

PUBLIC REPORT PROMTPRESS

Channel audit

Сургут Читает



@surgutreads

We bring Surgut news. A brief summary of what's happening in the region. Ads: @mroverheard Roskomnadzor: <https://clck.ru/3T2Y8H>

SUBS

141 540

+14086 per month

ERR (% SEE POSTS)

38.0%

per day 20.7%

REACH/POST

61.2K

ad reach 29.3K/24h

— CONTENT · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number says for which period it was calculated.

 SUBS 141 540 —	 SUBSCRIBER REACH 43.26% avg. % of subscribers see post	 VIEWS/POST 61.2K median 57.8K · 27 days	 POSTS/WK. 3.5 for period
 TREND 7D -7.5% vs previous week	 REACTS/POST — MTPROTO only	 POST LENGTH 422 chars. median 438 · 27 days	 POSTS ANALYZED 14 27 days
 AD REACH 29.3K avg over 24h	 CHURN / MONTH +14086 last month	 CITATIONS 0 citation index · 1 channel mentioned all time	 CHANNEL AGE 1 yr 3 mo created 06.05.2025

EDITOR'S AI SUMMARY

Channel «Surgut Reads» – 141 540 subscribers. Avg views per post 61.2K people (43% from subscribers), this is wide reach for a channel this size. Publishes 4 posts per week (~0 per day) – rare posts. Over the week of Aug 10–16, reach dropped by -7.5% by the week of Aug 3–9 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 14 posts over 27 days.
- 02 Dominant format – Photo (12/14 posts).
- 03 Average post length – 422 chars (median 438).
- 04 Audience activity peak – Saturday, 08:00 MSK.
- 05 Top posts get 1 x more views than the weakest (77.1K on average for the top vs 51.7K for the worst) – among 14 posts over 27 days. Worth analyzing what the top ones have in common – topic, format, posting time.

TOP-5 POSTS

Nº1 25.07 · 05:51 VIDEO Power bank burst into flames at night and burned a girl in Moscow City A 24-year-old Moscow resident suffered back burns after it caught fire at night...	VIEWS 87 345 REACTS — REP. 1 ER 61.7%
Nº2 08.08 · 18:24 PHOTO Ural man sent to SIZO over 'Stars' on Telegram He donated 1,000 rubles to a stranger via Telegram Stars. Investigation...	VIEWS 74 029 REACTS — REP. 14 ER 52.3%
Nº3 26.07 · 19:02 PHOTO Russians took record consumer loans in two years In June, Russian banks issued consumer loans worth 450 billion rubles – this is...	VIEWS 69 967 REACTS — REP. 7 ER 49.4%

Nº4 27.07 · 21:40 PHOTO Ugra entered the top-5 Russian regions with the highest pensions According to the Social Fund of Russia, the average pension in KhMAO is...	VIEWS 65 494 REP. 6	REACTS — ER 46.3%
Nº5 29.07 · 21:52 PHOTO Dentists in Russia started earning less Dentists' salaries fell about 10% over the year — now the average income of doctors...	VIEWS 64 342 REP. 19	REACTS — ER 45.5%

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BOTTOM 3

↓ 06.08 · 16:29 PHOTO Moscow new-build prices may rise due to new parking rules City authorities increased parking norms for new buildings...	VIEWS 52 206 REP. 16	REACTS — ER 36.9%
↓ 04.08 · 21:41 PHOTO In Fedorovsky, an illegal prayer room was shut down A 25-year-old lessee of a computer club premises illegally set up a prayer...	VIEWS 51 581 REP. 9	REACTS — ER 36.4%
↓ 11.08 · 14:38 PHOTO In Russia, teams of North Korean female workers are now being offered An outsourcing company posted ads for providing groups...	VIEWS 51 462 REP. 7	REACTS — ER 36.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

