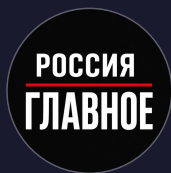


PROMTPRESS PUBLIC REPORT

Channel Audit

Russia • Main



@rossiya_glavnoe

Russia's top news - precise, no noise. Key events, decisions, economy, society - everything shaping the national agenda.
Partnership & ads: @den_d8

SUBS

18 324

58 posts in 18 days

ERR (% SEE POSTS)

12.0%

per day 6.9%

REACH/POST

1.9K

ad reach 1.3K/24h

— CONTENTS · 2026

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the figure tells the period it covers.

 SUBS 18 324 —	 SUBSCRIBER REACH 10.48% avg % subs see post	 VIEWS/POST 1.9K median 1.7K · 18 days	 POSTS/WK 22.0 for the period
 7D TREND — no data for the period	 REACTIONS/POST 66.5 total 3 856 react., 4 841 rep., 0 comm.	 POST LENGTH 400 chars median 365 · 18 days	 POSTS ANALYZED 58 18 days
 AD REACH 1.3K 24h avg	 CITATIONS 12 citation index · 490 channels mentioned all time	 CHANNEL AGE 21 days created 02.08.2026	

AI EDITOR SUMMARY

Channel «Russia • Main» – 18 324 subscribers. Each post on average gets 1.9K people (10% from subscribers), reach is low – worth expanding audience. Publishes 22 posts per week (~3 per day) – active publishing mode.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis is based on **58** posts over 18 days.
- 02 Dominant format – **Photo** (32/58 posts).
- 03 Average post length – **400** characters (median 365).
- 04 Audience activity peak – **Thursday**, 17:00 MSK.
- 05 Top posts gather **6 times** more views than the weakest (8.1K on average for top vs 1.4K for worst) – among 58 posts in 18 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 13.08 · 14:54 PHOTO DDX fitness club clients' photos and personal data leaked online – Baza reports. All photos taken at registration desks. Leak also...	VIEWS 20 328 REPOSTS 1 037	REACTIONS 68 ER 110.9%
Nº2 13.08 · 07:54 VIDEO Pilot high on marijuana nearly crashes plane with passengers in India. Captain smoked weed right before Phuket – Delhi flight...	VIEWS 1 962 REPOSTS 56	REACTIONS 100 ER 10.7%
Nº3 12.08 · 18:05 PHOTO Three cosmic events await Russians tonight: 🌑First, a solar eclipse – visible in Moscow at 20:00...	VIEWS 1 887 REPOSTS 84	REACTIONS 54 ER 10.3%

Nº412.08 · 12:37 PHOTO ! Legendary flower market near «Rizhskaya» is being demolished in Moscow. A transport hub will be built in its place, with departures every 15 minutes...	VIEWS	REACTIONS
	1 862	38
	REPOSTS	ER
	70	10.2%

Nº509.08 · 17:38 PHOTO Arctic cold will come to Moscow next week. At night the temperature will drop to +10°C, and during the day it won't exceed +17°C. Autumn is closer...	VIEWS	REACTIONS
	1 775	55
	REPOSTS	ER
	55	9.7%

WORST 3

↓ 15.08 · 10:49 PHOTO Russian loses pickup worth ₺3M over a bio-toilet. He liked a 16K-ruble 'Lux' cabin at a sports facility so much he drove off with it...	VIEWS	REACTIONS
	1 451	61
	REPOSTS	ER
	83	7.9%

