

— PUBLIC REPORT BY PROMTPRESS

Channel audit

News of Russia

76 Today Now



@rossia

Suggest news: @javadsubs Ads: @bill_ben

SUBSCRIBERS

202 919

+25373 per month

ERR (% SEE POSTS)

5.0%

daily 3.7%

REACH/POST

9.2K

ad reach 7.4K/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» category

09 Strategy

5 priority actions

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 202 919 —	 SUBS REACH 4.52% avg % subs see post	 VIEWS/POST 9.2K median 8.8K · 29 days	 POSTS/DAY 15.6 ~109 per week
 7D TREND +19.7% vs prev week	 REACTIONS/POST 241.1 total 110,669 reactions, 12,487 reposts, 0 comments	 POST LENGTH 313 chars median 290 · 29 days	 POSTS ANALYZED 459 29 days
 AD REACH 7.4K 24h avg	 CHURN / MONTH +25373 last month	 CITATION RATE 124 citation index · 393 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 18.01.2023

AI EDITOR SUMMARY

Channel «News of Russia 76 Today Now» — 202 919 subs. Each post avg views 9.2K people (5% subs), low reach — expand audience. Publishes 109 posts/week (~16/day) — very active. Week Jun 29 — Jul 5 reach up +19.7% week Jun 22–28 — positive trend.

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 **459** posts in 29 days.
- 02 Dominant format – **Photo** (254/459 posts).
- 03 Avg post length – **313** chars (median 290).
- 04 Peak audience activity – **Saturday**, 17:00 MSK.
- 05 Top-performing posts get **5x** more views than weakest (top avg 37.9K vs worst 6.9K) – across 459 posts in 29 days. Find common traits: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 14:25 PHOTO Putin signs law regulating motor fuel sales. The document authorizes the government to set gasoline types and...	VIEWS	REACTIONS
	42 282	27 978
	REPOSTS	ER
	20	20.8%
Nº2 04.07 · 14:38 TEXT 12-year-old Milana, killed in Leningrad region, had 30 stab wounds, signs of strangulation and slit fingers, – media. Her body was found near...	VIEWS	REACTIONS
	36 942	1 993
	REPOSTS	ER
	20	18.2%
Nº3 04.07 · 14:17 VIDEO Stavropol engulfed in black smoke from a massive fire at a paint warehouse, – media. The fire broke out on the territory...	VIEWS	REACTIONS
	34 456	558
	REPOSTS	ER
	4	17.0%

Nº4 04.07 • 07:50 **PHOTO**

Petersburg residents urged to stay indoors due to mass drone attack, Gov. Beglov said. Air defense systems are active, possible...

VIEWS

25 841

REPOSTS

42

REACTIONS

130

ER

12.7%
Nº5 05.07 • 07:13 **PHOTO**

⚡ Russian Ministry of Health to introduce new blood donor rules from January 1, 2027, — media. According to the order, before the first donation, it will be allowed to...

VIEWS

24 718

REPOSTS

6

REACTIONS

588

ER

12.2%
WORST 3

↓ 29.06 • 08:23 **TEXT**

Foreign car parts in Russia have risen 15–20% since early 2026, experts report. Due to price hikes, OSAGO policy costs...

VIEWS

6 944

REPOSTS

5

REACTIONS

71

ER

3.4%

↓ 25.06 • 07:57 **TEXT**

Crimea HQ cuts number of Tavria trains to/from peninsula. Under the updated schedule, daily...

