

PUBLIC REPORT BY PROMTPRESS

Channel audit

Piter main



@piter_glavnoe

Top news of St. Petersburg. Ads: @your_adm Price: @media_cube
Work with: telega.in/c/+RiON79U0bHA2YjAy @swaymedia
@Spiral_Yuri @TplpLe11...

SUBSCRIBERS

400 961

+58584 per month

ERR (% SEE POSTS)

5.0%

daily 4.5%

REACH/POST

19.5K

ad reach 18.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period.

 SUBSCRIBERS 400 961 —	 SUBS REACH 4.88% avg % subs see post	 VIEWS/POST 19.5K median 17.9K · 29 days	 POSTS/DAY 10.1 ~70 per week
 7D TREND +34.0% vs previous week	 REACTIONS/POST 184.4 total 55,505 reactions, 45,971 reposts, 3,570 comments	 POST LENGTH 145 chars median 130 · 29 days	 POSTS ANALYZED 301 29 days
 AD REACH 18.4K 24h avg	 CHURN / MONTH +58584 last month	 CITATION RATE 342 citation index · 605 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 13.01.2023

AI EDITOR SUMMARY

Channel «Piter glavnoe» – 400 961 subs. Each post averages 19.5K people (5% subs), reach is low – consider expanding audience. Publishes 70 posts/week (~10/day) – very active posting. For week Jun 15–21, reach up +34.0% to week Jun 8–14 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **301** posts over 29 days.
- 02 Dominant format – **Photo** (150/301 posts).
- 03 Avg post length – **145** chars (median 130).
- 04 Peak audience activity – **Sun**, 18:00 MSK.
- 05 Strongest posts get **5x** more views than the weakest (72.3K avg for top vs 14.3K for worst) – among 301 posts over 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 15:20 PHOTO 🌲 Forests near St. Petersburg are full of mushrooms and strawberries, say mushroom pickers Collectors boast full baskets, and some are already picking...	VIEWS 78 218 REPOSTS 252	REACTIONS 191 ER 19.5%
Nº2 21.06 · 17:27 TEXT 🚧 M-11 highway closed towards St. Petersburg due to accident Traffic stop recorded near Tver at 184 km, reported by Avtodor...	VIEWS 71 100 REPOSTS 41	REACTIONS 95 ER 17.7%
Nº3 21.06 · 12:36 VIDEO 🇷🇺 Russians flock to Vietnam for goose therapy against stress Tourists are sprinkled with grain on the ground, attracting a flock of geese. Locals...	VIEWS 67 648 REPOSTS 341	REACTIONS 171 ER 16.9%

Nº4 21.06 · 21:56 VIDEO 😊 Wonderful evening on the Neva	VIEWS 56 854 REPOSTS 46	REACTIONS 310 ER 14.2%
Nº5 22.06 · 04:33 VIDEO 👤 St. Petersburg resident opened swimming season by jumping into the Moika	VIEWS 50 891 REPOSTS 87	REACTIONS 305 ER 12.7%

|

WORST 3

↓ 30.05 · 21:31 PHOTO 😊 Fantastic sunset over the Gulf of Finland today	VIEWS 14 521 REPOSTS 50	REACTIONS 259 ER 3.6%
↓ 01.06 · 14:38 VIDEO 🏠 One-bedroom for 175k rented in St. Petersburg for Scarlet Sails — all due to great location and stunning view of the Neva	VIEWS 14 430 REPOSTS 97	REACTIONS 119 ER 3.6%
↓ 11.06 · 10:02 VIDEO 👤 Bears in Leningrad Region staged a furry slam Boy band, literally.	VIEWS 14 016 REPOSTS 92	REACTIONS 120 ER 3.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

