

— PUBLIC PROMTPRESS REPORT

Channel audit

Rostov NO rules | News | SVO



@rostovnumberone

🔞 All operative Rostov news without fakes and propaganda.
Insiders. Exclusives.

SUBSCRIBERS

182 308

+12347 per month

ERR (% SEE POSTS)

27.0%

last day 17.0%

REACH/POST

47.5K

ad reach 31K/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 Quote rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» category

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 182 308 —	 SUBSCRIBER REACH 26.06% avg % subs see post	 VIEWS/POST 47.5K median 48.3K · 29 days	 POSTS/WEEK 44.2 for period
 7D TREND -2.9% vs previous week	 REACTIONS/POST 342.4 total 64,720 reactions, 48,324 reposts, 0 comments	 POST LENGTH 354 chars median 371 · 29 days	 POSTS ANALYZED 189 29 days
 AD REACH 31K 24h avg	 CHURN / MONTH +12347 last month	 QUOTE RATE 353 citation index · 458 channels mentioned ever	 CHANNEL AGE 4 years 5 months created 20.01.2022

AI EDITOR SUMMARY

Channel «Rostov NO rules | News | SVO» — 182 308 subs. Each post averages 47.5K people (26% of subs), good reach. Publishes 44 posts/week (~6/day) — active posting. Week Jul 6–12 reach stable (-2.9% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **189** posts over 29 days.
- 02 Dominant format – **Photo** (87/189 posts).
- 03 Avg post length – **354** chars (median 371).
- 04 Peak audience activity – **Tue**, 10:00 MSK.
- 05 Top posts get **2×** more views than the weakest (53.5K avg for top vs 31K for worst) – among 189 posts over 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 15:01 PHOTO Russia allowed lower-grade gasoline and diesel to avoid fuel shortages. Some refineries got permission...	VIEWS	REACTIONS
	53 766	318
	REPOSTS	ER
	137	29.5%
Nº2 21.06 · 12:08 VIDEO 😞 Ukrainian drones reached Tyumen Local refinery under attack.	VIEWS	REACTIONS
	53 579	425
	REPOSTS	ER
	587	29.4%
Nº3 21.06 · 09:01 PHOTO Rostov traffic restrictions due to large-scale utility repairs Major traffic restrictions are being introduced in...	VIEWS	REACTIONS
	53 258	319
	REPOSTS	ER
	223	29.2%

Nº4

23.06 · 12:01

TEXT

Rostov region sees gasoline prices up to 140 rubles per liter

Residents of Mokry Batay report a sharp fuel price hike.

According to...

VIEWS

53 226

REPOSTS

392

REACTIONS

642

ER

29.2%

Nº5

24.06 · 05:41

PHOTO

! Tragedy at Bataysk water park - 3-year-old boy drowns in pool

This afternoon, while swimming, the child drowned in an open...

VIEWS

53 174

REPOSTS

225

REACTIONS

316

ER

29.2%

WORST 3

↓ 26.06 · 12:02 PHOTO Old meatpacking plant building being dismantled in Rostov Activists believe the dismantling may be linked to the expansion of a residential...	VIEWS 43 976 REPOSTS 153	REACTIONS 302 ER 24.1%
↓ 26.06 · 05:40 VIDEO Tried to hide a canister right at the gas station At a gas station in Rostov, a driver tried to disguise refueling...	VIEWS 43 498 REPOSTS 206	REACTIONS 307 ER 23.9%
↓ 09.07 · 14:22 PHOTO In Irkutsk, a gas station posted a police notice about new queue rules for fuel. The document bans...	VIEWS 5 431 REPOSTS 1	REACTIONS 632 ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

