

PUBLIC REPORT BY PROMTPRESS

Channel audit

Territory of Meanings



@terra_scientia

Forum for young leaders able to interact with youth, society and the state, promote traditional spiritual and moral values and national priorities. Registration:...

SUBSCRIBERS

10 288

-87 per month

ERR (% WHO SEE POSTS)

8.0%

in 24h **3.3%**

REACH/POST

704

ad reach **336**/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

Yearly chart · growth

04 Citation Rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Position in «Education» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 10 288 —	 SUBS REACH 6.85% avg % subs see post	 VIEWS/POST 704 median 746 · 29 days	 POSTS/WEEK 7.2 over period
 7D TREND -9.2% vs previous week	 REACTIONS/POST 4.9 total 148 reactions, 172 reposts, 48 comments	 POST LENGTH 572 chars median 550 · 29 days	 POSTS ANALYZED 30 29 days
 AD REACH 336 24h avg	 CHURN / MONTH -87 last month	 CITATION RATE 263 citation index · 1,365 channels mentioned all time	 CHANNEL AGE 10 years 25 days created 20.06.2016

AI EDITOR SUMMARY

Channel «Territory of Meanings» — 10 288 subs. Each post averages 704 people (7% of subs), reach is low — consider expanding audience. Publishes 7 posts per week (~1/day) — regular schedule. Week Jun 29 — Jul 5 reach dropped -9.2% to week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 30 posts in 29 days.
- 02 Dominant format — Photo (22/30 posts).
- 03 Avg post length — 572 chars (median 550).
- 04 Peak audience activity — Tuesday, 17:00 MSK.
- 05 Top posts get 2× more views than the weakest (925 avg for top vs 578 for worst) — among 30 posts over 29 days. Analyze what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 14:51 PHOTO ✎ Registration open for the National Award 'Patriot' Caring citizens, non-profits, and socially-oriented...	VIEWS 964 REPOSTS 11	REACTIONS — ER 9.4%
Nº2 27.06 · 07:49 PHOTO ⚡ Happy Youth Day! We congratulate Russia's youth on the holiday, wish success in personal and professional growth, and remind...	VIEWS 951 REPOSTS 3	REACTIONS 7 ER 9.2%
Nº3 24.06 · 12:55 PHOTO 🔔 Did you get into the 'Unity' session? Check the status of your application in the email we sent you. 🔍 If you got in...	VIEWS 860 REPOSTS 15	REACTIONS 16 ER 8.4%

Nº4 01.07 · 10:10 PHOTO Time to tell you the 'Truth' Check the status of your application for the 'Truth' session in the email we sent you...
--

