

— PROMTPRESS PUBLIC REPORT

Channel audit

AIR DEFENSE & AEROSPACE FORCES BULLETIN



@pvo_vks

Telegram magazine about AA gunners, aviators, weapons & military innovations #8A2GT Registered in the list of page owners in...

SUBSCRIBERS

13 365

ERR (% SEE POSTS)

9.0%

REACH/POST

1.2K

-126 per month

daily 4.4%

ad reach 596/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 13 365 —	 SUBSCRIBER REACH 9.22% avg % subs see post	 VIEWS/POST 1.2K median 1K · 29 days	 POSTS/DAY 12.1 ~85 per week
 7D TREND -1.5% vs previous week	 REACTIONS/POST 2.5 only 900 reactions, 1,091 reposts, 0 comments	 POST LENGTH 536 chars median 493 · 29 days	 POSTS ANALYZED 361 29 days
 AD REACH 596 24h avg	 CHURN / MONTH -126 last month	 CITATION RATE 351 citation index · 1,191 channels mentioned ever	 CHANNEL AGE 7 years 6 months created 16.01.2019

AI EDITOR SUMMARY

Channel «AIR DEFENSE & AEROSPACE FORCES BULLETIN» – 13 365 subs. Each post averages 1.2K people (9% from subs), reach low – need to grow audience. Publishes 85 posts/week (~12/day) – very active. Week of Jul 6–12 reach stable (-1.5% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **361** posts in 29 days.
- 02 Dominant format — **Photo** (211/361 posts).
- 03 Avg post length — **536** chars (median 493).
- 04 Peak audience activity — **Monday**, 09:00 MSK.
- 05 Top posts get **25x** more views than weakest (13.9K avg top vs 557 worst) — among 361 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 13:26 TEXT Meanwhile, a group of Russian & Chinese scientists synthesized & studied a new material based on the mineral sodalite - CASO, which...	VIEWS 14 136 REPOSTS 109	REACTIONS — ER 105.8%
Nº2 22.06 · 06:23 TEXT 192 Ukrainian drones shot down over Bryansk region in past 24 hours. Acting governor Egor...	VIEWS 13 724 REPOSTS 9	REACTIONS 2 ER 102.7%
Nº3 08.07 · 05:26 VIDEO A unified air defense system covering key civilian and military sites has been deployed across Russia...	VIEWS 13 706 REPOSTS 53	REACTIONS 6 ER 102.6%

Nº4 30.06 · 07:22 TEXT Over Bryansk region, air defense and mobile fire groups of the Ministry of Defense...	VIEWS 12 523 REPOSTS 8	REACTIONS 2 ER 93.7%
Nº5 26.06 · 05:05 PHOTO Ice-class patrol ship "Ivan Papanin" of the Northern Fleet entered the Barents Sea for planned combat...	VIEWS 9 052 REPOSTS 11	REACTIONS 2 ER 67.7%

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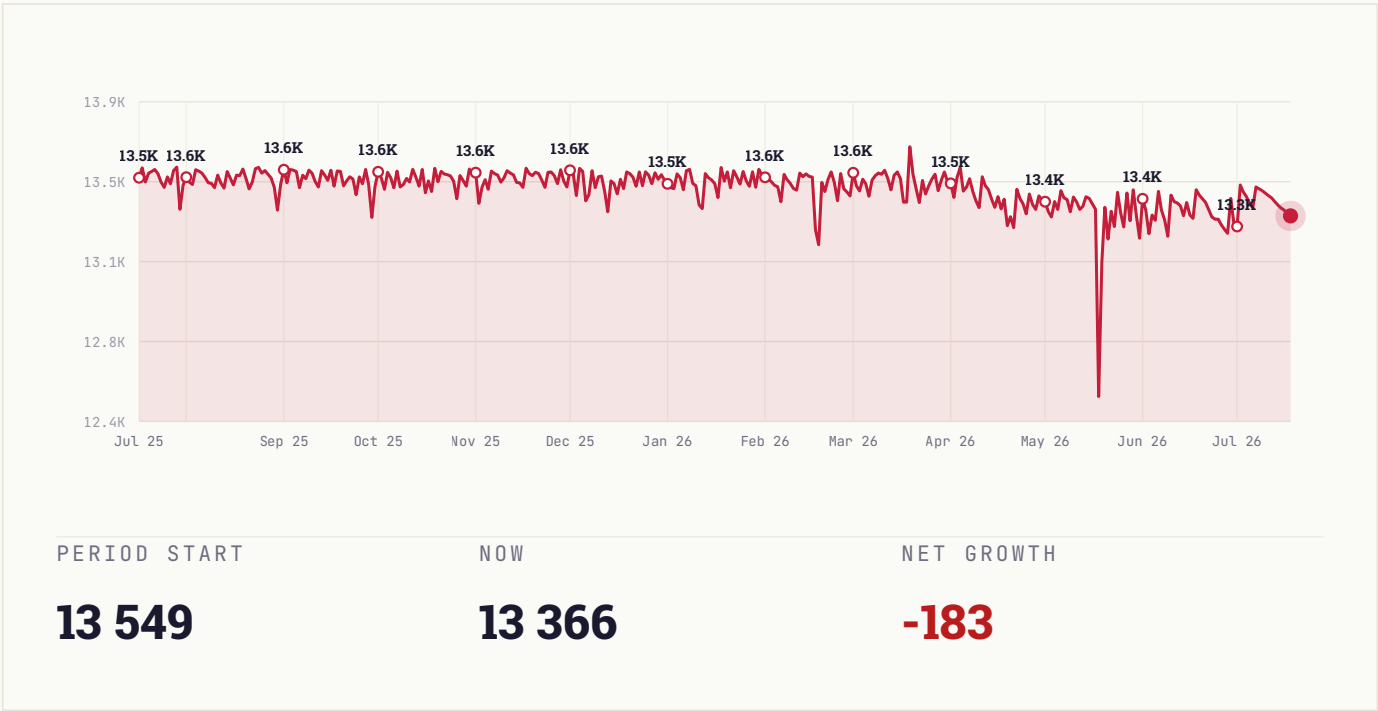
WORST 3

