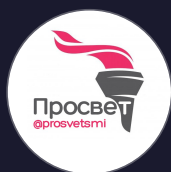


— PUBLIC REPORT BY PROMTPRESS

Channel audit

Prosvet | Russia

News



@prosvetsmi

News, events and culture from the best country on earth. Ads
@Vasilisa1997msk Registration: <https://clck.ru/3GHmYn>

SUBSCRIBERS

240 918

+76450 per month

ERR (% SEE POSTS)

29.0%

last day **24.8%**

REACH/POST

67.5K

ad reach **60.6K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 240 918 —	SUBS REACH 28.01% avg % subs see post	VIEWS/POST 67.5K median 67.9K · 29 days	POSTS/WEEK 17.3 for period
7D TREND +0.3% vs previous week	REACTIONS/POST 111.9 total 8,057 reactions, 9,690 reposts, 0 comments	POST LENGTH 325 chars median 323 · 29 days	POSTS ANALYZED 72 29 days
AD REACH 60.6K 24h avg	CHURN / MONTH +76450 last month	CITATION RATE 33 citation index · 135 channels mentioned all time	CHANNEL AGE 4 years 9 months created 20.09.2021

AI EDITOR SUMMARY

Channel «Prosvet | Russia News» — 240 918 subs. Each post avg views 67.5K people (28% of subs), good reach. Publishes 17 posts/week (~2/day) — regular. Week Jun 29 – Jul 5 reach stable (+0.3% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 72 posts over 29 days.
- 02 Dominant format — Photo (62/72 posts).
- 03 Avg post length — 325 chars (median 323).
- 04 Peak audience activity — Thursday, 15:00 MSK.
- 05 Top posts get ×1 more views than weakest (72.5K avg top vs 63.6K worst) — among 72 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 12:34 PHOTO On June 4, Kunstkamera courtyard turned into a space of travel, discoveries, and beautiful meanings: celebrated 165th anniversary of the magazine...	VIEWS	REACTIONS
	72 660	123
	REPOSTS	ER
	80	30.2%
Nº2 29.06 · 05:03 PHOTO ! Russian banks are running short of cash as people massively withdraw money — Izvestia Liquidity deficit by mid-...	VIEWS	REACTIONS
	72 466	169
	REPOSTS	ER
	82	30.1%
Nº3 18.06 · 08:19 PHOTO 🍺 Russian quality watchdog urges locals to drink domestic beer instead of imported. The head said over 30%...	VIEWS	REACTIONS
	72 463	72
	REPOSTS	ER
	202	30.1%

Nº4 19.06 • 03:20 PHOTO  Messages in a building chat can lead to a hefty fine or even jail. A lawyer says defamation carries a penalty of up to 5 million...	VIEWS 72 381 REACTIONS 89 REPOSTS 96 ER 30.0%
Nº5 12.06 • 04:26 PHOTO Gas prices in Russia near all-time high. AI-95 at 81.6K RUB/ton on St. Petersburg Exchange.	VIEWS 72 283 REACTIONS 67 REPOSTS 83 ER 30.0%

WORST 3

↓ 26.06 • 09:54 PHOTO Russia mulls death penalty for corruption. Bill submitted to State Duma.	VIEWS 63 657 REACTIONS 109 REPOSTS 76 ER 26.4%
↓ 06.07 • 05:56 PHOTO Russians stopped having sex due to heat – doctors report. Due to high summer temperatures the body automatically switches to mode...	VIEWS 63 613 REACTIONS 147 REPOSTS 119 ER 26.4%
↓ 17.06 • 15:12 PHOTO  SIM cards in Russia to be tied to specific phones – the Federation Council approved a unified IMEI database. The measure aims...	VIEWS 63 515 REACTIONS 102 REPOSTS 162 ER 26.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

