

PROMTPRESS PUBLIC REPORT

Channel audit

Readovka



@readovkanews

Important — gathered together. Main — broken down into meanings.
Send news: @readovka_novosti Ads: @zareadovka Commercial: +7
917 529 0962 Unban in chat: @moderReadovka

SUBS

2 013 928

-5764 per month

ERR (% SEE POSTS)

19.0%

per day **18.5%**

REACH/POST

425.8K

ad reach **371.8K/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.

 SUBS 2 013 928 —	 SUBSCRIBER REACH 21.14% avg % subs see post	 VIEWS/POST 425.8K median 437.9K · 28 days	 POSTS/DAY 27.8 ~195/week
 TREND 7D -17.0% vs prev week	 REACTIONS/POST 1404.0 total 1,124,611 reactions, 784,589 reposts, 42,225 comments	 POST LENGTH 752 chars median 809 · 28 days	 POSTS ANALYZED 801 28 days
 AD REACH 371.8K 24h avg	 CHURN / MONTH -5764 over the last month	 CITATION INDEX 12 210 citation index · 25,810 channels mentioned all time	 CHANNEL AGE 8 yrs 3 mo created 05.03.2018

AI EDITOR SUMMARY

Channel 'Readovka' – 2 013 928 subs. Each post gets avg 425.8K people (21% from subs), average reach – room to grow. Publishes 195 posts per week (~28/day) – very active posting. For week May 25–31, reach dropped -17.0% by week 18–24 May – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 801 posts in 28 days.
- 02 Dominant format – Photo (339/801 posts).
- 03 Avg post length – 752 chars (median 809).
- 04 Audience peak – Tuesday, 22:00 MSK.
- 05 Top posts get 4× more views than the weakest (685K avg for top vs 181.3K for worst) – among 801 posts over 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.05 · 11:41 TEXT Children's camps 'Orlyonok' and 'Alie Parusa' hit by EU sanctions Also blacklisted: Nakhimov Naval School of the Russian Ministry of Defense...	VIEWS 687 093 REPOSTS 124	REACTIONS 1 374 ER 34.1%
Nº2 11.05 · 16:12 VIDEO Ukrainian forces seize Mikhailovsky Monastery of UOC in Kyiv region The building is in Pereyaslavl and is one of the oldest...	VIEWS 686 579 REPOSTS 121	REACTIONS 1 643 ER 34.1%
Nº3 11.05 · 13:54 PHOTO Georgia elects new patriarch – Metropolitan Shio 57-year-old Metropolitan of Senaki and Chkhorotsku Shio elected 142nd...	VIEWS 681 454 REPOSTS 159	REACTIONS 887 ER 33.8%

Nº411.05 · 18:46VIDEO NABU and SAP charged former head of the Ukrainian President's Office Andriy Yermak The politician is implicated in a case of laundering 460 million hryvnias...	VIEWS 676 749 REPOSTS 1 459	REACTIONS 1 153 ER 33.6%
Nº511.05 · 17:14PHOTO Era of transformation in Russian retail – why companies are shedding excess retail space Recently, retail chains have been massively...	VIEWS 674 520 REPOSTS 187	REACTIONS 632 ER 33.5%

| WORST 3

↓03.06 · 10:59PHOTO ⚡⚡⚡⚡⚡⚡⚡Russia plays a central role in strengthening multipolarity Associate Professor at the Financial University under the Government of the Russian Federation, Director of the Center...	VIEWS 182 231 REPOSTS 837	REACTIONS 468 ER 9.0%
↓03.06 · 10:39TEXT Court in Kabardino-Balkaria orders to reinstate physics USE result annulled due to non-existent cheat sheet Commission members...	VIEWS 180 957 REPOSTS 1 044	REACTIONS 1 538 ER 9.0%
↓03.06 · 09:16PHOTO ⚡Best-selling apartments in Russia, 43-45 m² At the Urban Hub discussion platform at SPIEF, they talked about the main...	VIEWS 180 783 REPOSTS 631	REACTIONS 1 101 ER 9.0%

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 gained or lost subs.