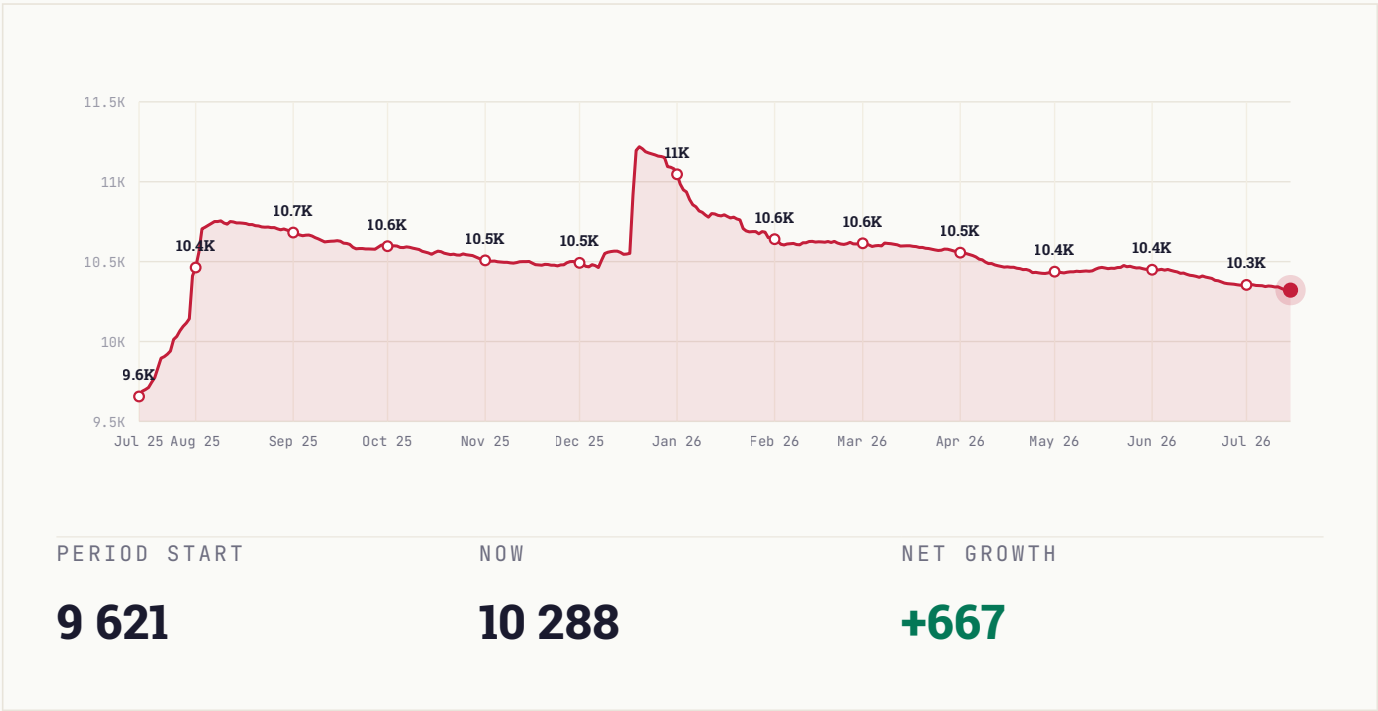
WORST 3

07.07 · 15:55 PHOTO A space for civil servants' dialogue At the 'Motherland' session, agency staff and SVO participants will develop solutions to strengthen...

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

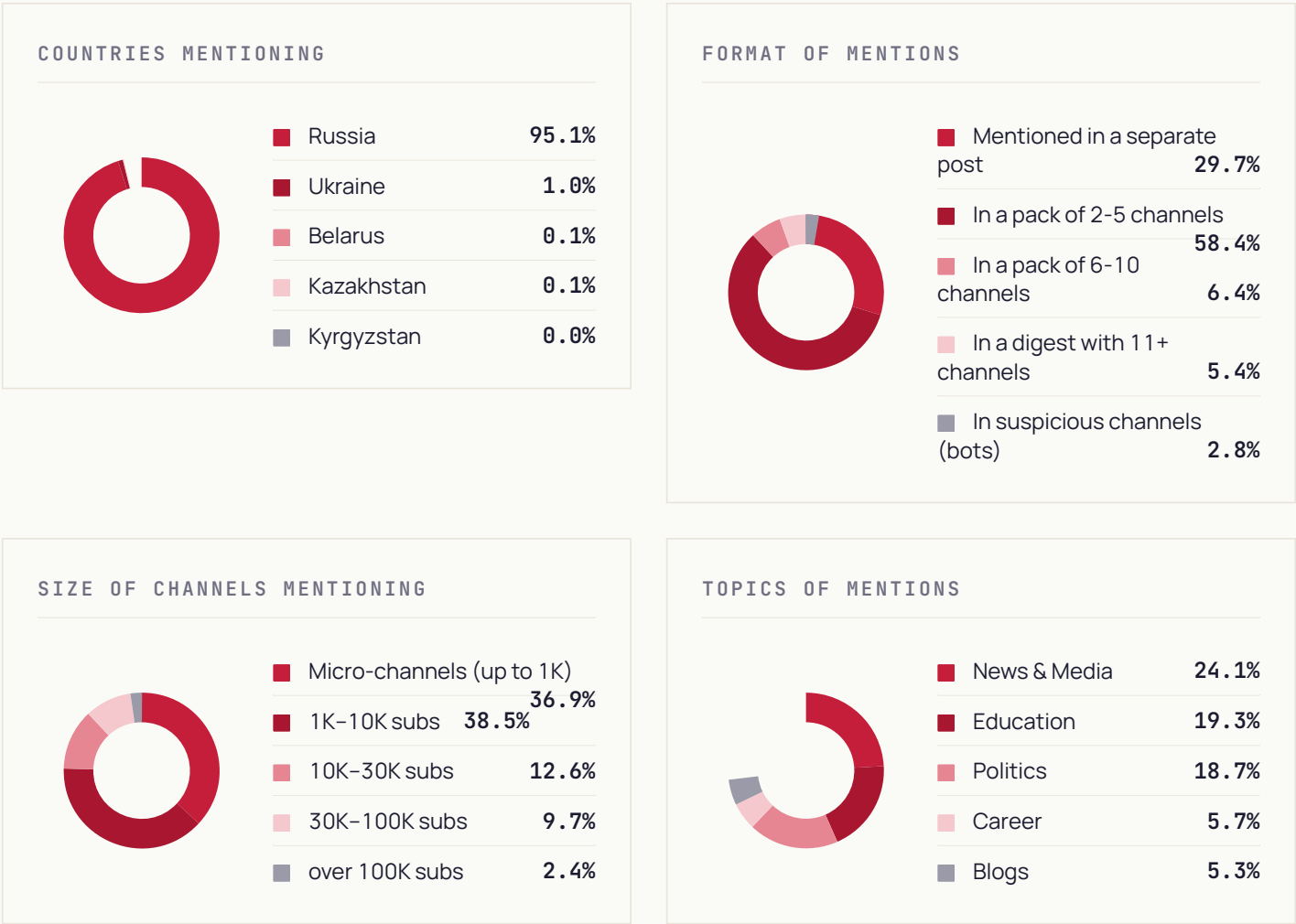
Yearly subscriber growth chart. Key months show exact sub count. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

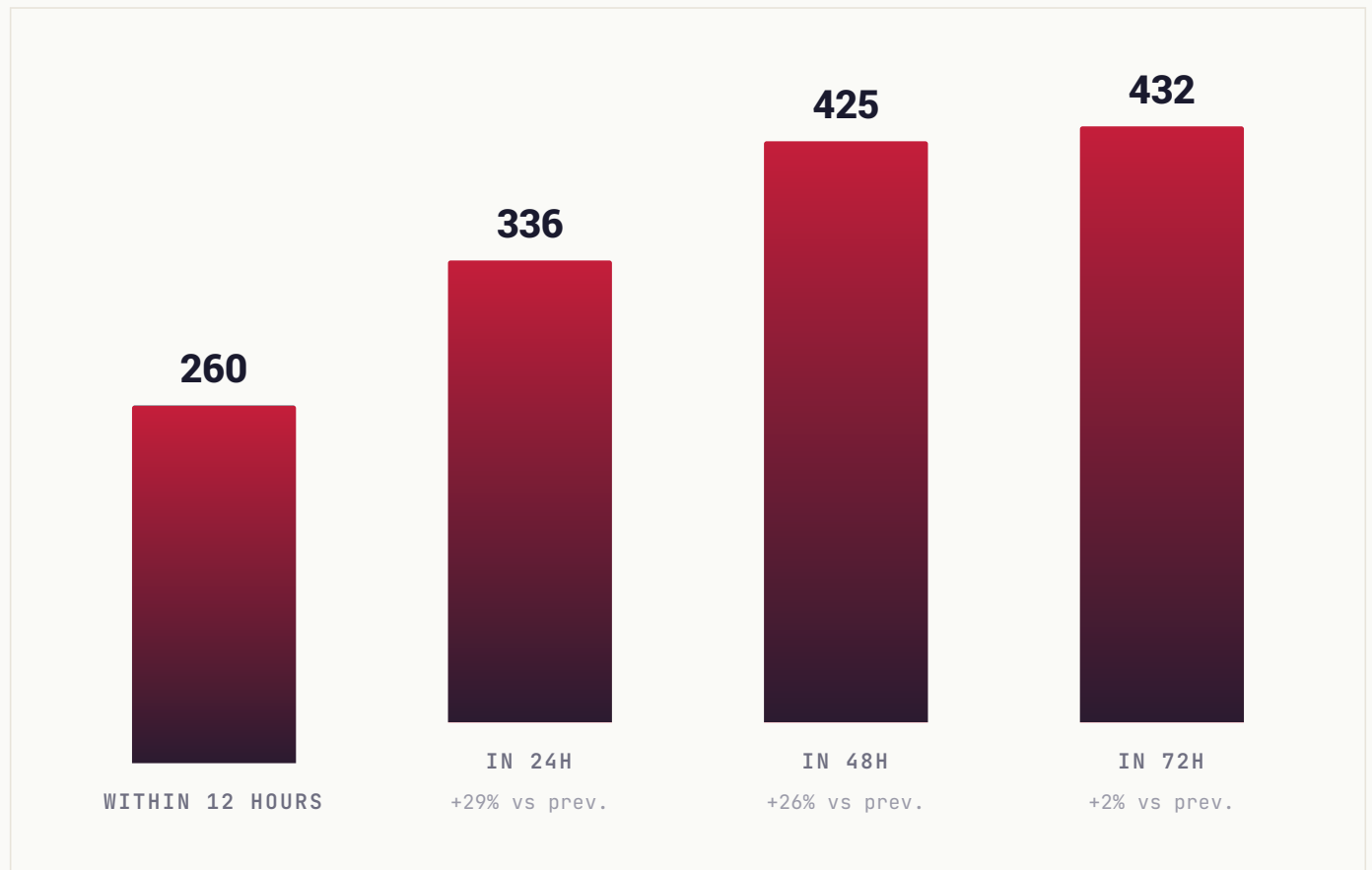
Citation index **263** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 365** different channels.