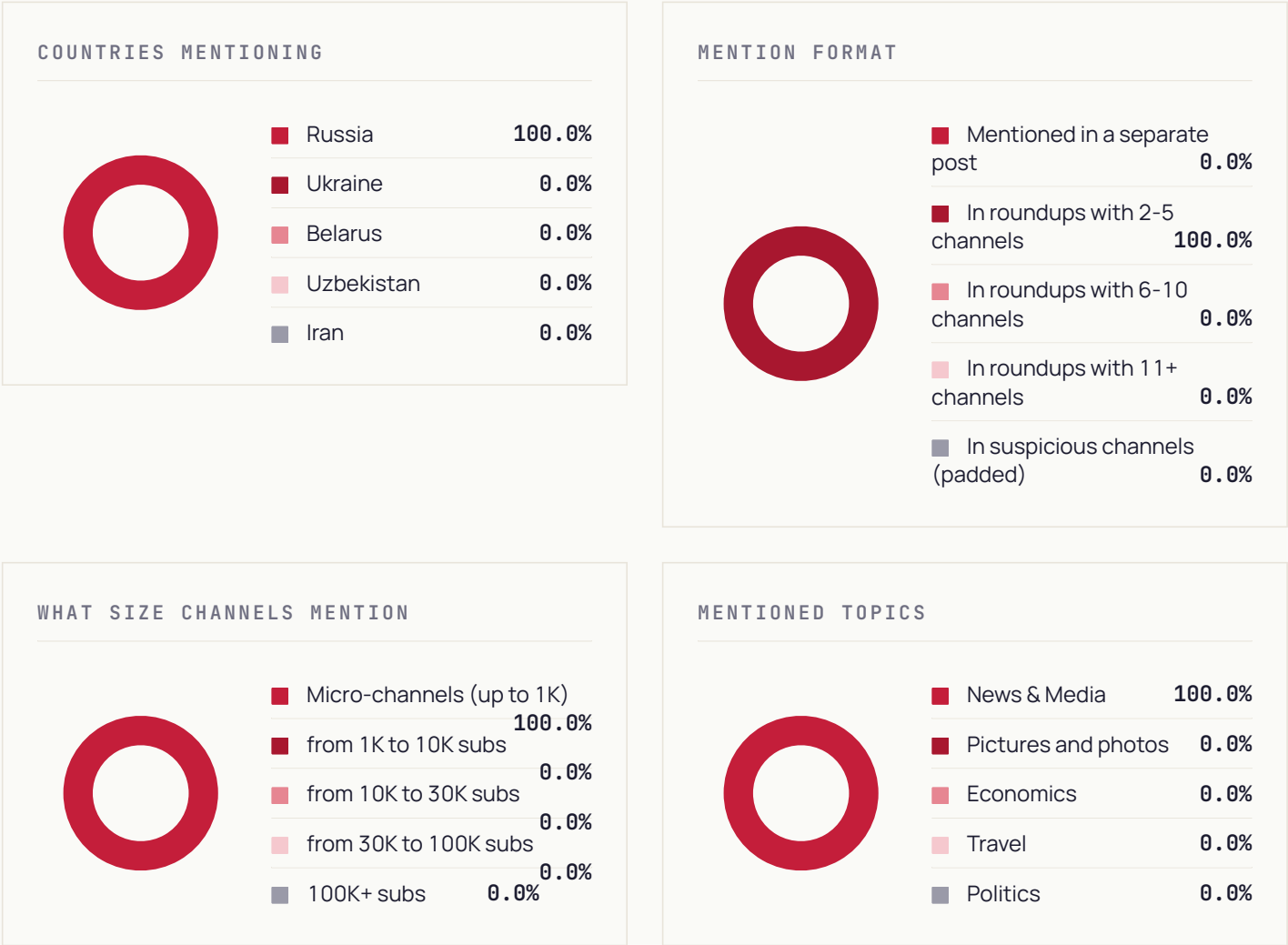
Subscriber growth chart for the year. On key months, exact subscriber counts are shown. It shows in which months the channel gained subscribers and in which ones it lost them.