↓ 14.07 · 06:20 TEXT Romanov Company and Betzema Machine-Building Plant move to a cooperation phase focused on developing specialized...	VIEWS 570 REPOSTS —	REACTIONS 4 ER 4.3%
↓ 14.07 · 06:37 TEXT Back in the 1980s, the Soviet Union supplied India with about 80 Osa-AK SAM systems. These vehicles first arrived...	VIEWS 553 REPOSTS 1	REACTIONS 3 ER 4.1%
↓ 14.07 · 06:21 PHOTO Overnight from 20:00 MSK Jul 13 to 08:00 MSK Jul 14, air defense intercepted and destroyed 288 Ukrainian...	VIEWS 549 REPOSTS 2	REACTIONS 3 ER 4.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

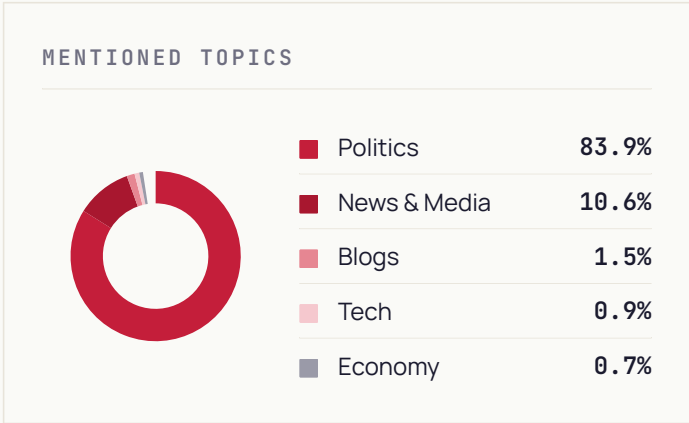
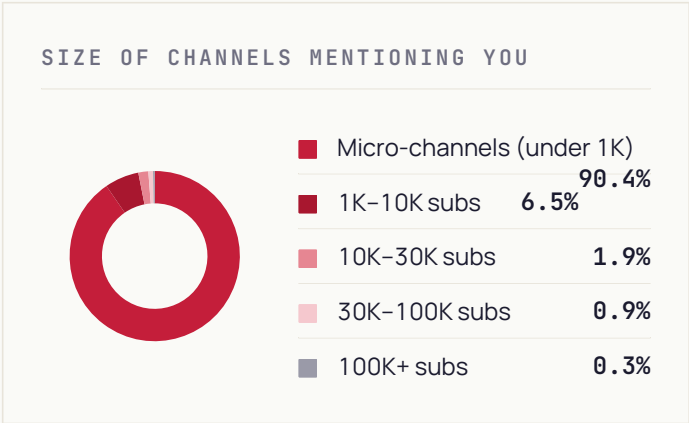
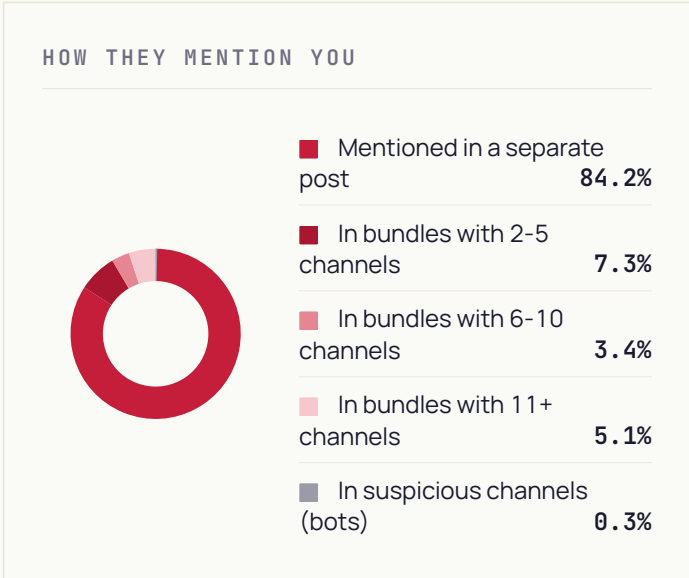
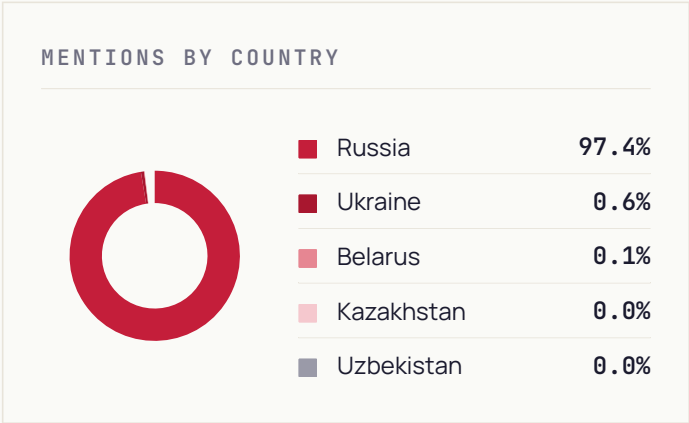
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