— 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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
Mar Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
Thu Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul Territory of Russian Language	297.1K
EH Excel Hacks Бухгалтерия и Аналитика	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
Mon Moscow education	233K
TS Territory of Meanings YOU	10.3K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Mathematician Andrey (1M), top-99 median: 78.8K. First goal — enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **240**, they brought **1 339** new subs.

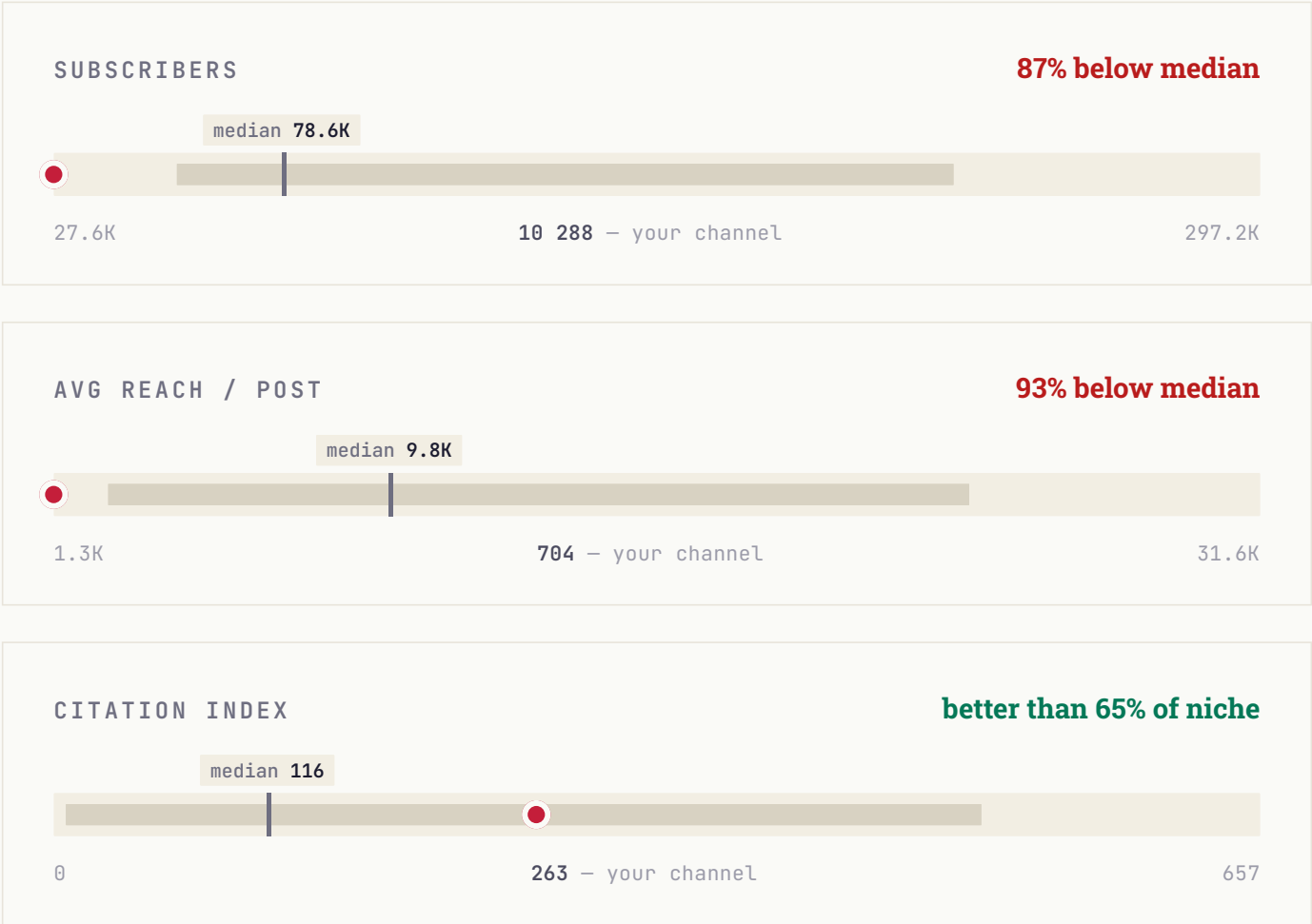
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	11	10	53
Dec 2025	30	28	792
Nov 2025	2	2	44
Oct 2025	12	9	40
Sep 2025	6	6	41
August 2025	179	139	369

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
240	6	1 339

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Education» (Russia) and compared your channel. Gray bar — range for 80% of niche channels (p10 to 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 this report in a month.

01

Top post of the week — on Tuesday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 6.85% vs norm 8.0%. Try polls & interactive formats.

EFFECT

+1.2pp ER

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 by +5-15%.
One weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. 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 a few 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 ads on Telegram	https://panel.promptpress.com/register
----	-------------------------------	---

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