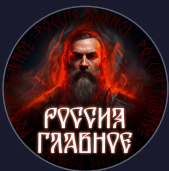


PUBLIC PROMTPRESS REPORT

Channel audit

Russia — Main!



@russia_glavnoe

Socio-political aggregator: Russia & world news, politics, economy, business, culture, tech, interviews, special reports. Feedback & ads:...

SUBSCRIBERS

645 702

+120030 per month

ERR (% SEE POSTS)

11.0%

daily 2.0%

REACH/POST

64.3K

ad reach 13K/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

Year 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 place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media»

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 645 702 —	 SUBS REACH 9.95% avg % subs see post	 VIEWS/POST 64.3K median 81.7K · 28 days	 POSTS/WEEK 10.3 for period
 7D TREND -6.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 661 chars. median 576 · 28 days	 POSTS ANALYZED 42 28 days
 AD REACH 13K avg 24h	 CHURN / MONTH +120030 last month	 CITATION RATE 70 citation index · 174 channels ever mentioned	 CHANNEL AGE 3 years 4 months created 15.01.2023

AI EDITOR SUMMARY

Channel «Russia – Main!» – 645 702 subs. Avg views per post: 64.3K people (10% of subs), reach low – need to grow audience. Posts 10 posts/week (~1/day) – consistent. Week May 25–31 reach dropped -6.3% to week May 18–24 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **42** posts over 28 days.
- 02 Dominant format – **Photo** (34/42 posts).
- 03 Avg post length – **661** chars (median 576).
- 04 Peak audience activity – **Monday**, 19:00 MSK.
- 05 Strongest posts get **104x** more views than the weakest (100K avg for top vs 961 for worst) – among 42 posts over 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 16:44 TEXT At Cannes they presented a new 'victim of the regime'. And what actually happened? Another Russophobe director got a brilliant European...	VIEWS 117 800 REPOSTS 2	REACTIONS — ER 18.2%
Nº2 20.05 · 10:32 VIDEO 🇷🇺Putin and Xi Jinping sign declaration on multipolar world Russian President and Chinese Chairman signed...	VIEWS 92 264 REPOSTS 2	REACTIONS — ER 14.3%
Nº3 20.05 · 20:15 PHOTO 🇷🇺Rosselkhoznadzor restricts flower imports from Armenia from May 22 Decision to protect phytosanitary well-being and exports...	VIEWS 90 080 REPOSTS 1	REACTIONS — ER 14.0%

Nº4

14.05 · 12:10

VIDEO

⌕Peskov: Russia ready to cooperate with US investors on Nord Stream If US companies acquire stakes...

VIEWS

89 984

REACTIONS

—

REPOSTS

3

ER

13.9%

Nº5

12.05 · 13:02

PHOTO

⌕Russia faces growing shortage of AI-95 gasoline Causes: unscheduled refinery repairs, lower primary processing, seasonal demand...