VIEWS

6 940

REPOSTS

6

REACTIONS

55

ER

3.4%

↓ 25.06 • 08:07 **PHOTO**

Earthquake in Venezuela strongest in 126 years, — New York Times. @rossia

VIEWS

6 866

REPOSTS

2

REACTIONS

79

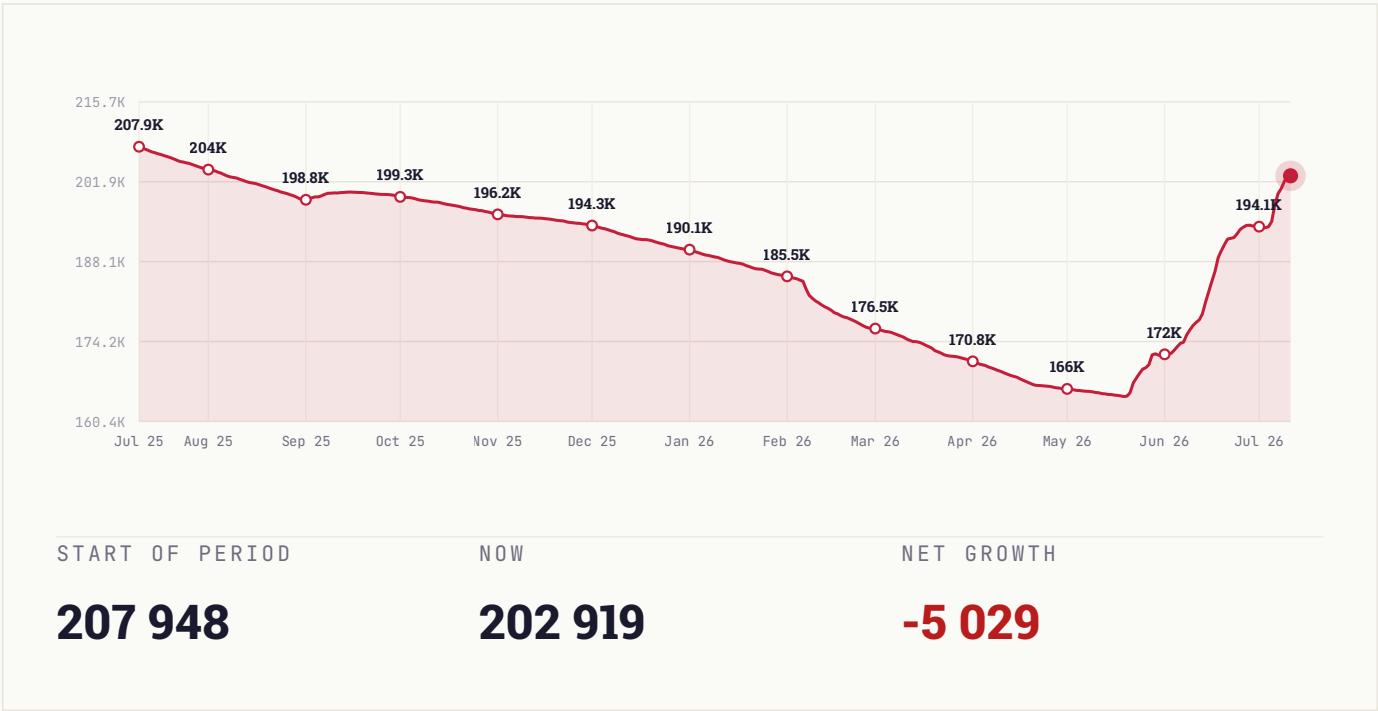
ER

3.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

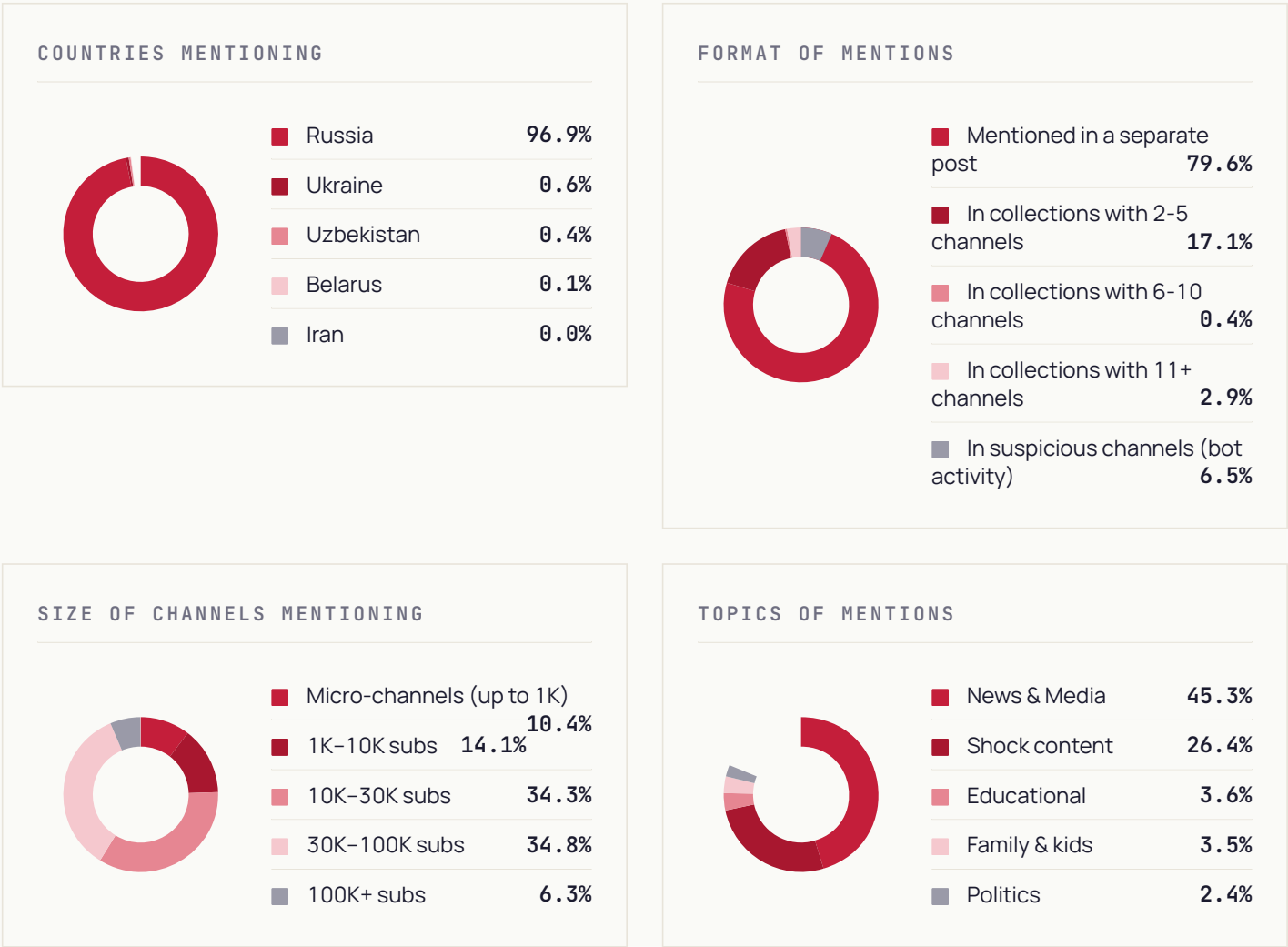
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