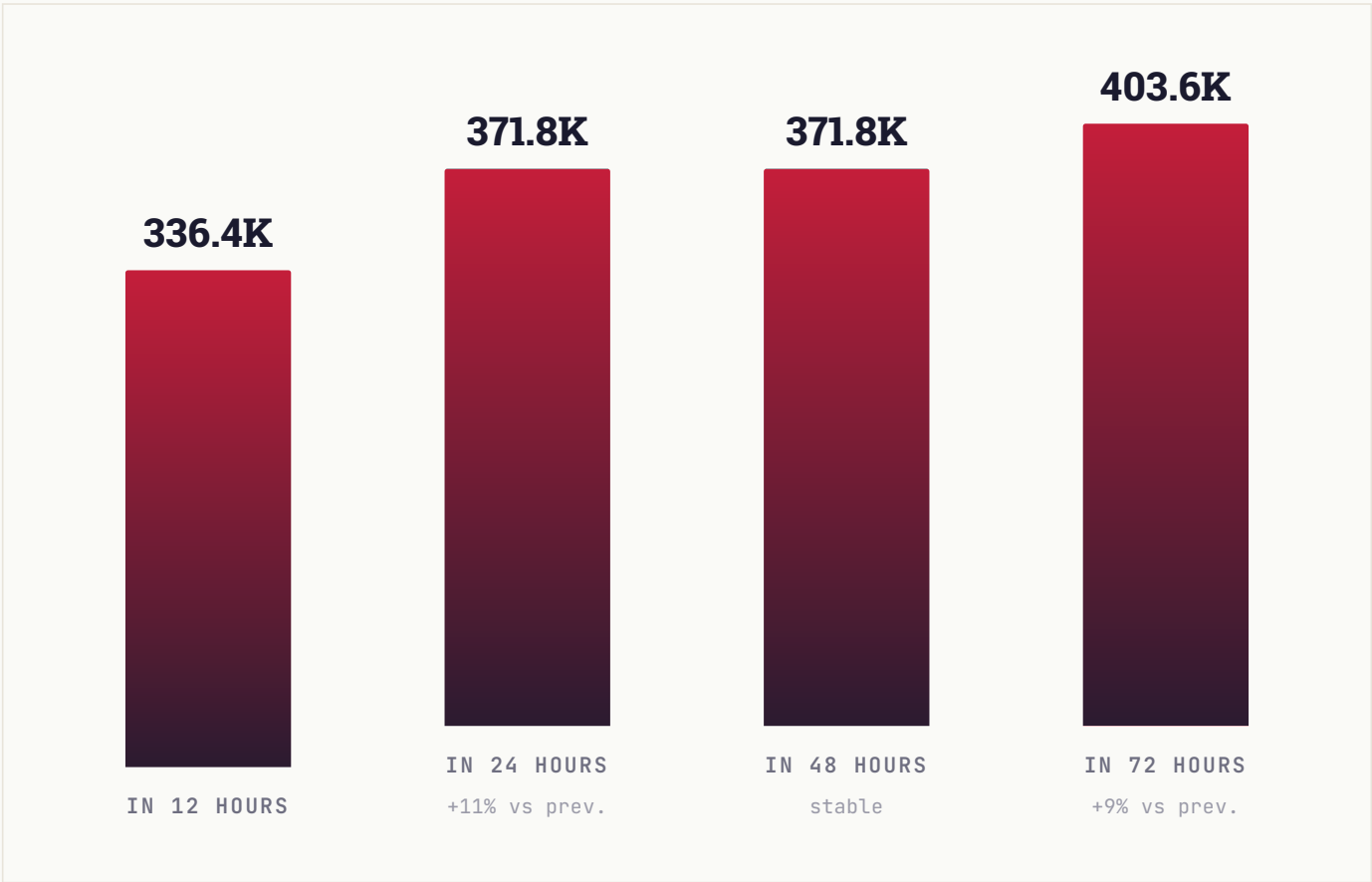


START OF PERIOD	NOW	NET GROWTH
2 633 515	2 013 994	-619 521

SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — you can see its rank among niche peers.