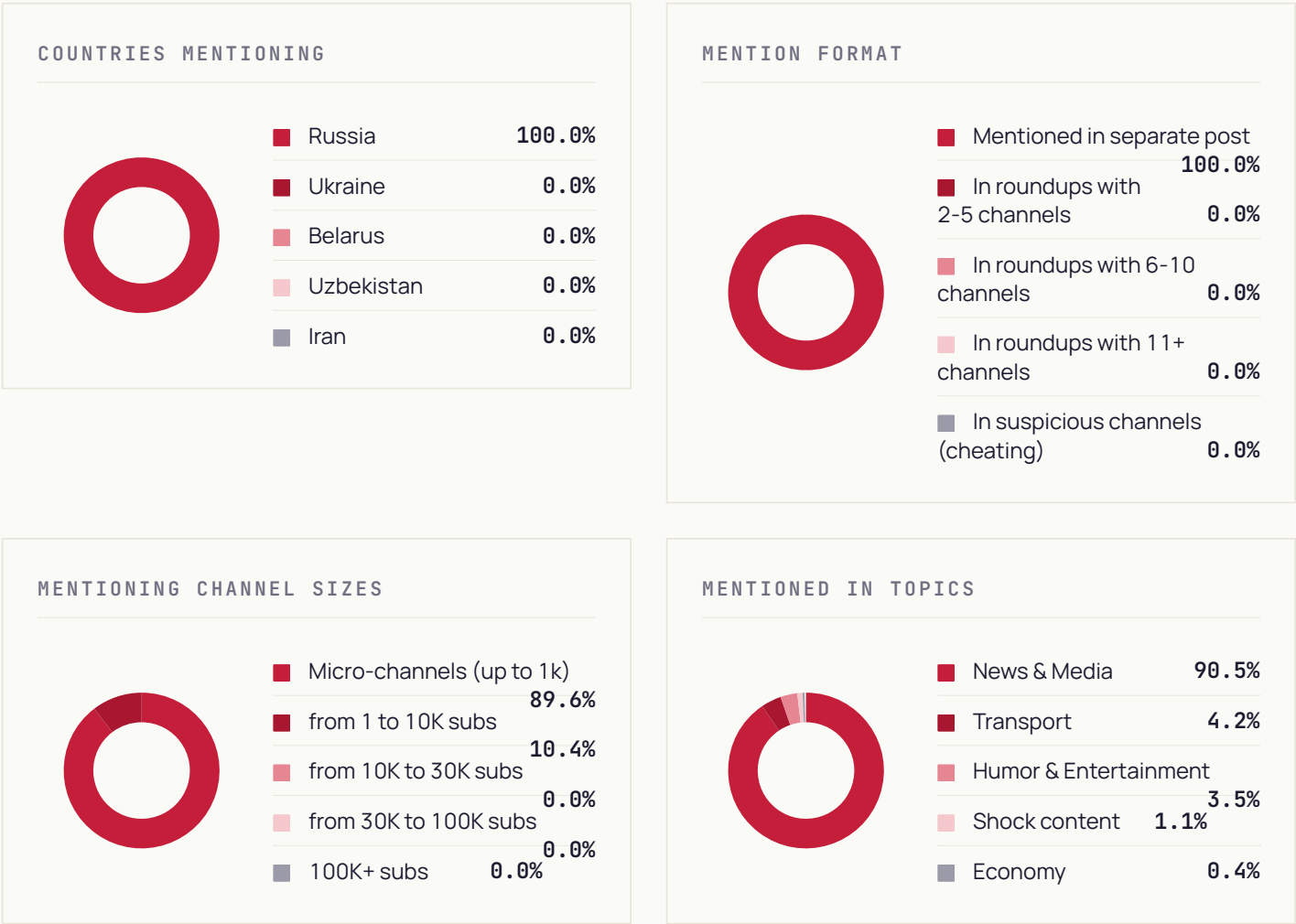
↓ 15.08 · 13:15 PHOTO Rhine shipping in Germany on the brink of collapse due to low water. In some spots, the water level dropped to a critical 8 cm, and overnight it was...	VIEWS	REACTIONS
	1 422	50
	REPOSTS	ER
	37	7.8%

↓ 17.08 · 17:26 PHOTO Scammers cashing in on Kanye West concert hype Fans offered tickets at cut prices and asked to transfer...	VIEWS	REACTIONS
	1 315	64
	REPOSTS	ER
	53	7.2%

