

PROMTPRESS PUBLIC REPORT

Channel audit

АНТИГЛЯНЕЦ



@sncmag

More than a glossy looking glass. Ads @Cherenkova7, everything else @immasterpiece We in MAX...

SUBSCRIBERS

302 439

-930 per month

ERR (% SEE POSTS)

16.0%

daily **14.3%**

REACH/POST

47.3K

ad reach **43.1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 302 439 —	 SUBS REACH 15.64% avg % subs see post	 VIEWS/POST 47.3K median 47.4K · 29 days	 POSTS/DAY 12.6 ~88 per week
 7D TREND +12.7% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 364 chars median 219 · 29 days	 POSTS ANALYZED 374 29 days
 AD REACH 43.1K 24h avg	 CHURN / MONTH -930 last month	 CITATION RATE 3 867 citation index · 9,940 channels mentioned ever	 CHANNEL AGE 8 years 9 months created 02.10.2017

AI EDITOR SUMMARY

Channel «Antiglianets» — 302 439 subs. Each post avg views 47.3K people (16% of subs), this is avg reach — room to grow. Publishes 88 posts/week (~13/day) — very active posting. For week Jun 29 — Jul 5 reach up +12.7% vs week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **374** posts over 29 days.
- 02 Dominant format – **Text** (179/374 posts).
- 03 Avg post length – **364** chars (median 219).
- 04 Peak audience activity – **Sunday**, 20:00 MSK.
- 05 Strongest posts get **3x** more views than the weakest (95.1K avg for top vs 33.3K for worst) – among 374 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.07 · 15:16 PHOTO And of course, congrats to Ida Galich and Oleg Ledvich on their long-awaited wedding! Day two is happening right now in North Ossetia...	VIEWS	REACTIONS
	104 748	—
	REPOSTS	ER
	60	34.6%
Nº2 09.07 · 12:55 TEXT The beautiful Bonnie Tyler has passed away. Here's Jamie Lee Curtis's dance from 'The Last Showgirl' to her hit - Total eclipse of the heart	VIEWS	REACTIONS
	90 567	—
	REPOSTS	ER
	329	29.9%
Nº3 07.07 · 15:50 TEXT Prince Harry lost his lawsuit against Daily Mail, who will now spitefully churn out even more articles about him. The British court ruled...	VIEWS	REACTIONS
	89 947	—
	REPOSTS	ER
	75	29.7%

Nº4 30.06 • 16:09 TEXT Not the Higgs BOSON And by the way, about VBOSON-TV: what a sofa store could be!	VIEWS 88 275 REPOSTS 42 REACTIONS — ER 29.2%
Nº5 06.07 • 09:59 PHOTO The loudest independent theater group, 'Ozero', announced they are homeless, on the territory of the 'Inside' space they...	VIEWS 85 156 REPOSTS 301 REACTIONS — ER 28.2%

WORST 3

↓ 10.07 • 14:24 PHOTO After posts by an amazing guy who decided to go to «Vkusno i Tochka» with scales (not for himself – for food), we sent reporters to...	VIEWS 33 934 REPOSTS 41 REACTIONS — ER 11.2%
↓ 10.07 • 15:38 TEXT A couple of years ago, Anisimov's reps contacted me: their boss needed an assistant with German and permanent...	VIEWS 33 797 REPOSTS 17 REACTIONS — ER 11.2%
↓ 10.07 • 14:18 PHOTO Anisimov was never a public figure, but in the early 2000s NewYork magazine called his daughter Anna the 'Russian Paris Hilton'. Model...	VIEWS 32 116 REPOSTS 17 REACTIONS — ER 10.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

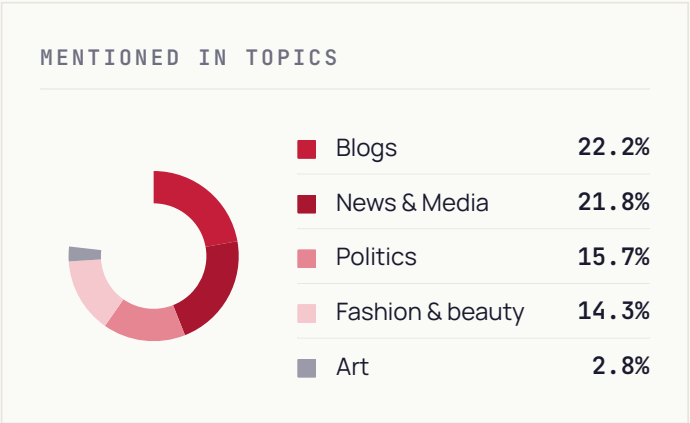
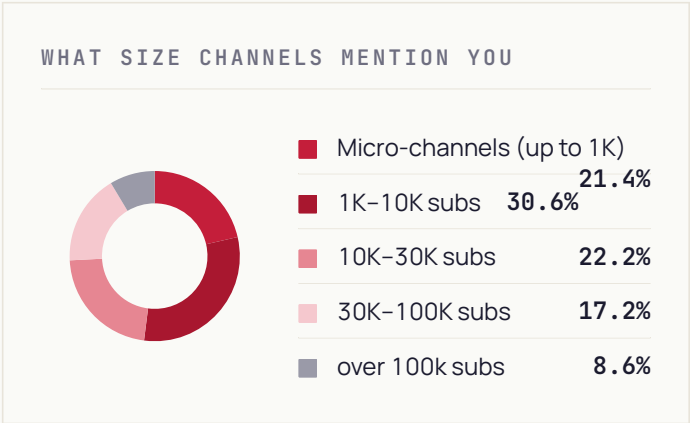
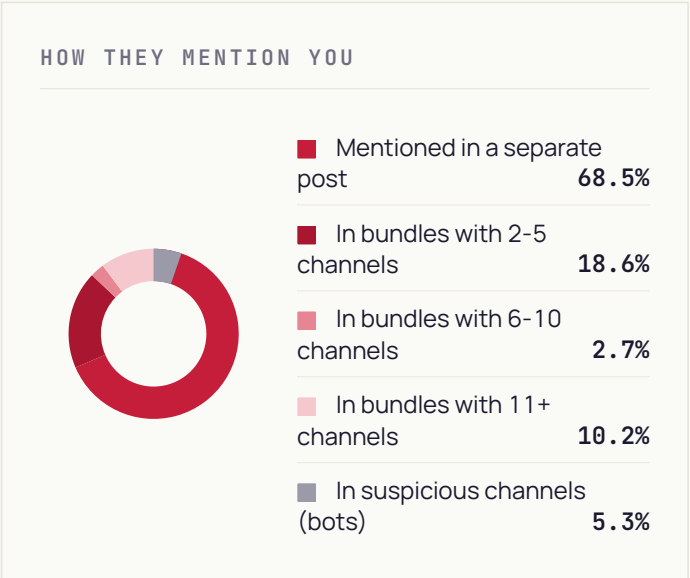
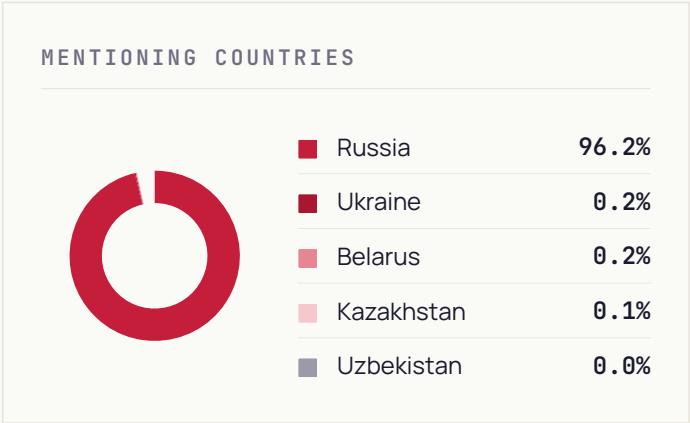
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

