

PUBLIC REPORT BY PROMTPRESS

Channel audit

The Blueprint



@theblueprintru

Main channel of The Blueprint — independent magazine on fashion, beauty, and modern culture Site: theblueprint.ru Email: smm@theblueprint.ru Ads: adv@theblueprint.ru Shows:...

SUBSCRIBERS

94 151

+2012 per month

ERR (% SEE POSTS)

7.0%

daily **3.9%**

REACH/POST

6.7K

ad reach **3.7K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 94 151 —	 SUBSCRIBER REACH 7.16% avg % subs see post	 VIEWS/POST 6.7K median 5.6K · 29 days	 POSTS/DAY 10.3 ~72 per week
 7D TREND -21.3% vs previous week	 REACTIONS/POST 51.7 15,674 reactions, 7,991 reposts, 188 comments	 POST LENGTH 472 chars median 420 · 29 days	 POSTS ANALYZED 303 29 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH +2012 last month	 CITATION RATE 1 194 citation index · 3,471 channels mentioned ever	 CHANNEL AGE 8 years 3 months created 02.04.2018

AI EDITOR SUMMARY

Channel «The Blueprint» — 94 151 subs. Avg post views 6.7K people (7% subs), low reach — expand audience. Publishes 72 posts/week (~10/day) — very active. Week 22–28 Jun reach down -21.3% week 15–21 Jun — analyze why.

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 **303** posts in 29 days.
- 02 Dominant format – **Photo** (220/303 posts).
- 03 Avg post length – **472** chars (median 420).
- 04 Peak audience activity – **Sunday**, 14:00 MSK.
- 05 Top posts get **9x** more views than the weakest (38.3K avg for top vs 4.3K for worst) – among 303 posts in 29 days. Worth analyzing what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 09.06 · 11:39 PHOTO What to pack for vacation? Karina Istomina shows her set: 🐶 iPod with wired headphones. Great for digital detox...	VIEWS 52 123 REACTIONS 75 REP. 48 ER 55.4%
Nº2 21.06 · 11:42 TEXT Host, stylist and friend of our editorial team Alexander Rogov sends greetings from Milan – the men's collection show is about to start any minute...	VIEWS 31 959 REACTIONS 43 REP. 10 ER 33.9%
Nº3 21.06 · 11:37 VIDEO (captionless post – video)	VIEWS 30 946 REACTIONS 75 REP. 38 ER 32.9%

Nº4 21.06 · 11:44 VIDEO (captionless post – video)	VIEWS 27 318 REP. 6	REACTIONS 38 ER 29.0%
Nº5 21.06 · 12:55 VIDEO (captionless post – video)	VIEWS 26 906 REP. 9	REACTIONS 57 ER 28.6%