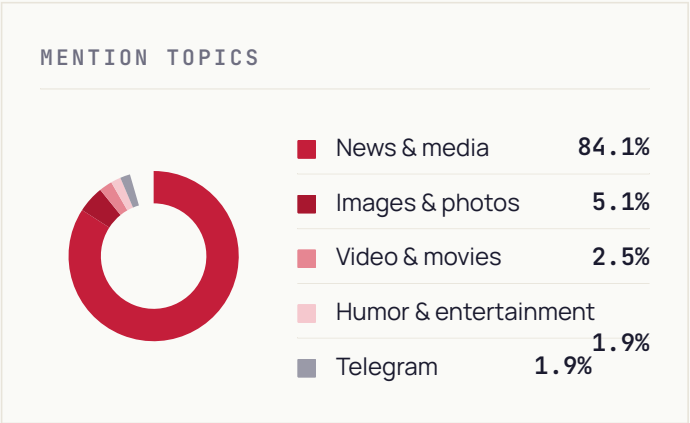
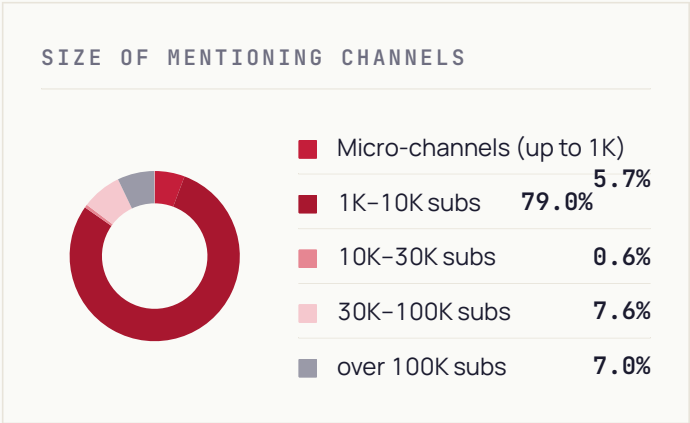
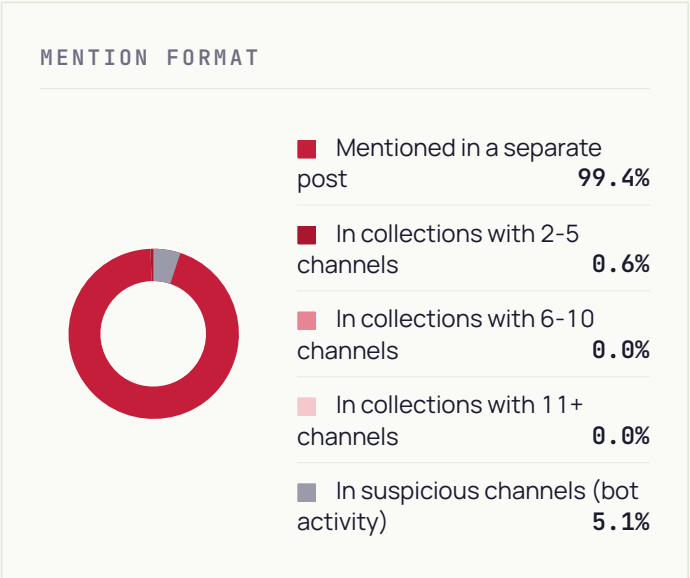
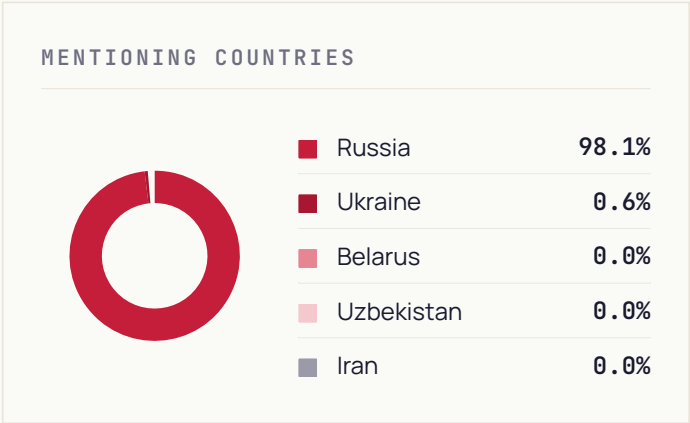
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