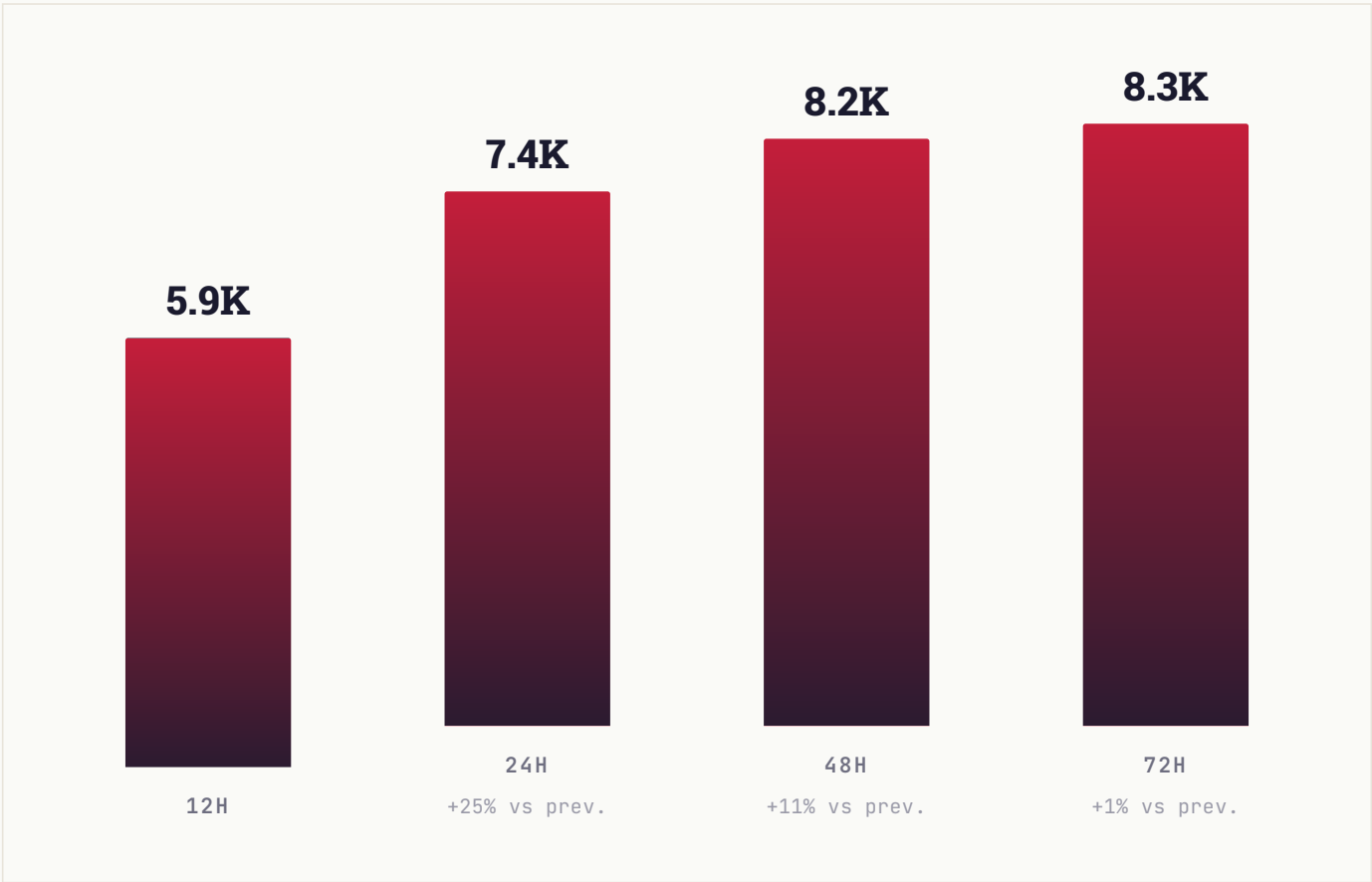
Citation index **124** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **393** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

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 • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
NR News of Russia 76 Today Now YOU	202.9K

COMPARATIVE INSIGHT

Channel yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions: **653**, they brought **1 377** new subs.