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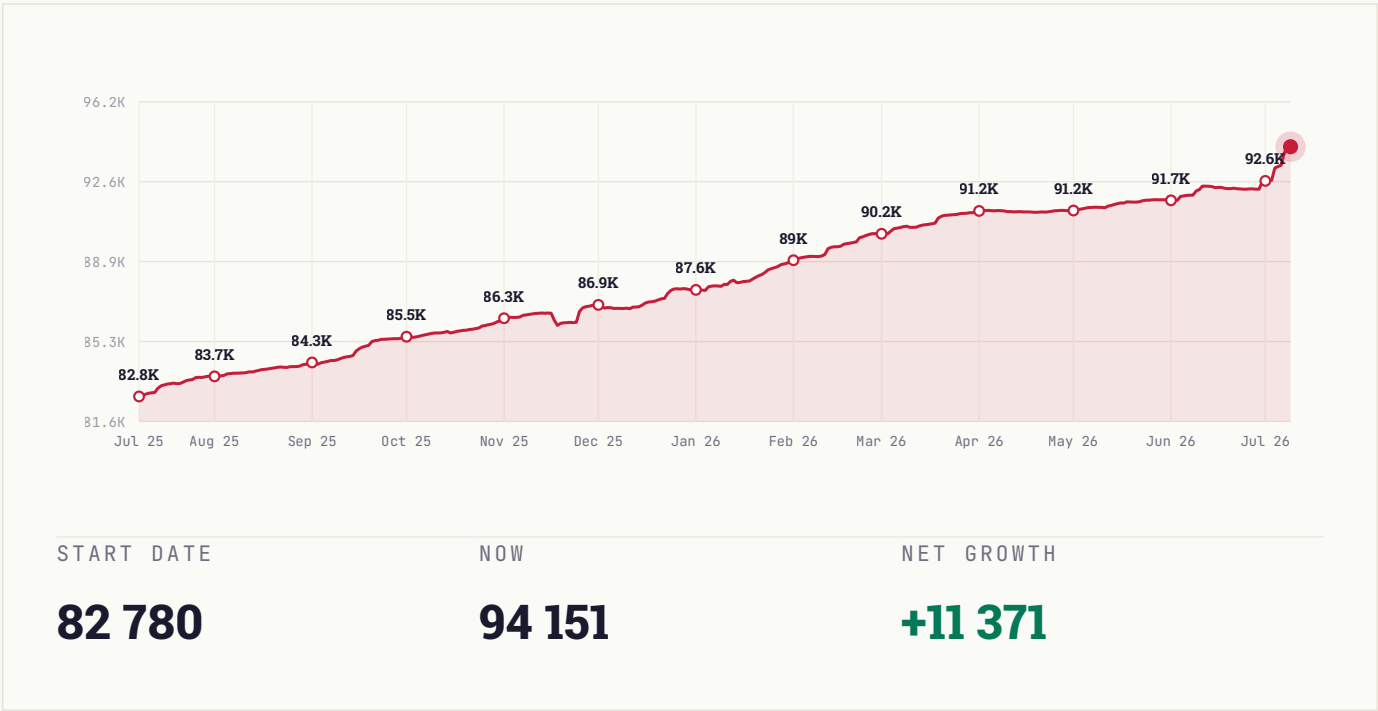
WORST 3

↓ 04.07 · 06:30 VIDEO She said «yes» – to Travis Kelce and Dior! Taylor Swift is now officially married: a few hours ago at Madison Square Garden...	VIEWS 4 422 REP. 20	REACTIONS 65 ER 4.7%
↓ 19.06 · 16:34 PHOTO ⚡ Adrian Appiolaza leaves Moschino creative director post. He held it since Jan 2024, previously design director of the line...	VIEWS 4 294 REP. 11	REACTIONS 36 ER 4.6%
↓ 20.06 · 14:24 PHOTO A stylish look: leather chair, raccoon tail, red lipstick. Got it? Maria Grazia Chiuri did too – and showed it in...	VIEWS 4 268 REP. 3	REACTIONS 16 ER 4.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

