

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Pitersky Most | PITER | NEWS



@stpetersbridge

SUBSCRIBERS

175 009

+9259 per month

ERR (% SEE POSTS)

27.0%

last day **17.5%**

REACH/POST

45.2K

ad reach **30.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 175 009 —	 SUBSCRIBER REACH 25.83% avg % subs see post	 VIEWS/POST 45.2K median 46.3K · 29 days	 POSTS/WEEK 45.2 for period
 7D TREND -3.0% vs previous week	 REACTIONS/POST 284.4 total 54,889 reactions, 39,109 reposts, 0 comments	 POST LENGTH 325 chars median 304 · 29 days	 POSTS ANALYZED 193 29 days
 AD REACH 30.5K 24h avg	 CHURN / MONTH +9259 last month	 CITATION RATE 131 citation index · 324 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 16.11.2021

AI EDITOR SUMMARY

Channel «Pitersky Most | PITER | NEWS» — 175 009 subs. Avg views per post: 45.2K people (26% of subs), good reach. Publishes 45 posts/week (~6/day) — active posting. Week of Jul 6–12 reach stable (-3.0% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **193** posts over 29 days.
- 02 Dominant format – **Video** (76/193 posts).
- 03 Avg post length – **325** chars (median 304).
- 04 Peak audience activity – **Thursday**, 19:00 MSK.
- 05 Top posts get **2×** more views than the weakest (50.9K avg for top vs 29.6K for worst) – among 193 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 20.06 · 05:41 VIDEO 🎫 Tickets to Divo Ostrov park in St. Pete cost way more than Disneyland Shanghai or Universal Osaka. And the 8,000 rubles doesn't...	VIEWS 51 046 REPOSTS 157	REACTIONS 257 ER 29.2%
Nº2 01.07 · 12:01 VIDEO 🚇 Metro in Kudrovo postponed again – now expected by 2029–2030 The station, previously planned for 2026–2027, has been pushed...	VIEWS 50 842 REPOSTS 342	REACTIONS 513 ER 29.1%
Nº3 12.07 · 05:40 VIDEO 🌪️ Aftermath in Primorsky district after storm. Petersburgers share storm damage footage. On Komendantsky Ave streets were...	VIEWS 50 772 REPOSTS 226	REACTIONS 261 ER 29.0%

Nº4

11.07 · 12:03

PHOTO

 **Gazpromneft gas stations face mass complaints about fuel quality in Sosnovy Bor, per media. Drivers report issues after refueling...**

VIEWS

50 758

REPOSTS

434

REACTIONS

261

ER

29.0%

Nº5

22.06 · 15:01

TEXT

In Petrozavodsk, a serviceman opened fire on passersby from a window on Lososinskoye Highway Two people were injured, they...

VIEWS

50 662

REPOSTS

85

REACTIONS

260

ER

28.9%

WORST 3

↓ 07.07 · 09:01 VIDEO

 **Hogweed keeps spreading across Leningrad Oblast despite millions spent on eradication. This year, destroying the dangerous...**

VIEWS

41 878

REPOSTS

158

REACTIONS

261

ER

23.9%

↓ 17.06 · 12:04 TEXT

Inspectors in St. Petersburg buses will start checking benefits via MAX To confirm eligibility for reduced fare, passengers will need...

VIEWS

41 794

REPOSTS

112

REACTIONS

263

ER

23.9%

↓ 09.07 · 14:22 PHOTO

In Irkutsk, at a gas station, a notice from the Ministry of Internal Affairs appeared about new rules of conduct in fuel queues. The document mentions a ban on...