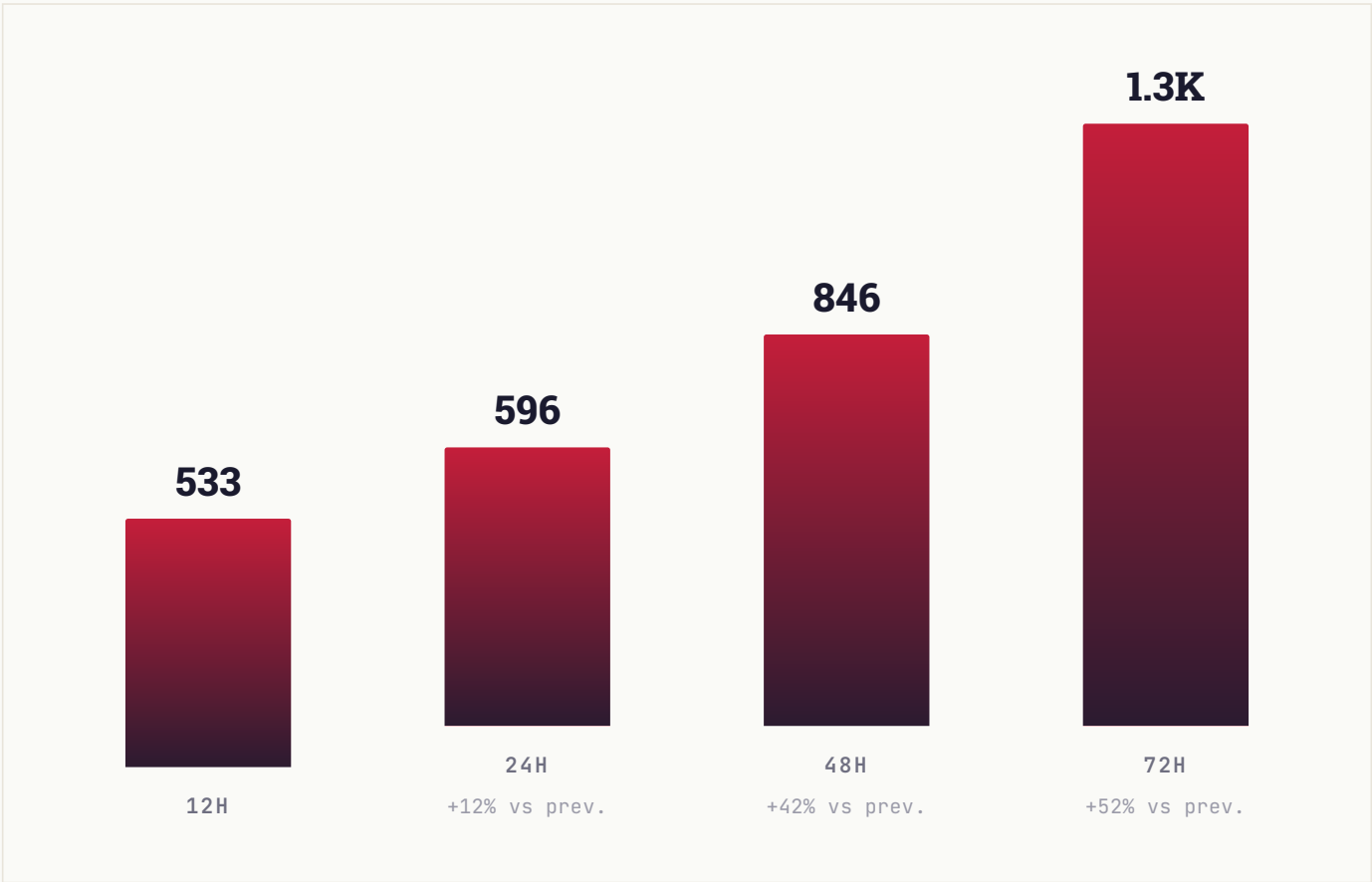
Citation index **351** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 191** different channels.