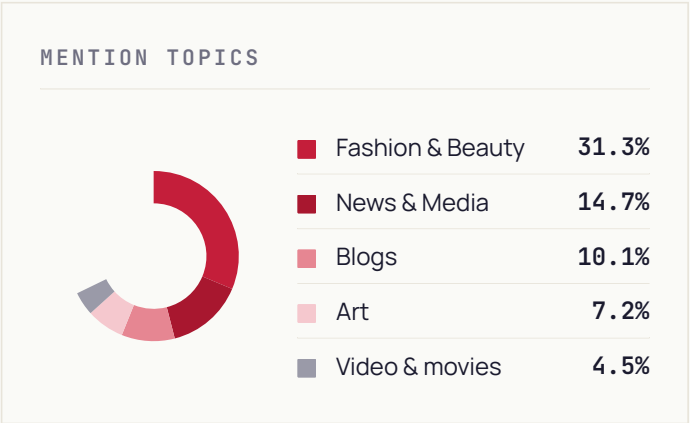
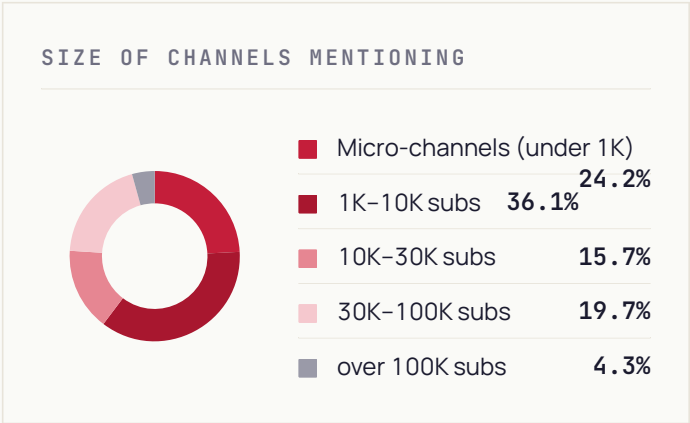
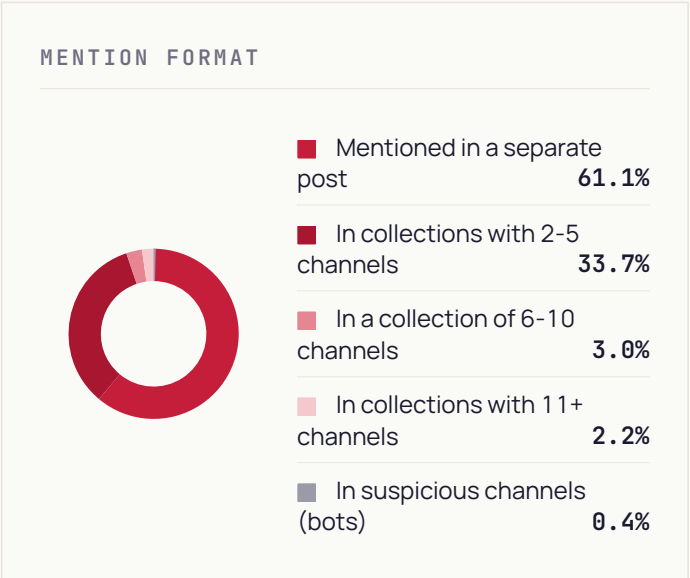
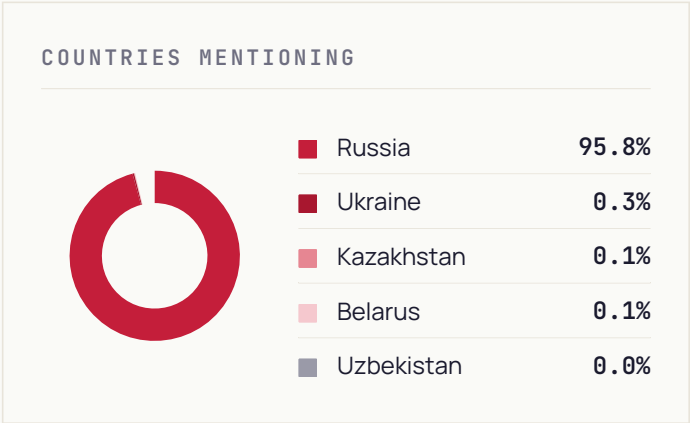
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