CHANNEL	SUBS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
RE Readovka YOU	2M

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#13 of 99). Leader — Live • News (4.1M). Goal for coming months: break into niche top 10 via systematic traffic work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **40 694**, they brought **32 582** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	7 173	960	6 396
November 2025	6 510	911	6 887
October 2025	8 062	1 174	7 065
September 2025	5 468	803	12 234
August 2025	7 076	1 068	0
July 2025	6 405	970	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
40 694	6	32 582

SECTION 07 · NICHE COMPARISON

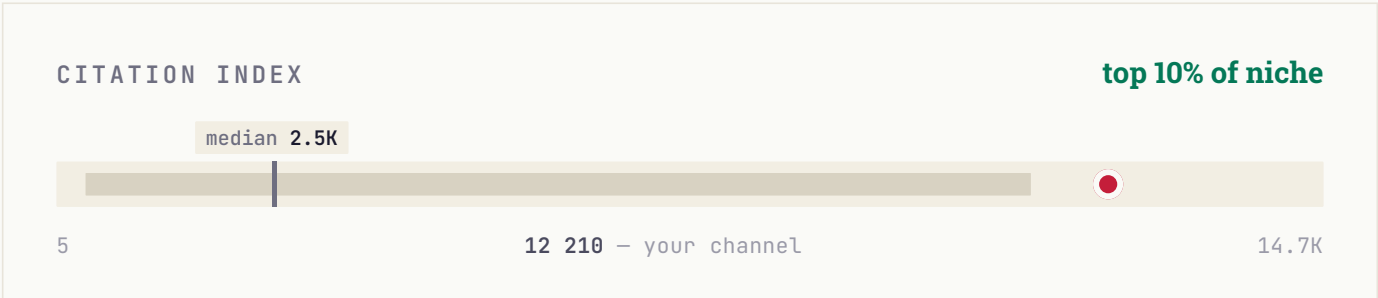
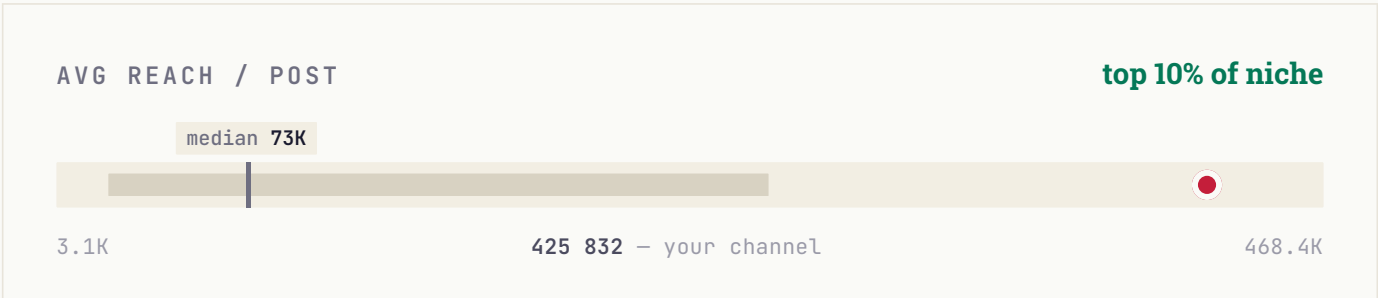
Where the channel stands in its league

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

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · 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 Tuesday | EFFECT |
| | Audience most active on this day and at 22:00 MSK. | Best window
for an
important post |
| <hr/> | | |
| 02 | Systematic traffic buying | EFFECT |
| | Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | +1000-3000
subs |
| <hr/> | | |
| 03 | Test polls & interactive formats | EFFECT |
| | Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win. | +5-15% ER |
| <hr/> | | |
| 04 | Cross-promo with neighboring channels | EFFECT |
| | Swap posts with same-segment channels quarterly.
2-3 collabs give relevant growth — no need daily. | Relevant
audience
growth |
| <hr/> | | |
| 05 | Update channel description for Telegram search | EFFECT |
| | Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic. | Organic traffic
source |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through 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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