SECTION 04 · CITATIONS

Who and how mention the channel

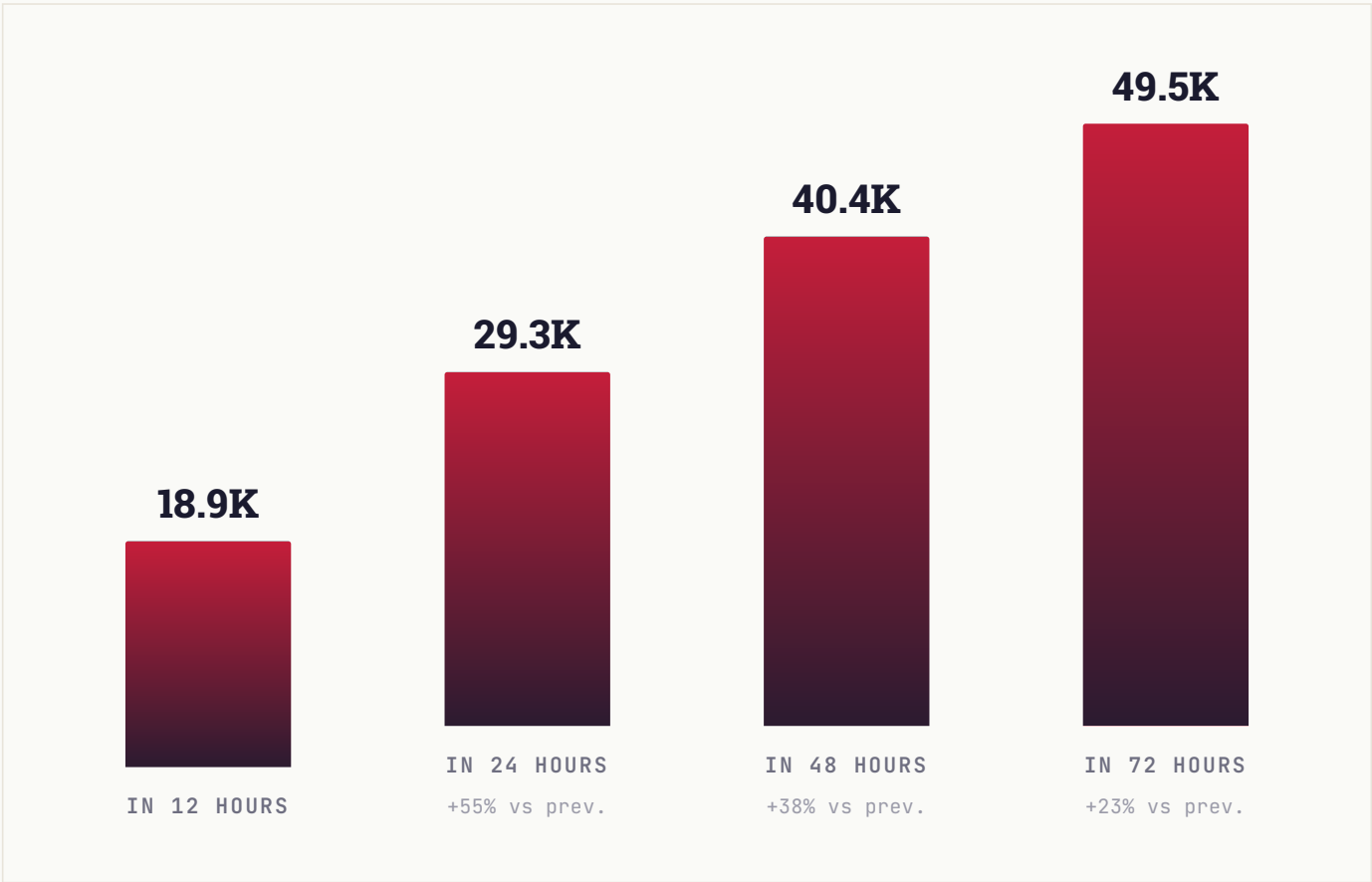
Citation index 0 – channel popularity rating based on mentions. Factors in not just their count, but the weight of mentioners: a post from a channel with 100 K followers weighs more than one from 1 K. All-time mentions: 1 different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Average reach of an ad post over time from publication. Helps estimate how long a placement makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. We highlighted your channel — see where it stands among neighbors in the niche.

CHANNEL	SUBS
M• MoskvaCh • Moscow News	4.3M
TL Топор Live	4.1M
PE Live • News	4M
M- Moscow Is Interesting	3.3M
PM First Moscow	3.2M
MA Mash	3.1M
PH РИА Новости	3M
NM Moscow News	2.7M
MS Moscow Today	2.7M
Avg. Media Russia not Moscow	2.6M
repost Avg. Сургут Читает YOU	141.5K