VIEWS

5 204

REPOSTS

1

REACTIONS

520

ER

3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

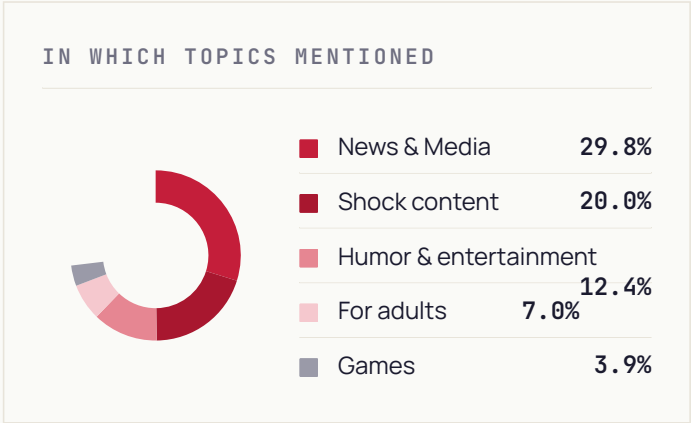
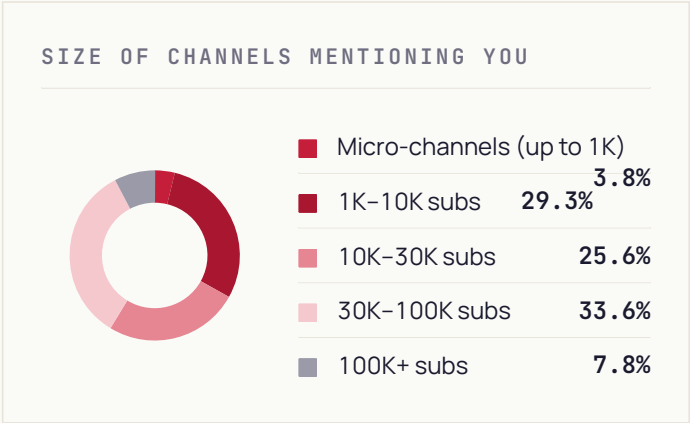
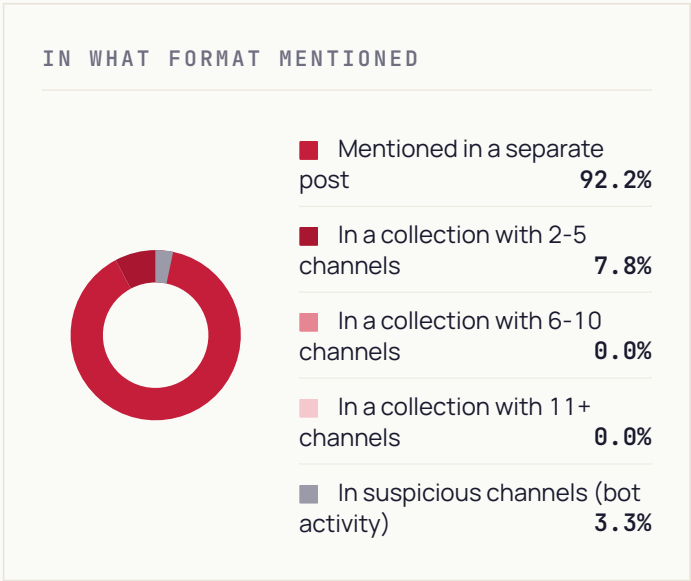
Subscriber growth chart for the year. Key months show exact subs. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