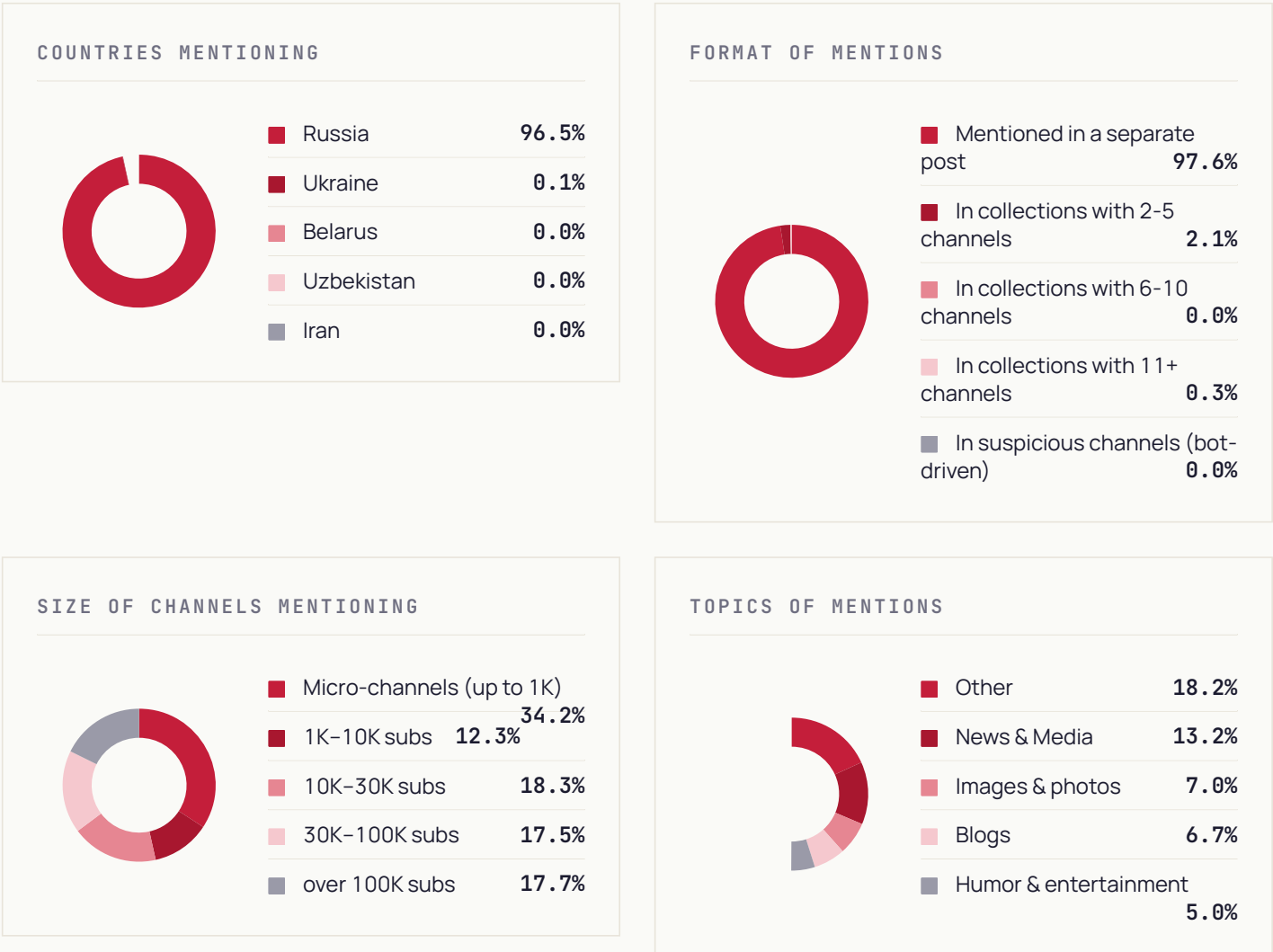
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