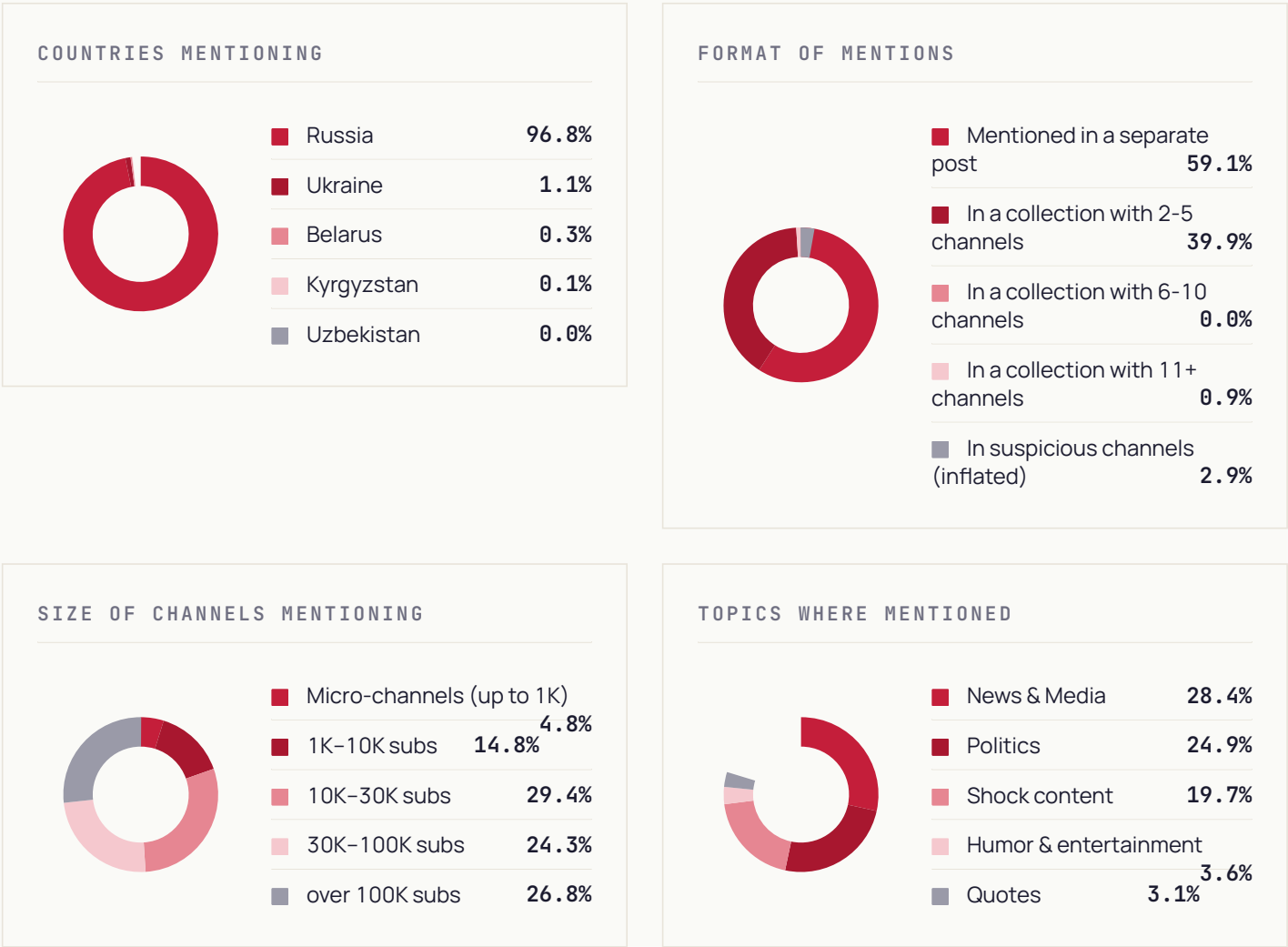
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who and how mentions the channel