SECTION 03 · CITATIONS

Who and how mentions channel

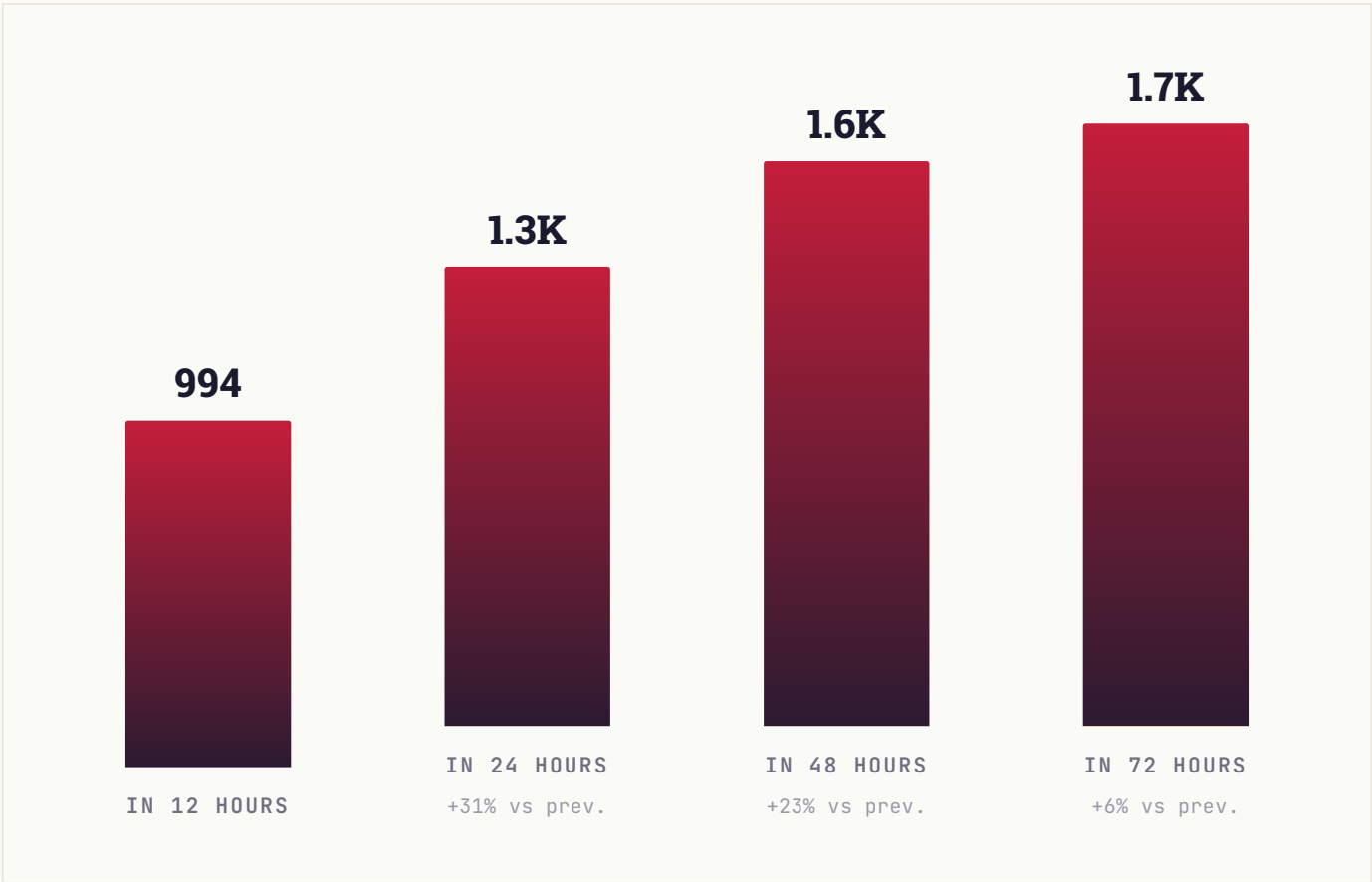
Citation index **12** – channel popularity rating based on mentions. Considers not only their number, but also the weight of mentioners: a post from a channel with 100 K subs weighs more than from a channel with 1 K. All time channel mentions **490** different channels.



SECTION 04 · AD POTENTIAL

How long a post drives reach

Average reach of an ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who You Compete With

11 nearest channels by topic and audience. Your channel highlighted — you can see what place it holds among neighbors in the niche.

CHANNEL	SUBS
М• Москвач • Новости Москвы	4.3M
TL Топор Live	4.1M
ПЭ Live • News	4M
М- Москва - это интересно	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
RN РИА Новости	3M
НМ Новости Москвы	2.7M
МС Москва сегодня	2.7M
MR Media Russia not Moscow	2.6M
R• Russia • Main YOU	18.3K

COMPARATIVE INSIGHT

Channel so far outside niche top-99 — early growth stage. Niche leader — Москвач • Новости Москвы (4.3M), top-99 median: 776.9K. First goal — reach top-99 through systematic work with traffic and content.

SECTION 06 · NICHE COMPARISON

Where the channel stands in its league

We took the top-100 channels in category «News & Media» (Russia) and looked at how the channel appears against them. The gray bar — the range where 80% of niche channels fall (from p10 to p90). The black vertical line — the median. The red dot — your channel.



— SECTION 07 · STRATEGY

What to do now

5 priority actions, sorted by expected impact. Check them off as a checklist and return to this report in a month.

01

Top post of the week - Thursday

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

EFFECT

**Best window
for an
important post**

02

Systematic Traffic Buying

Three formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress matches sources to the niche.

EFFECT

**+1000-3000
subs**

03

Test polls and interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a "hot" topic — an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with adjacent channels

Exchange posts with same-niche channels quarterly. No daily needed — 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth**

05

Update channel description for Telegram search

Telegram search uses descriptions. Add 3-5 niche keywords for organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done? **PromptPress?**

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