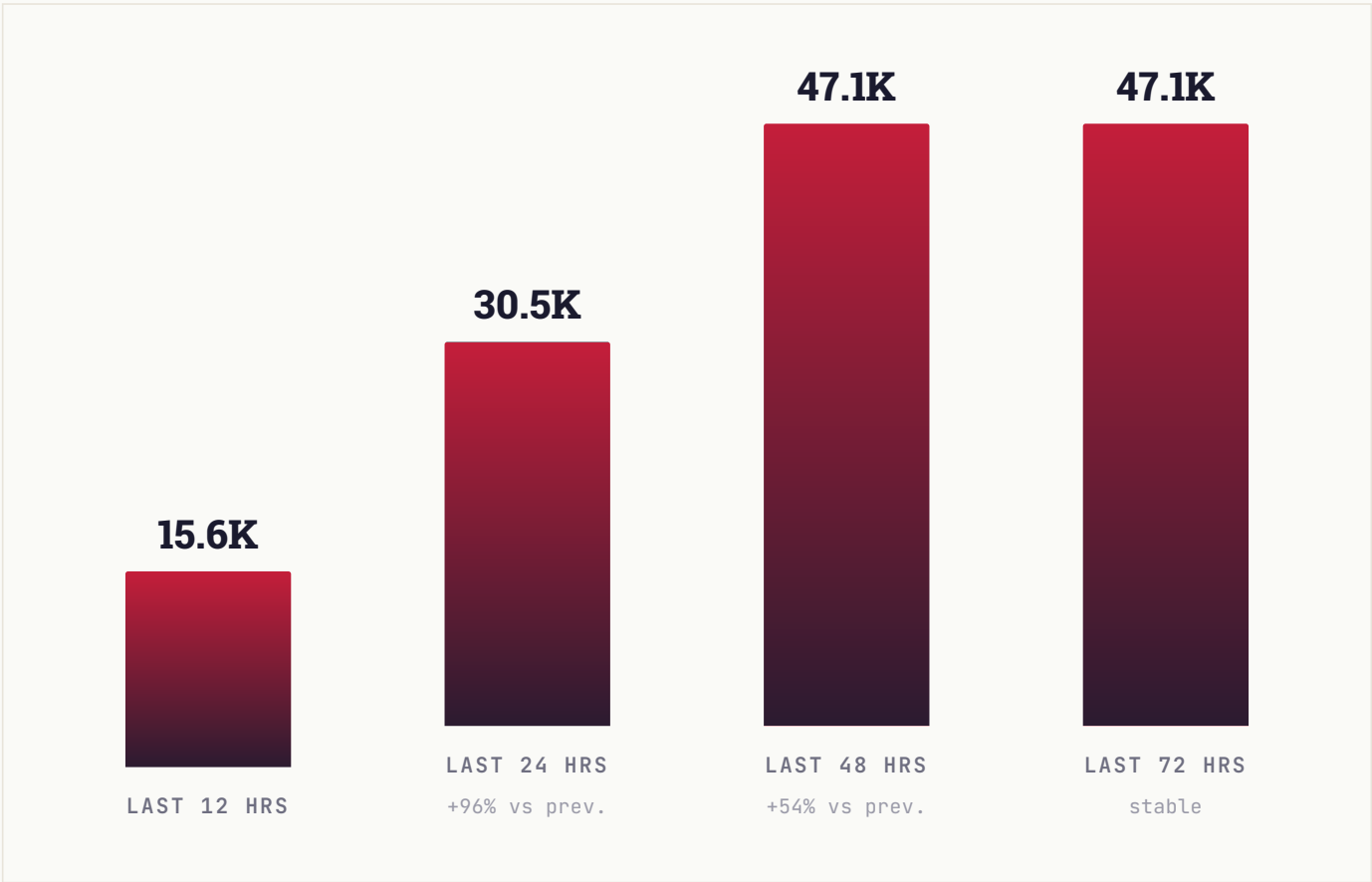
Citation index **131** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel «weighs» more than from a 1k subs channel. All time the channel was mentioned **324** different channels.



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

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.4M
ک ا کانال اخبارفوری خبرفوری	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
TP Trukha ⚡ Ukraine	3.1M
PM Pidersky Most PITER NEWS YOU	175K

COMPARATIVE SUMMARY

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبارفوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. In the last **6 months** such mentions: **105**, they brought **111 272** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	17	17	14 348
December 2025	15	15	22 791
Nov 2025	15	15	8 588
Oct 2025	23	23	15 051
Sep 2025	16	16	25 927
August 2025	19	16	24 567
TOTAL MENTIONS			105
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			111 272

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart includes a red dot indicating the channel's performance, a vertical line for the median, and a shaded bar representing the peer group range.

SUBSCRIBERS

87% below median

median 1.3M

498.9K 175 009 – your channel 4.1M

AVG REACH / POST

52% below median

median 93.7K

733 45 209 – your channel 443.8K

CITATION INDEX

93% below median

median 1.9K

0 131 – your channel 11.2K

— 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

Best post day — Thursday

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

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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

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 looks at description. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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