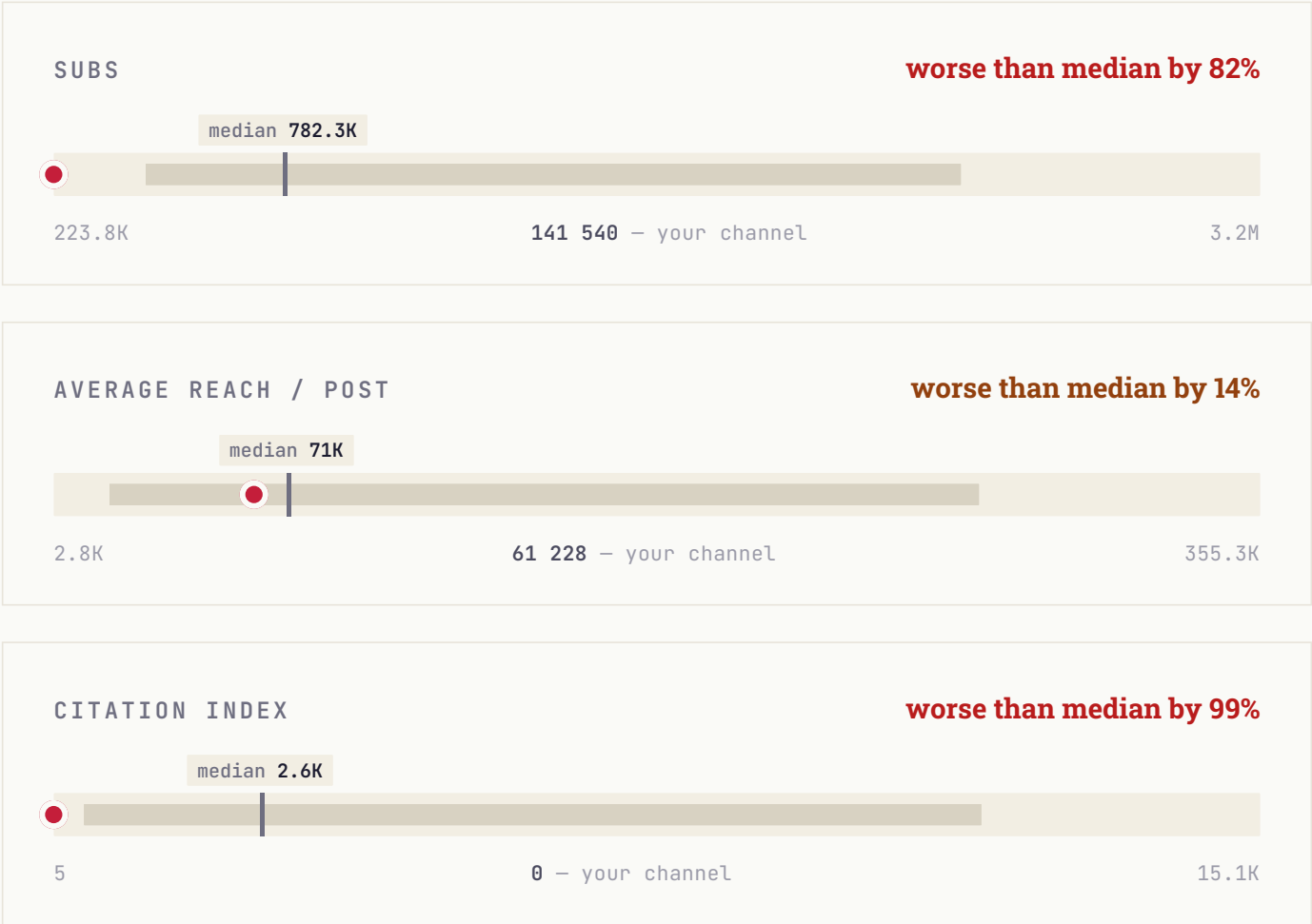
COMPARATIVE CONCLUSION

Channel so far outside top-99 in niche — early growth stage. Niche leader — MoskvaCh • Moscow News (4.3M), top-99 median: 776.9K. First goal — crack top-99 through systematic traffic and content work.

SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels of category «News & Media» (Russia) and looked at how the channel compares. Gray band — range covering 80% of niche channels (from p10 to p90). Black vertical line — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do now

5 priority actions ranked by expected impact. Check them off and return to this report in a month.

01

Increase post frequency

Currently 3.5 posts/wk. Active channels' norm is 7-10.
Regularity — the main factor in audience retention.

IMPACT

**Consistency
over volume**

02

Top post of the week — Saturday

On this day at 08:00 MSK the audience is most active.

IMPACT

**Best window
for an
important post**

03

Boost video post share

Video in Telegram retains audiences longer and performs better with the algorithm. We recommend reaching 15-25%.

IMPACT

**Video retains
audience
better**

04

Systematic traffic buying

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

IMPACT

**+1000-3000
subs**

05

Test polls & interactive formats

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

IMPACT

+5-15% ER

★ WHAT'S NEXT

Want this done? **PromptPress?**

This audit — something we can do in a few minutes based on public data. If you want to go further — launch ads through us and close your growth plan in a month.

01 **Run Telegram ads** <https://panel.promptpress.com/register>

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