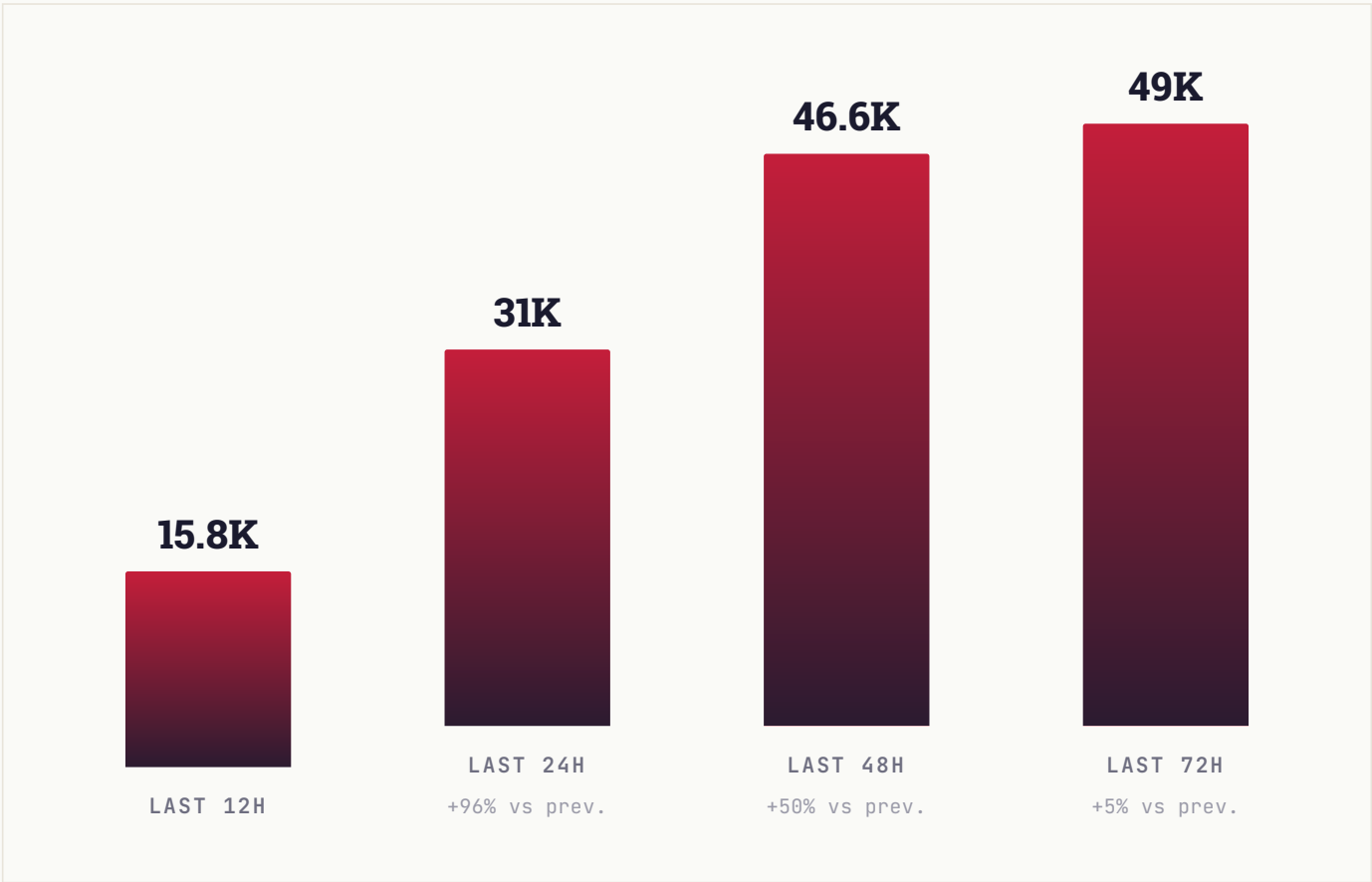
Citation index **353** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions: **458** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ ا خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.4M
ک ا کانال اخبار فوری خبر فوری	4.3M
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
TR Trukha ⚡ Ukraine	3.1M
RB Rostov NO rules News SVO YOU	182.3K