VIEWS

88 936

REACTIONS

—

REPOSTS

4

ER

13.8%

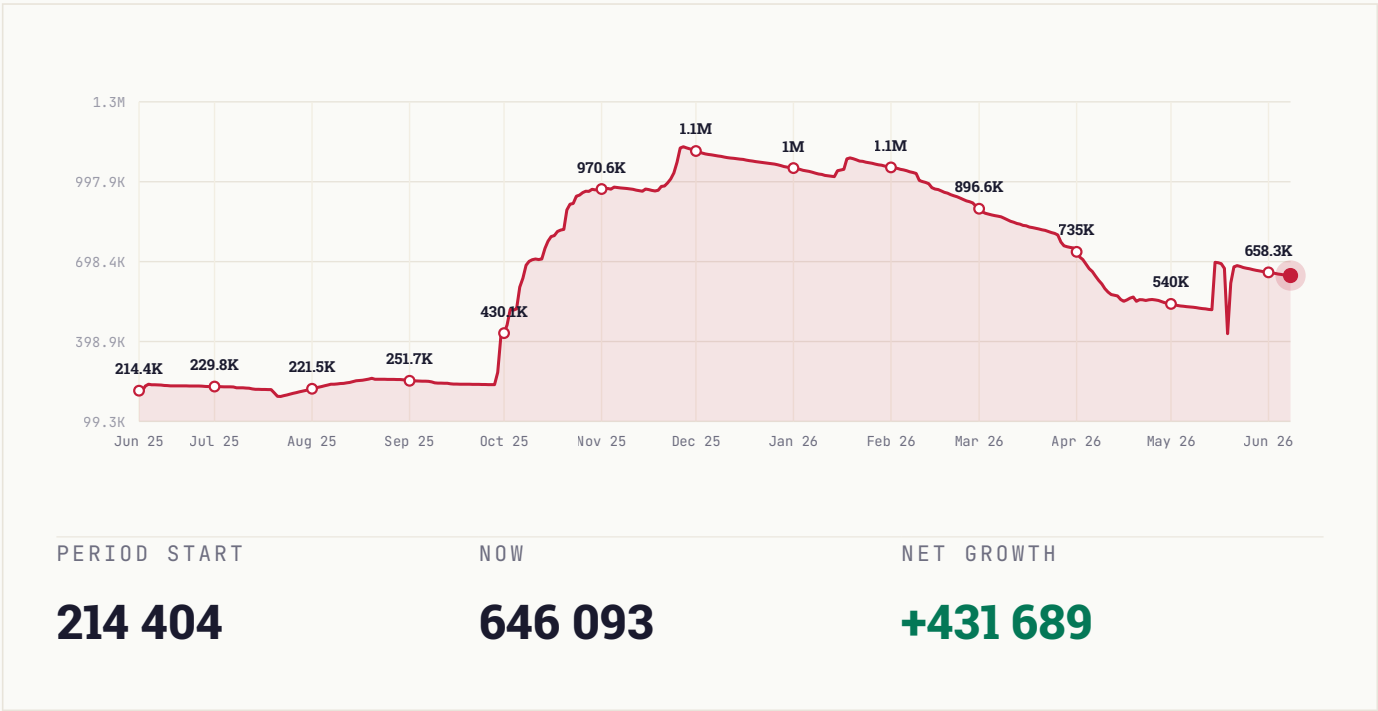
WORST 3

↓ 21.05 · 10:20 PHOTO ⌕In Urals, Russia's first large crankshaft blank for locomotive engines manufactured Production launched in Verkhnyaya...	VIEWS 1 346 REACTIONS — REPOSTS 2 ER 0.2%
↓ 22.05 · 11:11 PHOTO ⌕Amendments added to bill on punishment for relocants who broke the law Second reading adds a closed list...	VIEWS 944 REACTIONS — REPOSTS 2 ER 0.1%
↓ 22.05 · 20:02 PHOTO ⌕Samara region launches production of 700k auto generators per year Tolyatti starts serial production of generators for...	VIEWS 595 REACTIONS — REPOSTS 1 ER 0.1%

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 gained or lost subs.



SECTION 04 • CITATIONS

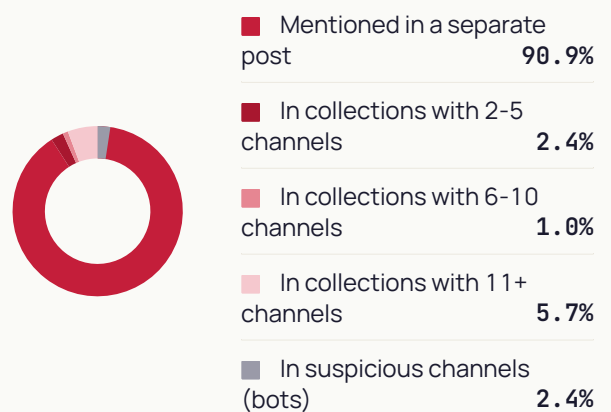
Who mentions the channel and how

Citation index **70** — 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 was mentioned **174** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