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 is highlighted — see its rank among niche peers.

CHANNEL		SUBSCRIBERS
TI	Cars & Point	3.5M
AB	Avtomanya	1.9M
WE	WENGALLBI	1M
VM	Vodiy Moshina Bozor	996.3K
DS	Dubrovsky Syndicate Zhekich Dubrovsky	689.3K
UN	Un Normal	583.6K
FI	Fighterbomber	521.6K
AB	Auto.ru	500K
AB	AVTOZAKAZ.RU	481.4K
GA	Garage	481.4K
VP	AIR DEFENSE & AEROSPACE FORCES BULLETIN	13.4K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 98 — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 208.1K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions **1 840**, they brought **4 429** new subs.

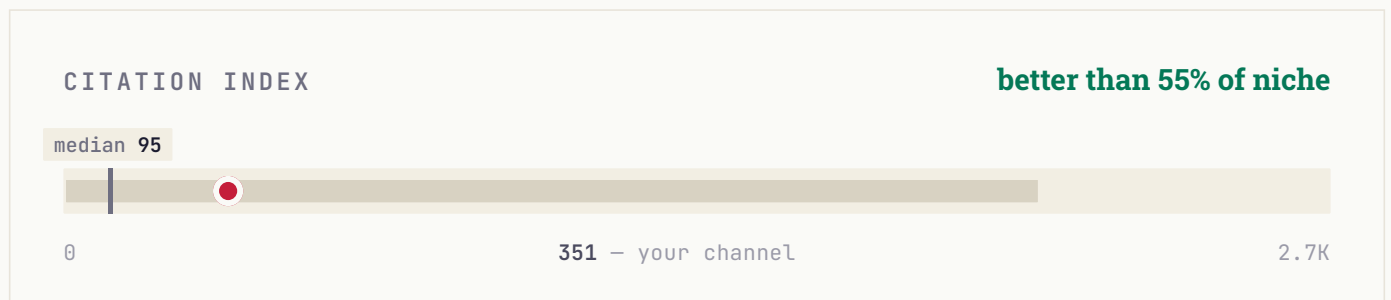
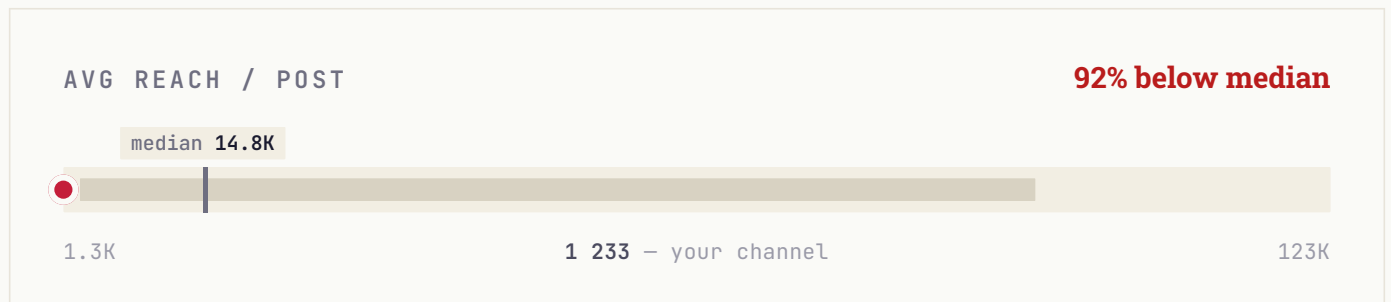
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	10	4	823	
December 2025	37	21	918	
November 2025	16	14	517	
October 2025	391	24	825	
Sep 2025	737	12	780	
August 2025	649	12	566	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 840	6	4 429

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category "**Transport**» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Monday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase video post share

Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

System 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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighbor channels

Swap posts quarterly with same-segment channels. 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 using public data. Want to go further? Run ads through us & hit your growth plan in a month.

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

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