COMPARATIVE CONCLUSION

Channel not 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

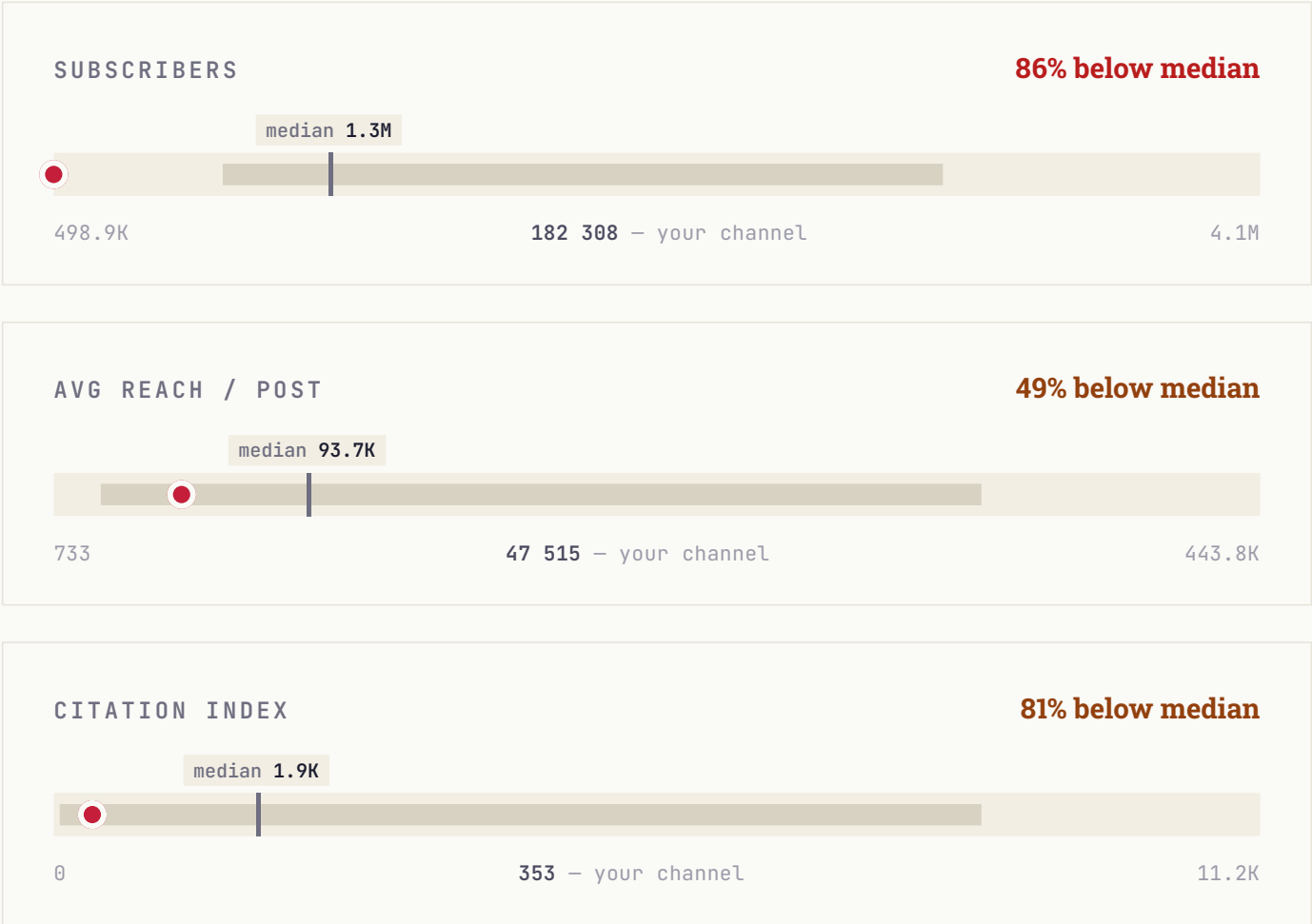
Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **148**, they brought **115 442** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	25	20	15 842
December 2025	25	23	25 009
Nov 2025	33	27	9 024
Oct 2025	15	15	14 987
Sep 2025	19	19	30 520
August 2025	31	23	20 060
TOTAL MENTIONS			148
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			115 442

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 = 80% of niche channels (p10 to 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 and revisit this report in a month.

01

Top post of the week — on Tuesday

On this day at 10:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