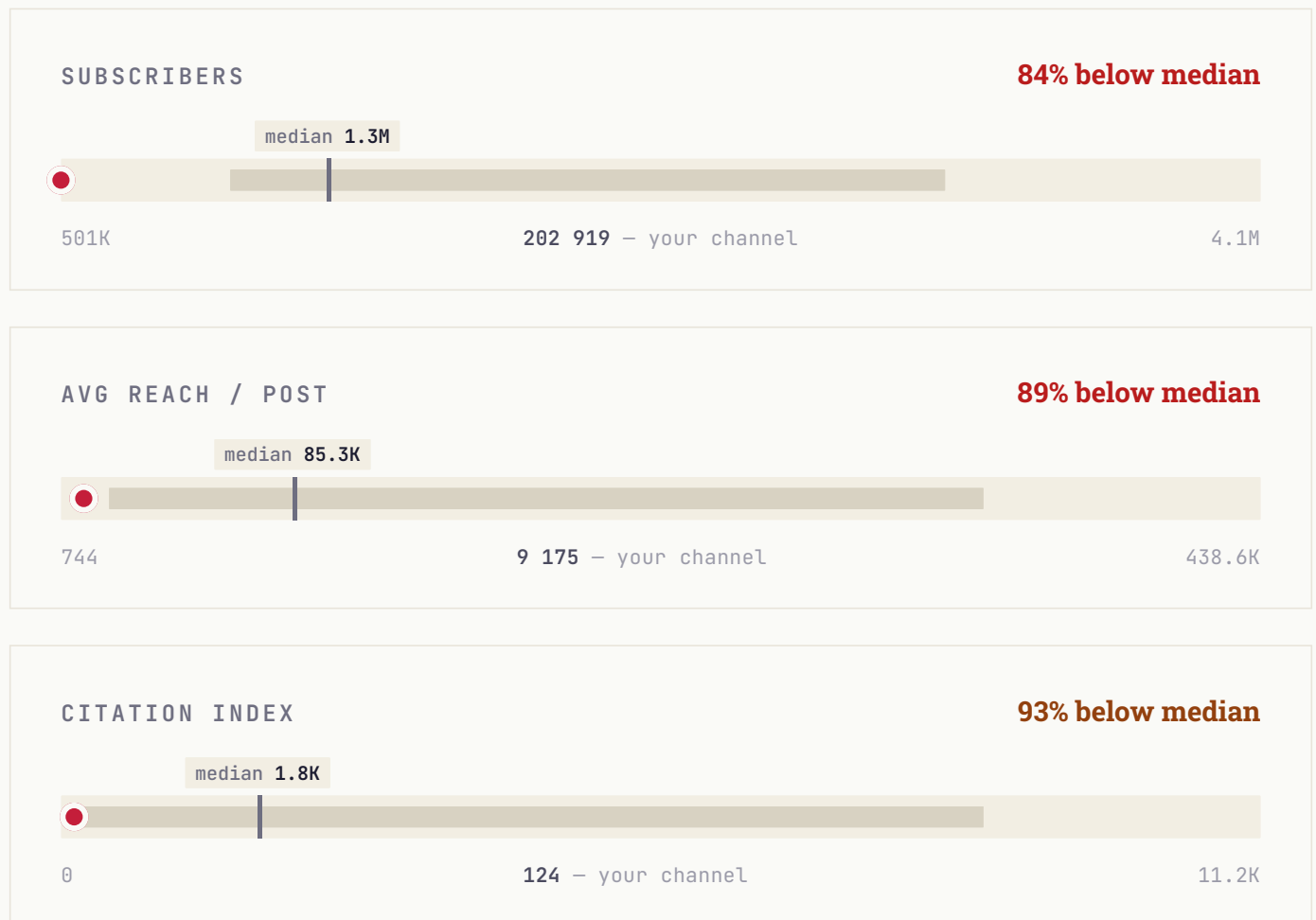
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	139	18	0	
December 2025	91	13	0	
Nov 2025	162	16	13	
Oct 2025	89	14	0	
Sep 2025	93	18	1 364	
August 2025	79	17	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
653	6	1 377

— SECTION 08 • 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 of 80% niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off & revisit in a month.

01

Top post of the week — on Saturday

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.52% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.0pp ER

03

System traffic buy

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 — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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