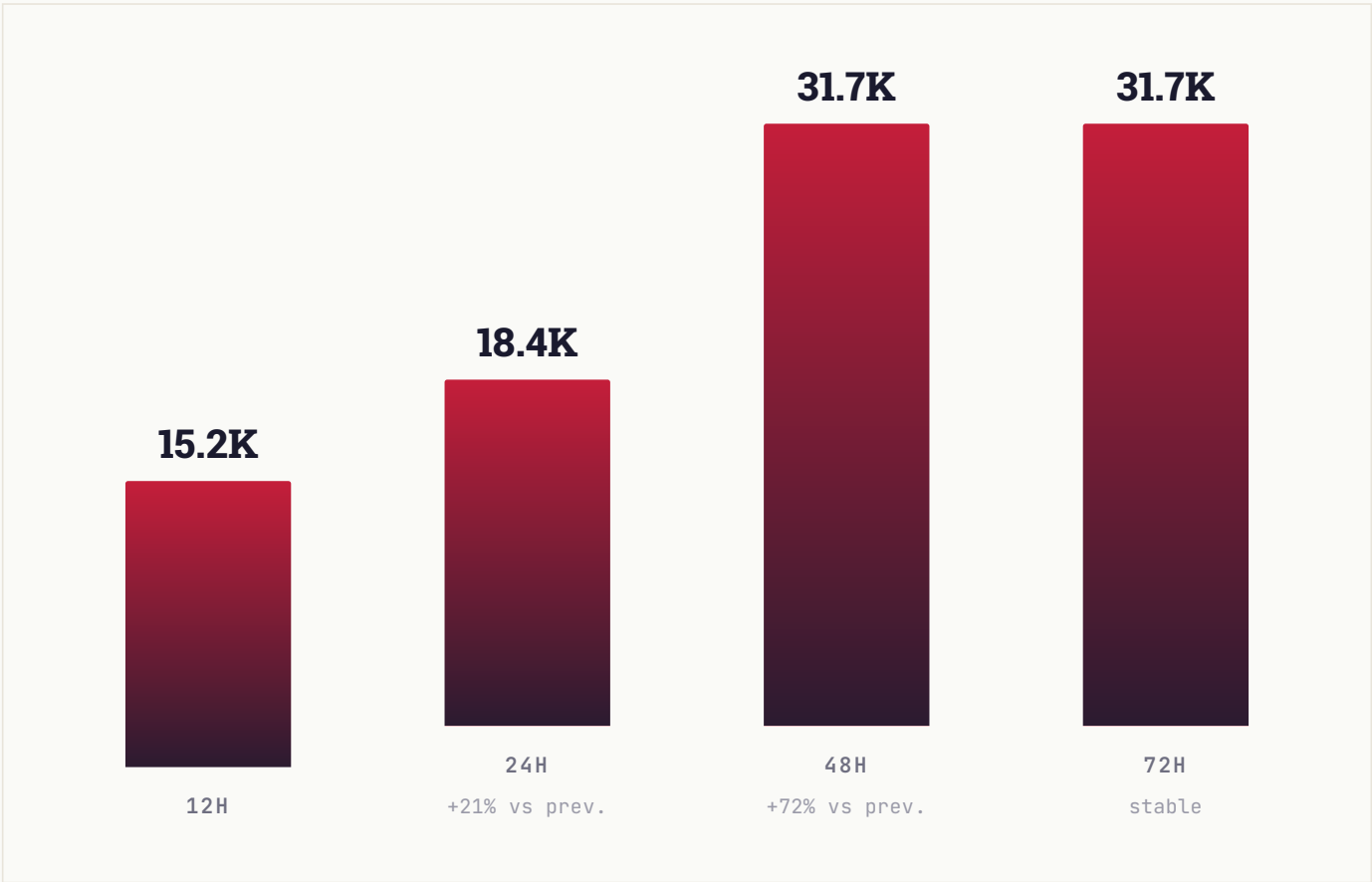
Citation index **342** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **605** different channels.



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 — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
PE Direct Live • News	4.2M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
MA Mash	3.1M
RN RIA Novosti	3M
SR Media Russia not Moscow	2.8M
NM Moscow News	2.7M
MS Moscow today	2.7M
PG Piter main YOU	401K

COMPARATIVE CONCLUSION

Channel is still outside top-99 niche — early growth stage. Niche leader — Direct Live • News (4.2M), median top-99: 784.7K. First goal — enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **79**, they brought **156 798** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	23	20	5 325
Nov 2025	11	10	27 202
Oct 2025	12	9	54 056
September 2025	14	11	51 430
August 2025	12	11	6 480
July 2025	7	7	12 305
TOTAL MENTIONS			
79			
MONTHS OF DATA			
6			
		ATTRACTED SUBS	
		156 798	

Where the channel ranks in its league

SUBSCRIBERS

50% below median

median 798.1K

228.1K 400 961 – your channel 3M

AVG REACH / POST

74% below median

median 74.7K

2.8K 19 549 – your channel 357.7K

CITATION INDEX

87% below median

median 2.6K

5 342 – your channel 14.7K

— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Sunday**

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for important
post****02****ER below niche benchmark — rethink formats**

Current ER 4.88% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.6pp ER**03****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with same-niche channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