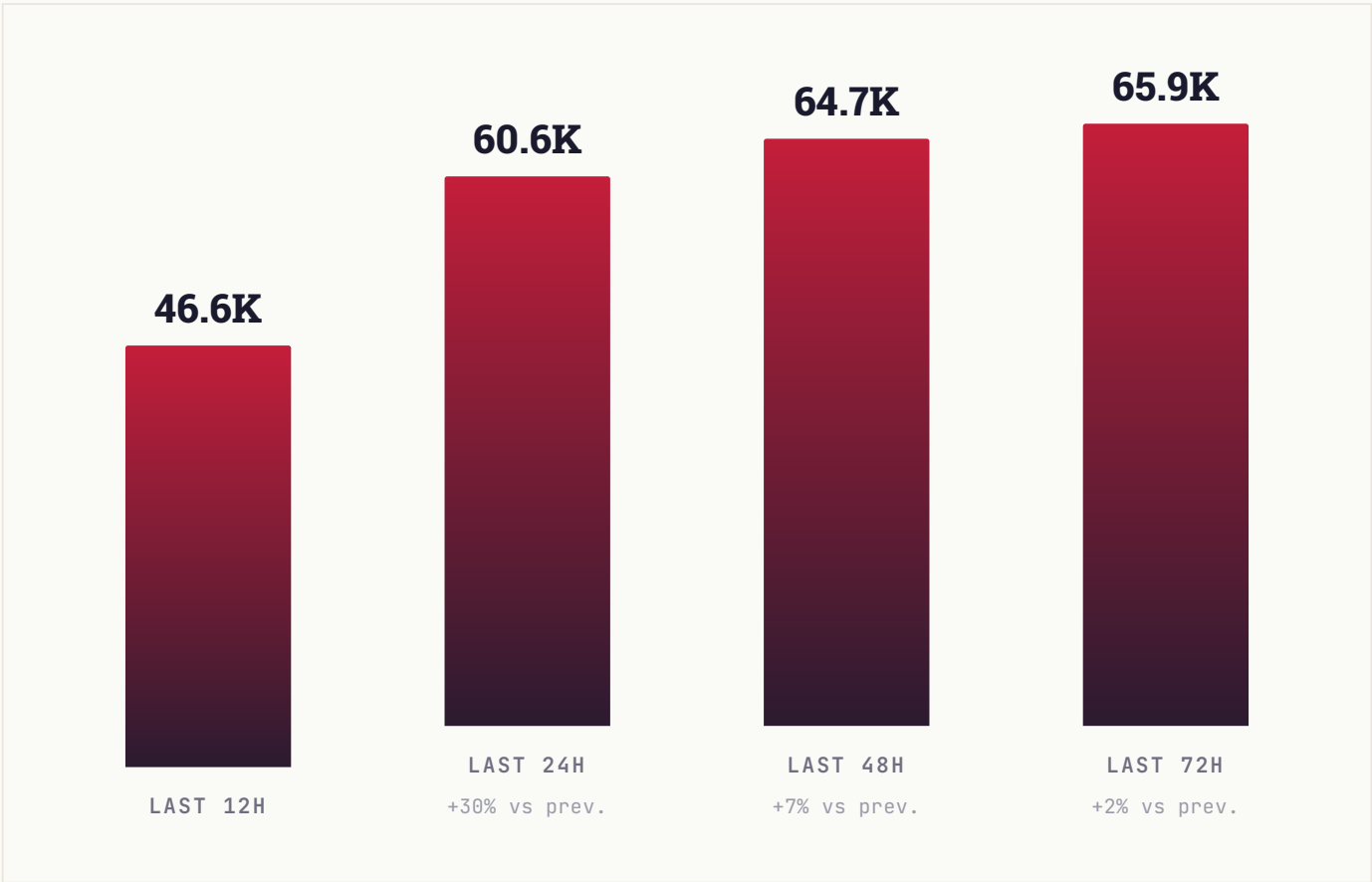
Citation index **33** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **135** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted – see its niche rank.

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• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
PI Prosvet Russia News	240.9K

COMPARATIVE CONCLUSION

Channel is not yet outside niche top 97 – early growth stage. Niche leader – اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal: enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **54 959** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	34 857	
December 2025	1	1	968	
November 2025	0	0	4 960	
October 2025	0	0	9 397	
September 2025	0	0	1 286	
August 2025	0	0	3 491	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1	6	54 959

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the median, a darker beige bar representing the peer group, and a red dot representing the channel's performance. A vertical line marks the channel's value.

Metric	Channel Value	Median	Peer Group Range	Performance Status
SUBSCRIBERS	240 918	1.3M	501K - 4.1M	81% below median
AVG REACH / POST	67 479	85.3K	744 - 438.6K	21% below median
CITATION INDEX	33	1.8K	0 - 11.2K	98% below median

SUBSCRIBERS 81% below median

median 1.3M

501K 240 918 — your channel 4.1M

AVG REACH / POST 21% below median

median 85.3K

744 67 479 — your channel 438.6K

CITATION INDEX 98% below median

median 1.8K

0 33 — your channel 11.2K

— 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 Thursday

Audience is most active on this day at 15:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

Video retains audience better
- 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 & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Cross-post with similar channels once a quarter. No need daily — 2-3 collabs bring 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 with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager