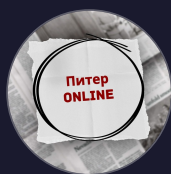


PUBLIC REPORT BY PROMTPRESS

Channel audit

Питер online | Санкт-Петербург



@spb_online

🇷🇺 St. Pete & Russia news: local incidents to federal affairs. News, events, history, culture. Join us to stay in the know! #SZRRZ
Contact:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
43 035	17.0%	8K
23.08.2026 +25592 per month	per day 10.2%	ad reach 4.4K /24h
HTTPS://PROMTPRESS.COM/AUDIT/SPB_ONLINE		

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year chart · growth

04 Quotability

Who and how mentions the channel

05 Ad potential

How long a post drives reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category "News and Media"

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle tells for which period it was calculated.

 SUBSCRIBERS 43 035 —	 SUBS REACH 18.66% avg % of subs see post	 VIEWS/POST 8K median 8.1K · 29 days	 POSTS/DAY 7.8 ~55 per week
 TREND 7D +40.1% vs previous week	 REACTIONS/POST 19.9 4 570 reactions, 788 reposts, 130 comments	 POST LENGTH 532 chars. median 537 · 29 days	 POSTS ANALYZED 230 29 days
 AD REACH 4.4K avg over 24h	 CHURN / MONTH +25592 last month	 QUOTABILITY 233 citation index · 206 channels mentioned all-time	 CHANNEL AGE 2 years 11 months created 23.09.2023

EDITOR'S AI SUMMARY

Channel «Питер online | Санкт-Петербург» – 43 035 subs. Each post on average is viewed by 8K people (19% from subs), average reach – room to grow. Publishes 55 posts per week (~8/day) – active posting. Week of Aug 10–16: reach up +40.1% by week Aug 3–9 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – so you see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **230** posts over 29 days.
- 02 Dominant format – **Photo** (145/230 posts).
- 03 Average post length – **532** chars (median 537).
- 04 Peak audience activity – **Saturday**, 18:00 MSK.
- 05 Strongest posts drive **10 times** More views than weakest (33.4K avg top vs 3.3K worst) – across 230 posts/29 days. Check what top posts share: topic, format, timing.

TOP-5 POSTS

Nº1 15.08 · 15:31 PHOTO  Kronstadt to host XVII International Environmental Arts Festival 'KronFest' Aug 23, 11:00–18:00, at Zhelobovsky Square and...	VIEWS 65 677 REPOSTS 5	REACTIONS 28 ER 152.6%
Nº2 11.08 · 14:41 TEXT  Over 4,5 thousand people stripped of acquired Russian citizenship since 2023 State Duma Speaker Vyacheslav...	VIEWS 22 989 REPOSTS 1	REACTIONS 21 ER 53.4%
Nº3 01.08 · 15:11 PHOTO  Sablinsky Caves – a unique place just an hour from St. Pete Natural monument 'Sablinsky' – one of the most interesting spots...	VIEWS 11 679 REPOSTS 2	REACTIONS 23 ER 27.1%

Nº4 01.08 • 14:19 VIDEO  New female camels at Leningrad Zoo named Lyra and Vega Two new residents now have names —...	VIEWS 11 486 REACTIONS 26 REPOSTS 2 ER 26.7%
Nº5 30.07 • 14:13 TEXT  1 in 3 Russians regularly browse unaffordable flats Study: 34% of Russians regularly...	VIEWS 10 951 REACTIONS 17 REPOSTS 1 ER 25.4%

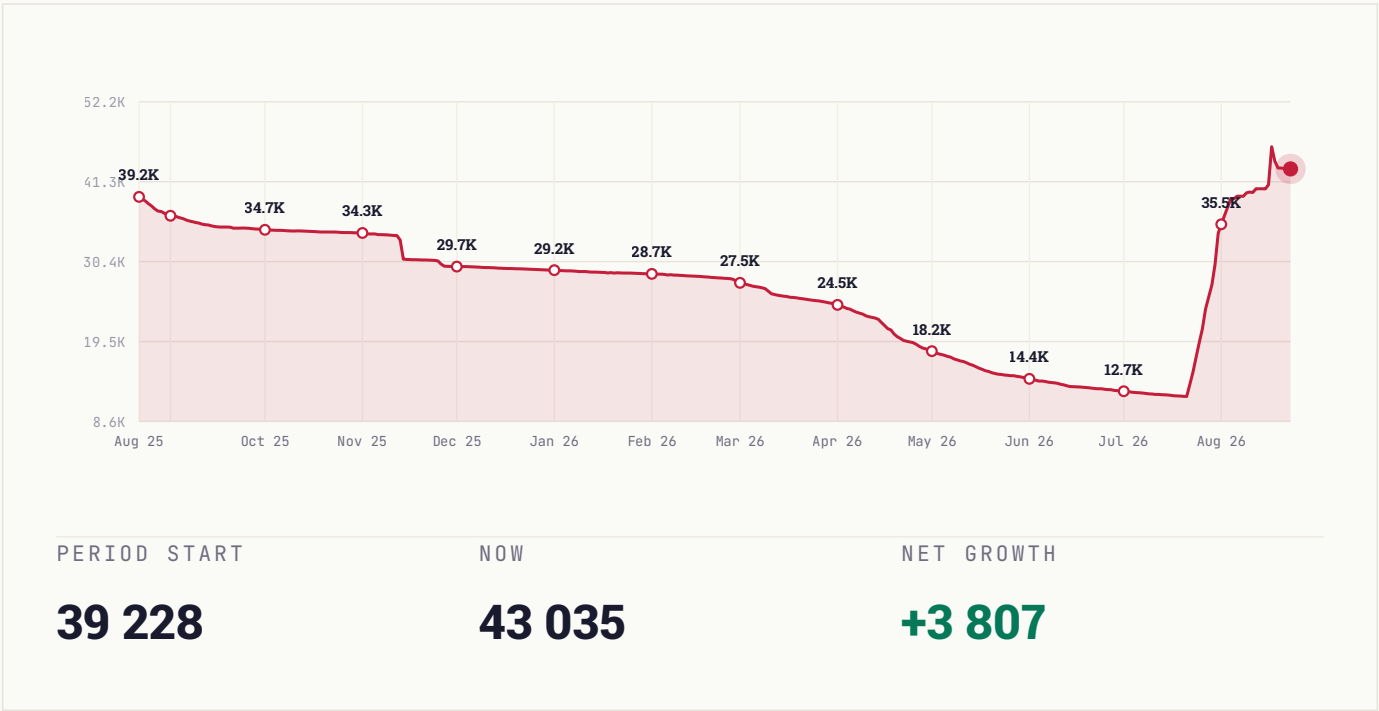
WORST 3

↓ 07.08 • 08:06 PHOTO  Russian universities calculate degree payback time Experts believe graduates will be able to...	VIEWS 4 711 REACTIONS 16 REPOSTS 4 ER 10.9%
↓ 15.08 • 06:33 PHOTO  Another historic St. Pete building spruced up Scaffolding comes down from Rostovtsev House on Rubinstein —...	VIEWS 2 587 REACTIONS 26 REPOSTS 2 ER 6.0%
↓ 15.08 • 09:24 PHOTO  Over 300 students to intern at Leningrad NPP By end 2026, students from 37 technical universities will intern at LNPP...	VIEWS 2 576 REACTIONS 13 REPOSTS 2 ER 6.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew in a year

