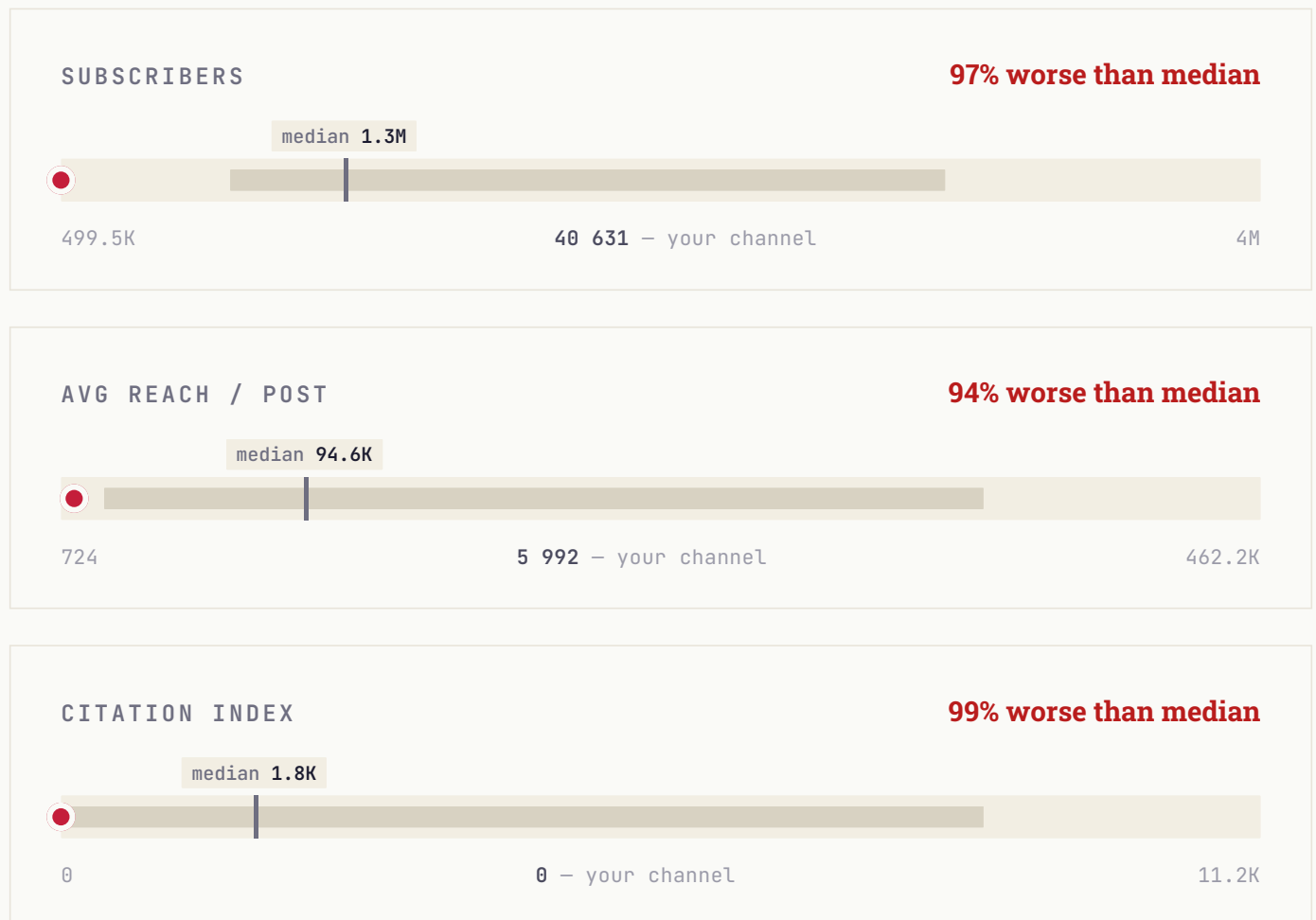
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	1 691
Dec 2025	0	0	23
Nov 2025	0	0	1 449
Oct 2025	0	0	1
September 2025	0	0	0
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	3 164

SECTION 07 • NICHE COMPARISON

Where your channel stands 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 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Best post of the week – Thursday
Audience most active on this day at 08:00 MSK.

EFFECT
Best window for an important post
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 weekly poll on a hot topic – easy win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Swap posts quarterly with channels in the same segment. 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 is what we can do in minutes using public data. Want to go further? Run ads with 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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