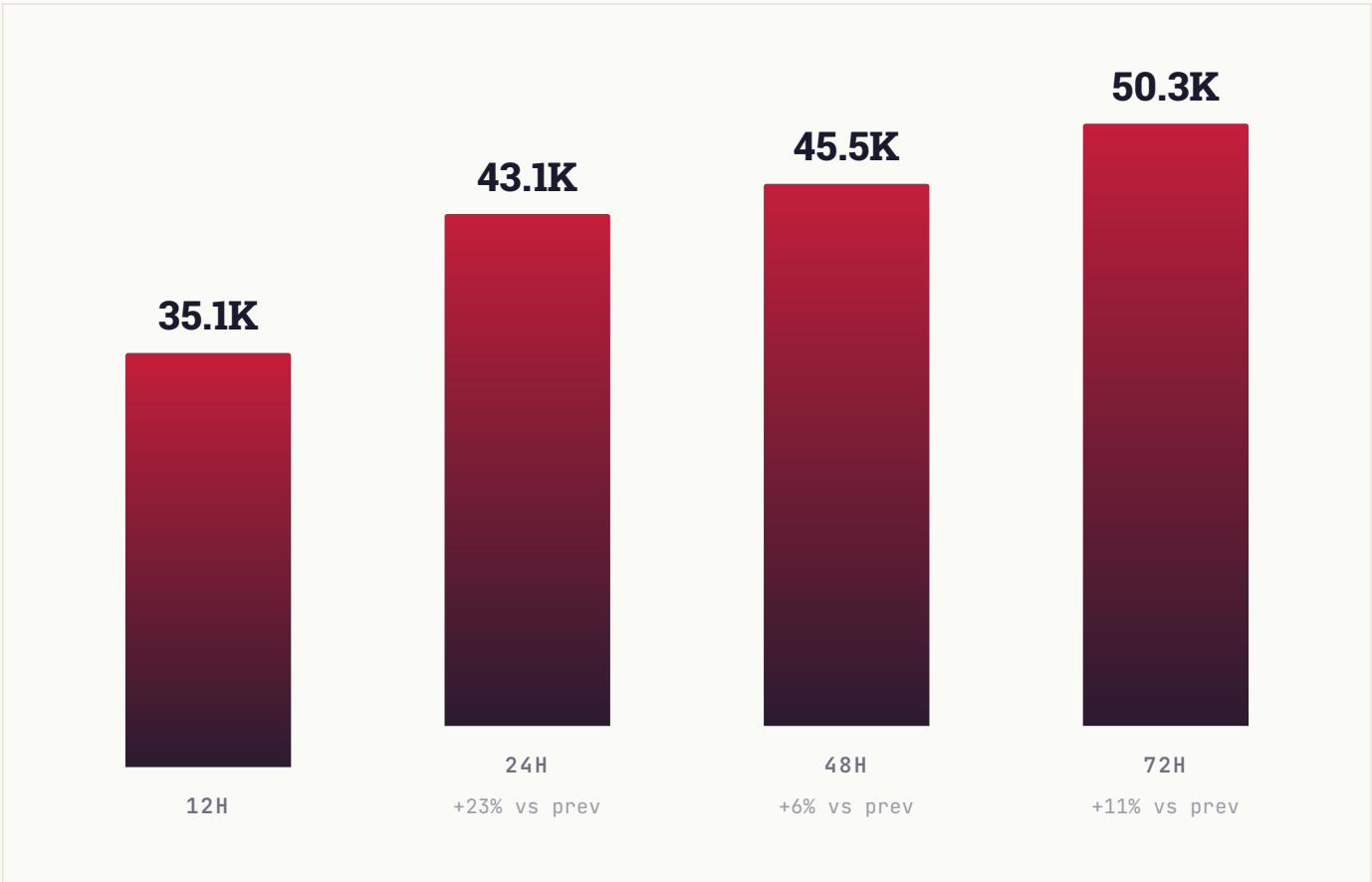
Citation index **3 867** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **9 940** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 • COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted – you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moscow News • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
AN Антиглянец YOU	302.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche – early growth stage. Niche leader – اخبار فوری خبر فوری جنگ امریکا 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 track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 884**, they brought **9 037** new subs.

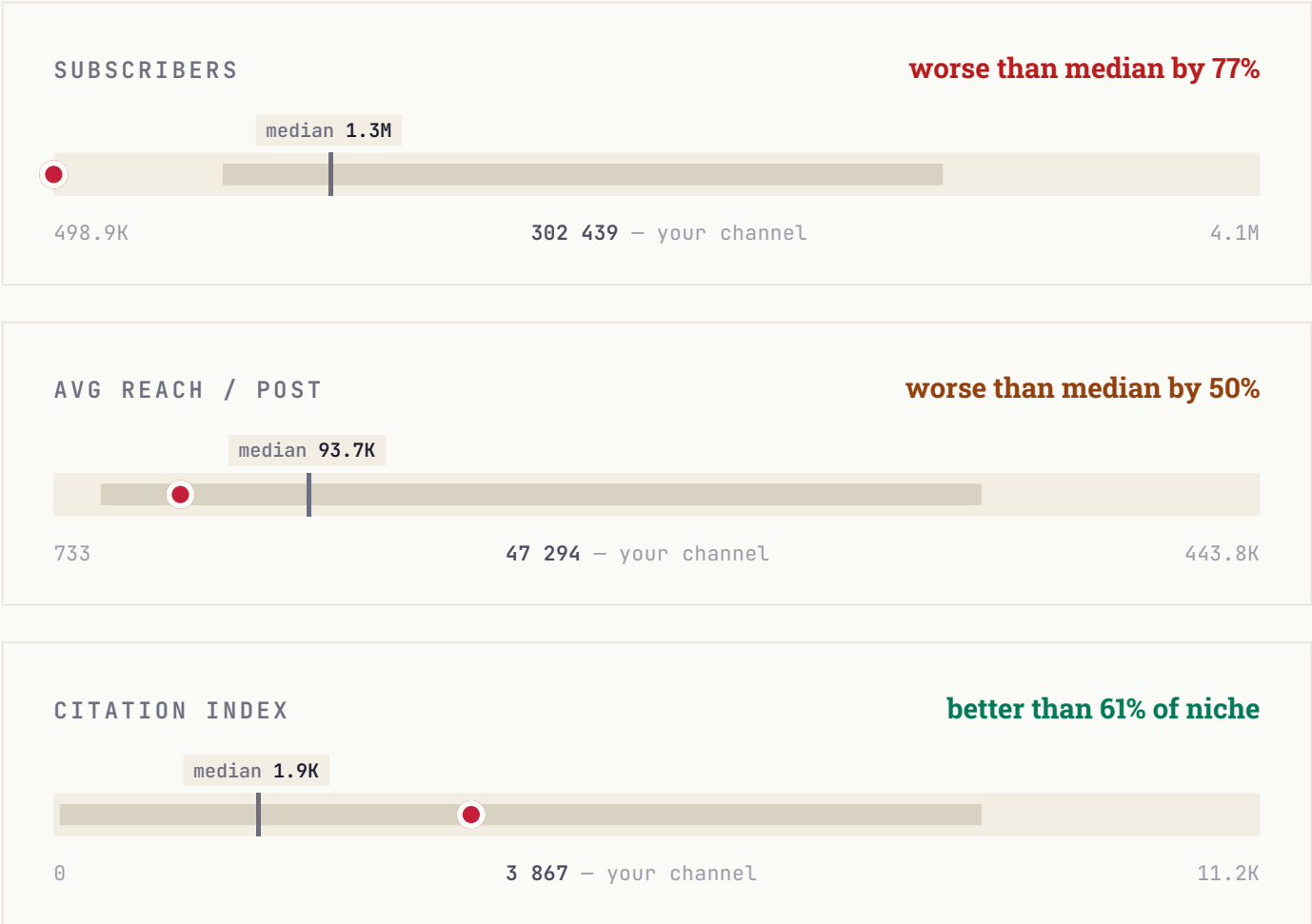
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	249	180	2 477	
December 2025	326	241	366	
November 2025	367	258	1 170	
October 2025	413	245	2 675	
September 2025	266	189	703	
August 2025	263	179	1 646	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1 884	6	9 037

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 for 80% of 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 and revisit next month.

- 01

Best post day — Sunday
 Audience is most active on this day at 20:00 MSK.

EFFECT
Best window for important posts
- 02

Increase share of video posts
 Video in Telegram holds audience longer and is favored by the algorithm. Aim for 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 picks sources for your niche.

EFFECT
+1000-3000 subs
- 04

Test polls & interactive formats
 Posts with polls/reactions usually boost ER +5-15%.
 One weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

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