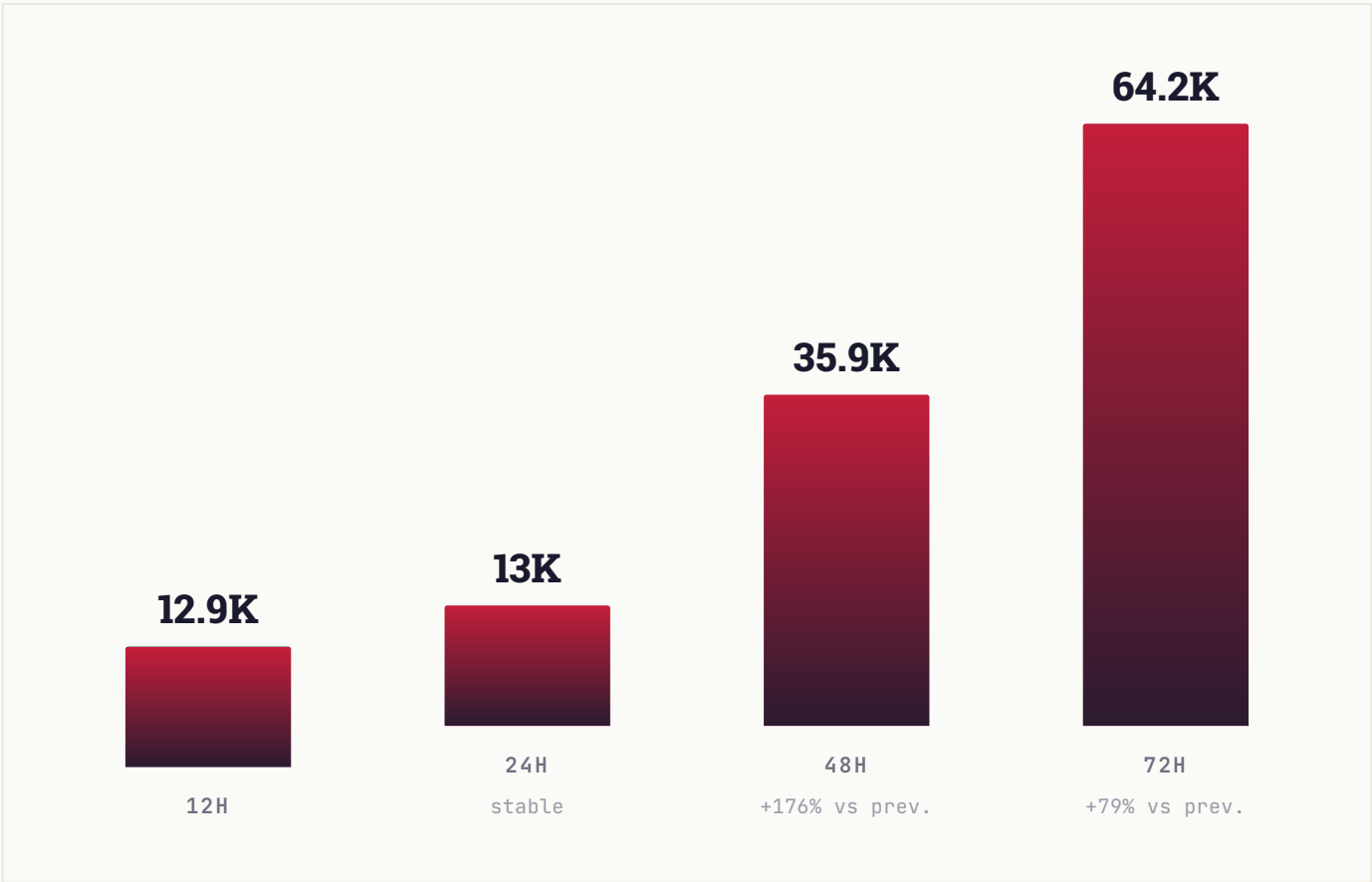
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
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
R- Russia — Main! YOU	645.7K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#62 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **21**, they brought **992 559** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	2	2	0	
November 2025	8	3	185 823	
October 2025	6	6	556 676	
September 2025	5	5	181 992	
August 2025	0	0	42 393	
July 2025	0	0	25 675	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
21		6	992 559	