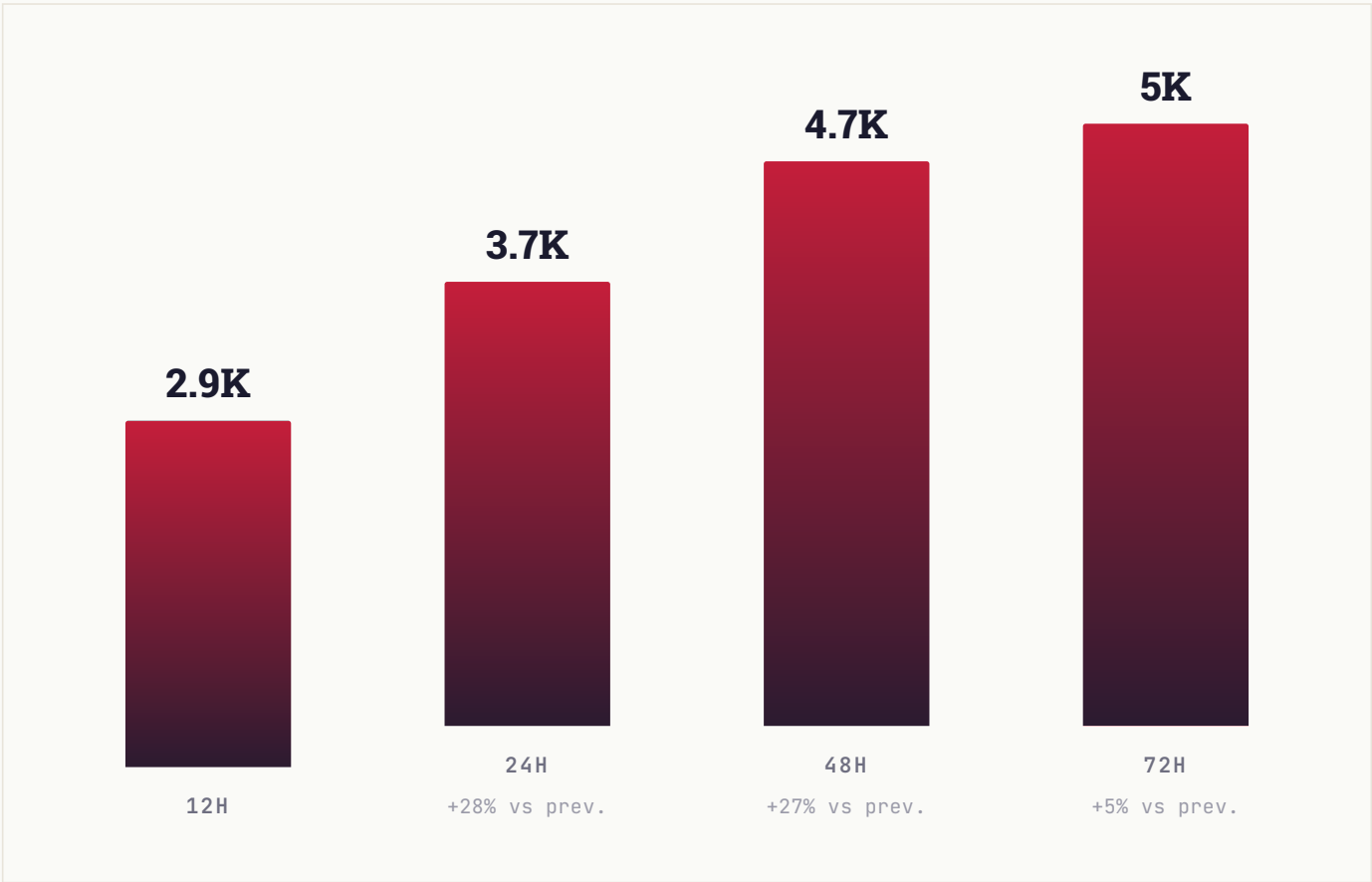
Citation index **1 194** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **3 471** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW WB OZON finds	393.5K
TB The Blueprint YOU	94.2K

COMPARATIVE CONCLUSION

Channel not yet outside top-96 niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions **813**, they brought **6 542** new subs.