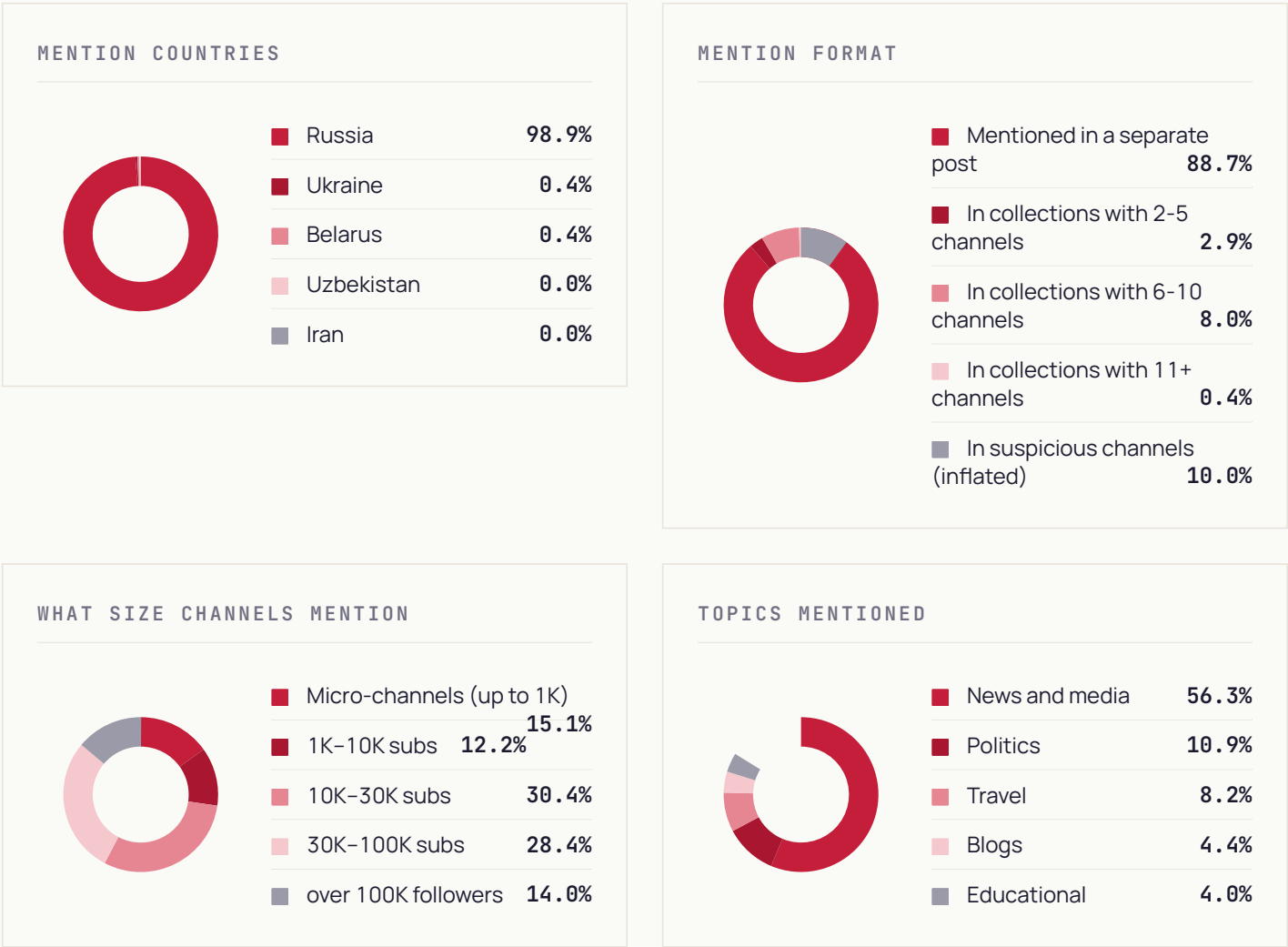
Subscriber growth chart for the year. On key months exact counts are shown. You can see in which months the channel grew, and in which subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

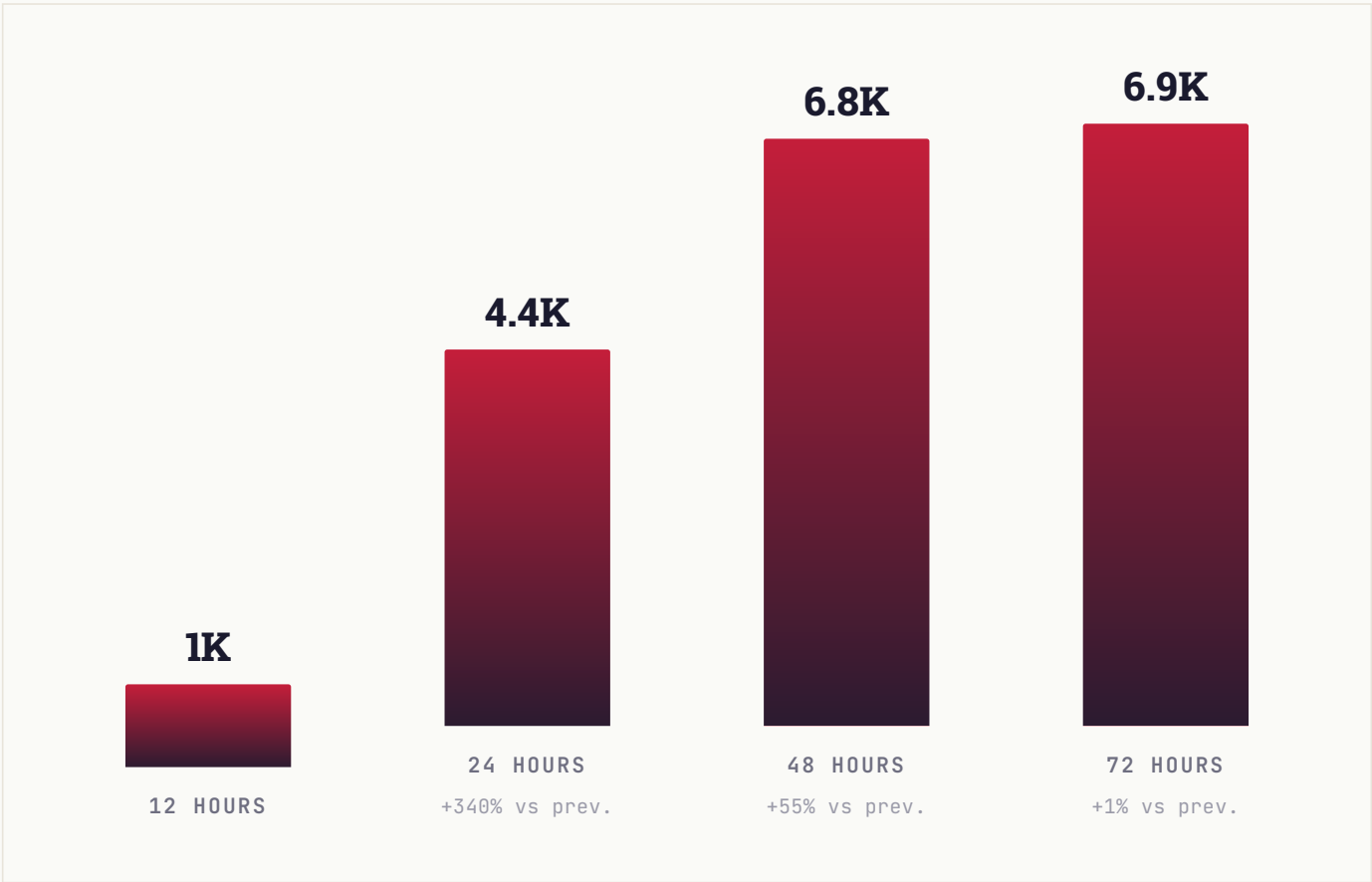
Citation index **233** – channel popularity rating based on mentions. Takes into account not only their count but also weight of mentioning: a post from a channel with 100 k subs 'weighs' more than from a channel with 1 k sub. All-time mentions: **206** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg ad reach over time since publication. Helps gauge how long a placement stays worthwhile.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic and audience. We highlighted your channel — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
М• Москвач • Moscow news	4.3M
TL Topor Live	4.1M
ПЭ Live • News	4M
М- Москва - это интересно	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
РН РИА Новости	3M
НМ Moscow news	2.7M
МС Москва сегодня	2.7M
SR Russian media outside Moscow	2.6M
ПО Питер online Санкт-Петербург YOU	43K

COMPARISON

Channel still outside top-99 niche — early growth stage. Niche leader — **Москвач • Moscow news** (4.3M), median top-99: 776.9K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we log posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **238** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
February 2026	0	0	36
January 2026	0	0	109
December 2025	0	0	28
November 2025	0	0	4
October 2025	0	0	35
September 2025	0	0	26
TOTAL MENTIONS	MONTHS IN DATA		SUBS ATTRACTED
0	6		238

Where the channel is in its league

SUBSCRIBERS

worse than median by 94%

223.8K 43 035 — your channel 3.2M

median 782.3K

AVG REACH / POST

worse than median by 89%

2.8K 8 031 — your channel 355.3K

median 71K

CITATION INDEX

worse than median by 91%

5 233 — your channel 15.1K

median 2.6K

— SECTION 09 · STRATEGY

What to do right 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 — on Saturday

On this day and at 18:00 MSK the audience is most active.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds attention longer and is better for the algorithm. Aim for 15-25%.

EFFECT

Video retains audiences better
- 03

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
- 04

Test polls and interactive formats

Posts with polls/reactions typically add +5-15% to ER. One poll per week on a 'hot' topic — an easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs bring relevant growth.

EFFECT

Relevant audience growth

★ WHAT'S NEXT

Want this done **PromptPress?**

This audit — what we can do in a few minutes based on 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
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