SECTION 08 · NICHE COMPARISON

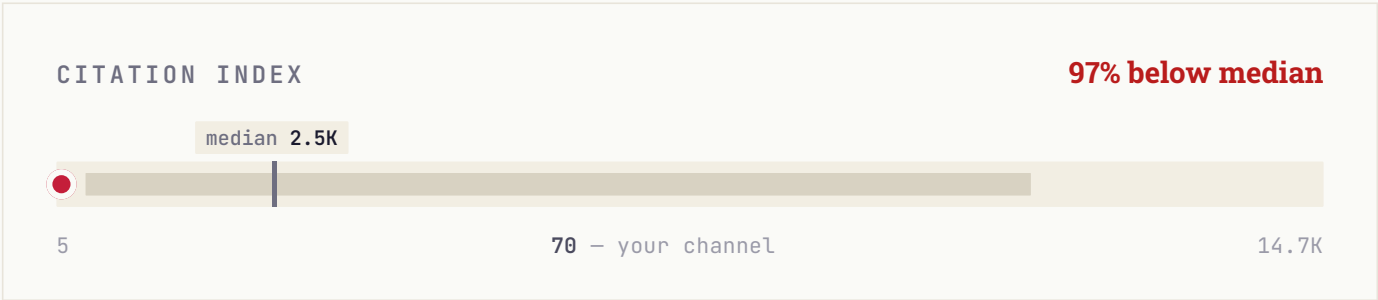
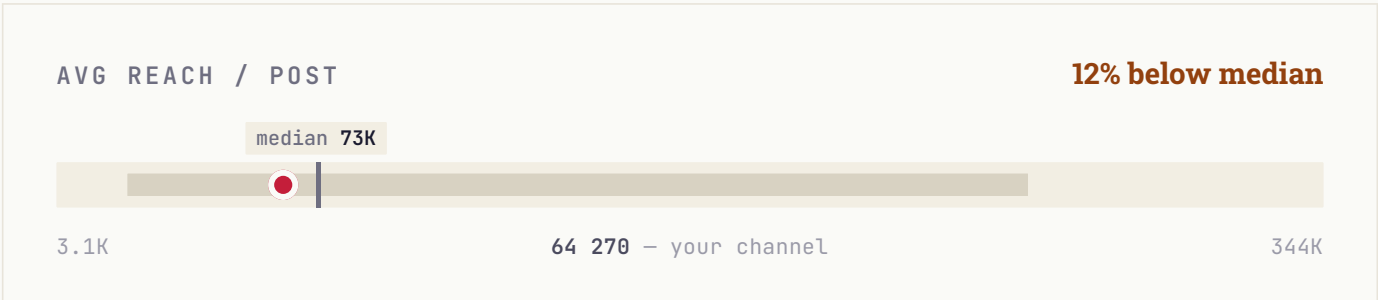
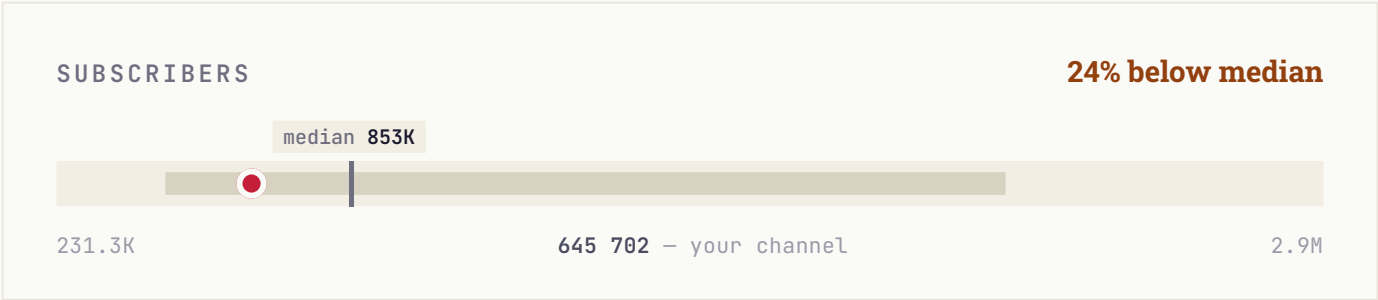
Where channel stands in its league

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

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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

Main post of the week — on Monday

Audience most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels.
2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