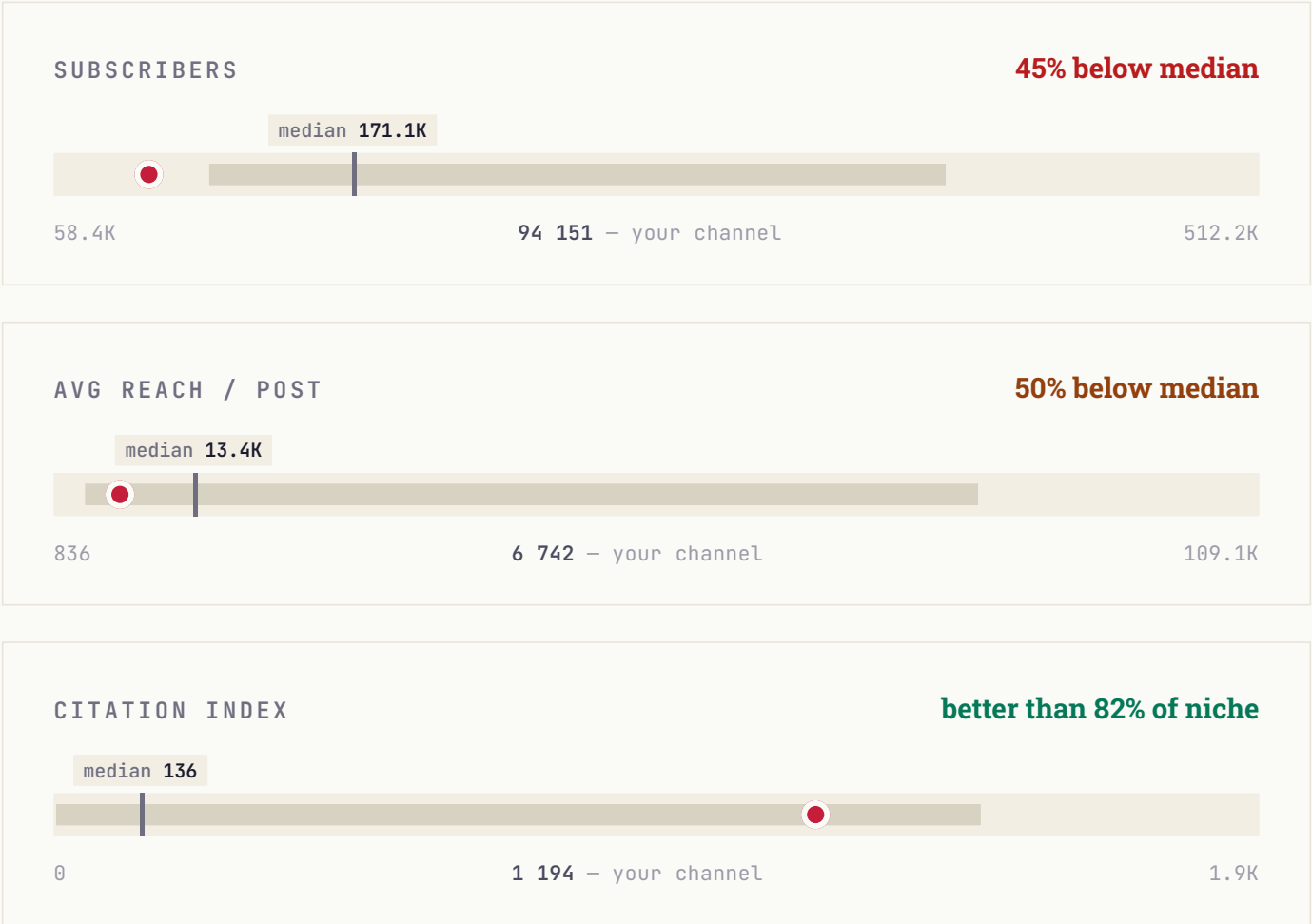
PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
January 2026	149	89	1 470	
December 2025	174	121	965	
Nov 2025	106	77	1 327	
Oct 2025	124	87	875	
September 2025	130	96	1 307	
August 2025	130	99	598	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
813	6	6 542

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Fashion & Beauty» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads through us and hit your growth plan in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager