

PROMTPRESS PUBLIC REPORT

Channel audit Journal «Code»



@thecodemedia

Articles on hacking life problems with tech. Site: <https://thecode.media> Yandex Practicum magazine. Statement No. 4970835371 Registry page: <https://rknn.link/Yt>

SUBSCRIBERS

49 668

-274 per month

ERR (% SEE POSTS)

7.0%

last day **3.6%**

REACH/POST

3.1K

ad reach **1.8K**/24h

— CONTENT · 2026

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6 months · monthly

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 49 668 —	 SUBS REACH 6.24% avg % subs see post	 VIEWS/POST 3.1K median 3.2K · 29 days	 POSTS/WK 16.1 for period
 7D TREND -5.1% vs previous week	 REACTIONS/POST 15.6 only 1,044 reactions, 2,579 reposts, 362 comments	 POST LENGTH 526 chars median 452 · 29 days	 POSTS ANALYZED 67 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -274 last month	 CITATION RATE 310 citation index · 675 channels mentioned all time	 CHANNEL AGE 7 years 3 months created 21.03.2019

AI EDITOR SUMMARY

Channel «Journal «Code»» – 49 668 subs. Avg views per post: 3.1K people (6% of subs), low reach – need to grow audience. Publishes 16 posts/week (~2/day) – steady. Week of Jul 6–12 reach dropped -5.1% by week of Jun 29 – Jul 5 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 67 posts over 29 days.
- 02 Dominant format — Photo (41/67 posts).
- 03 Avg post length — 526 chars (median 452).
- 04 Peak audience activity — Friday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (4.1K avg for top vs 2.4K for worst) — among 67 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 14:05 PHOTO Neural nets have been writing code for years. But that doesn't mean devs can relax. Now the skill is different: correctly briefing AI...		VIEWS	REACTIONS
		4 228	16
		REPOSTS	ER
		76	8.5%
Nº2 29.06 · 07:04 PHOTO Code, brought the schedule of Practicum stream starts in July Choose your course of interest via the link and try it for free...		VIEWS	REACTIONS
		4 069	20
		REPOSTS	ER
		8	8.2%
Nº3 23.06 · 15:21 TEXT Claude массово вышел из строя по всему миру. Можно спокойно заканчивать рабочий день пораньше :) Journal «Code» Промокод Практикума ...		VIEWS	REACTIONS
		3 985	43
		REPOSTS	ER
		46	8.0%

Nº4 25.06 • 12:05 PHOTO Per DORA, AI review cuts refactoring by 40-60%. But devs write 'check my code' and don't get how a neural net can...	VIEWS	REACTIONS
	3 947	19
	REPOSTS	ER
	84	7.9%

Nº5 22.06 • 07:02 PHOTO We analyze and help you pick an analytics specialty that fits your skills and interests  Try any analyst role by taking...	VIEWS	REACTIONS
	3 854	13
	REPOSTS	ER
	34	7.8%

WORST 3

↓ 12.07 • 14:45 TEXT Team lead or tech lead, Git, parser & 25 books – all covered in a week Career, tools & some reading – articles on various topics...	VIEWS	REACTIONS
	2 475	10
	REPOSTS	ER
	42	5.0%

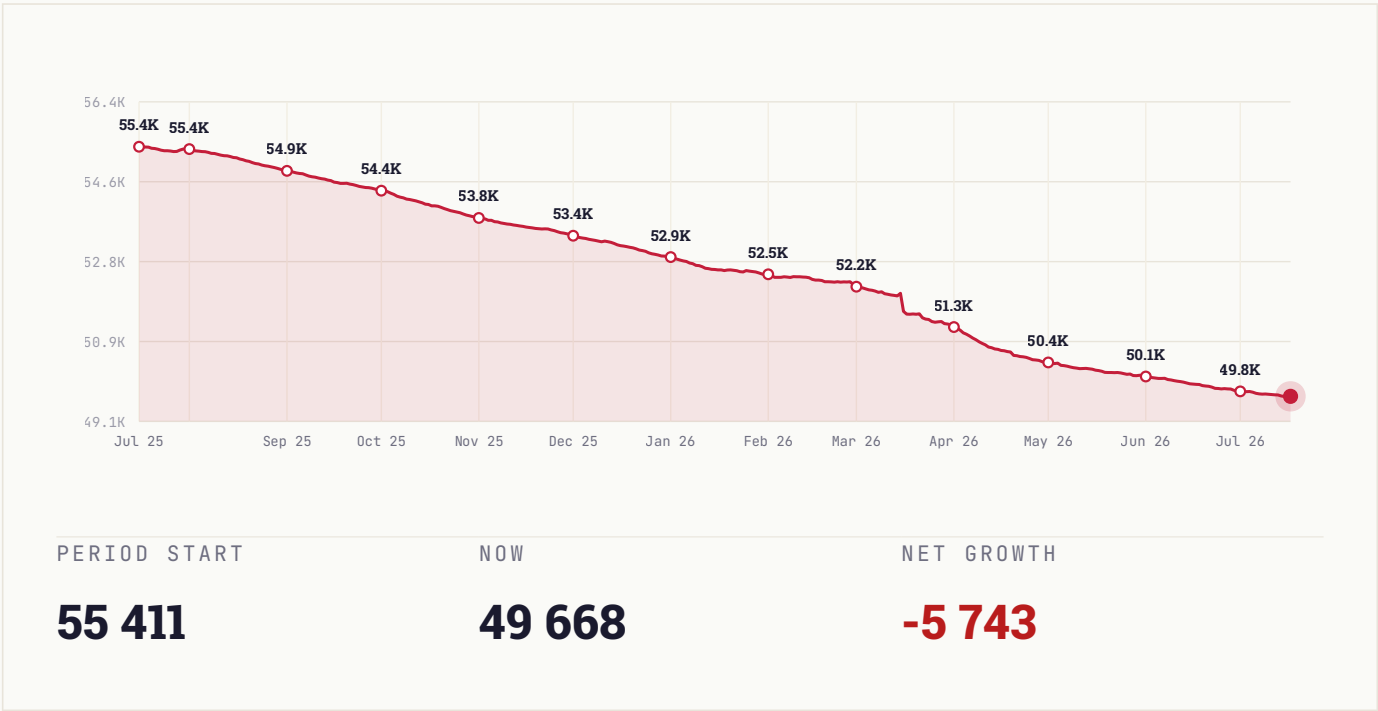
↓ 13.07 • 07:01 PHOTO You can go from junior to team lead in IT in just 5 years. The key is to keep moving. Here's an example story. And Practicum courses...	VIEWS	REACTIONS
	2 409	24
	REPOSTS	ER
	25	4.9%

↓ 13.07 • 13:04 PHOTO Step-by-step guide to deploy a Telegram bot on VPS so it runs 24/7: Docker, auto-start, monitoring, backups...	VIEWS	REACTIONS
	2 297	15
	REPOSTS	ER
	81	4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

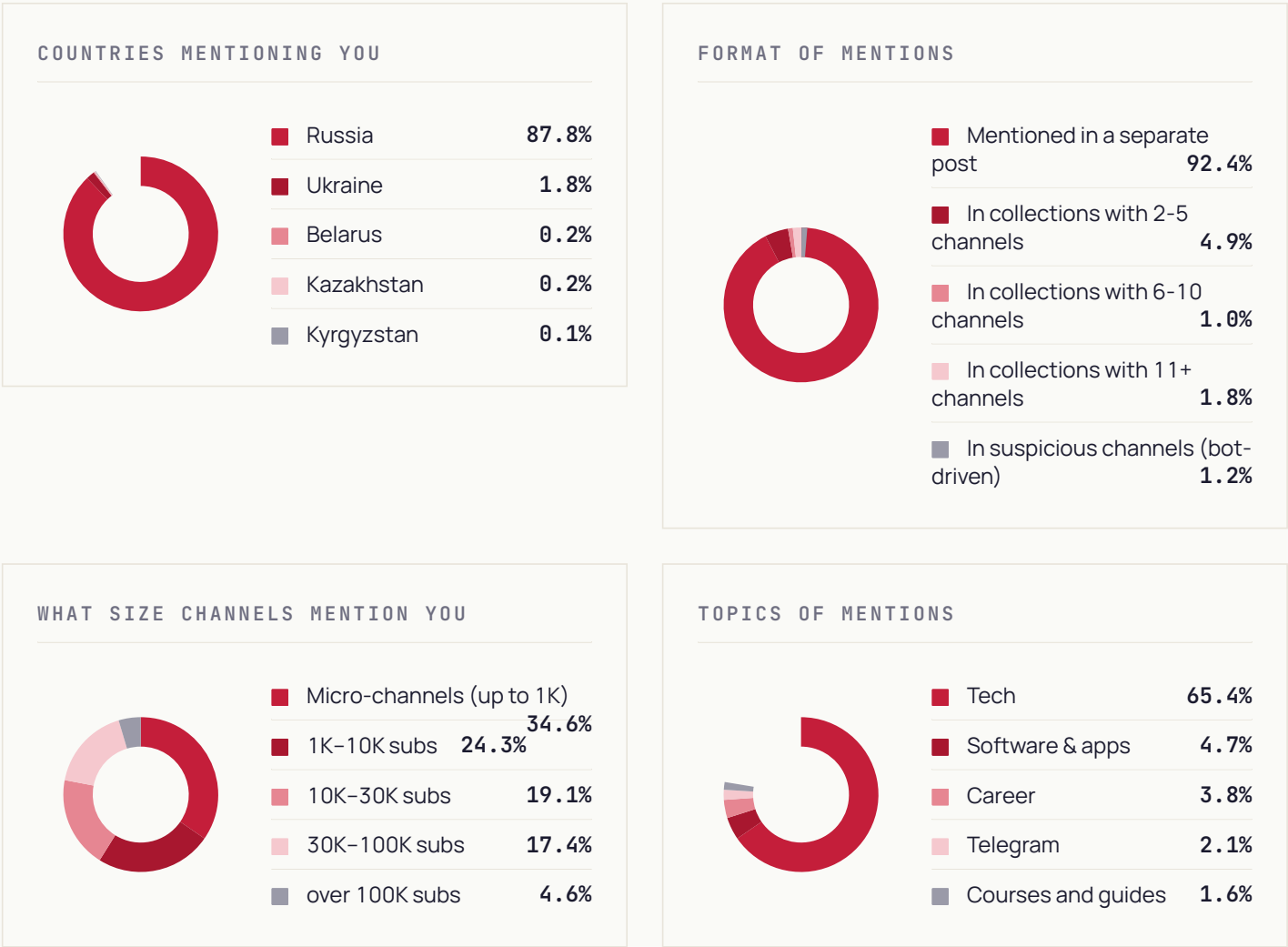
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

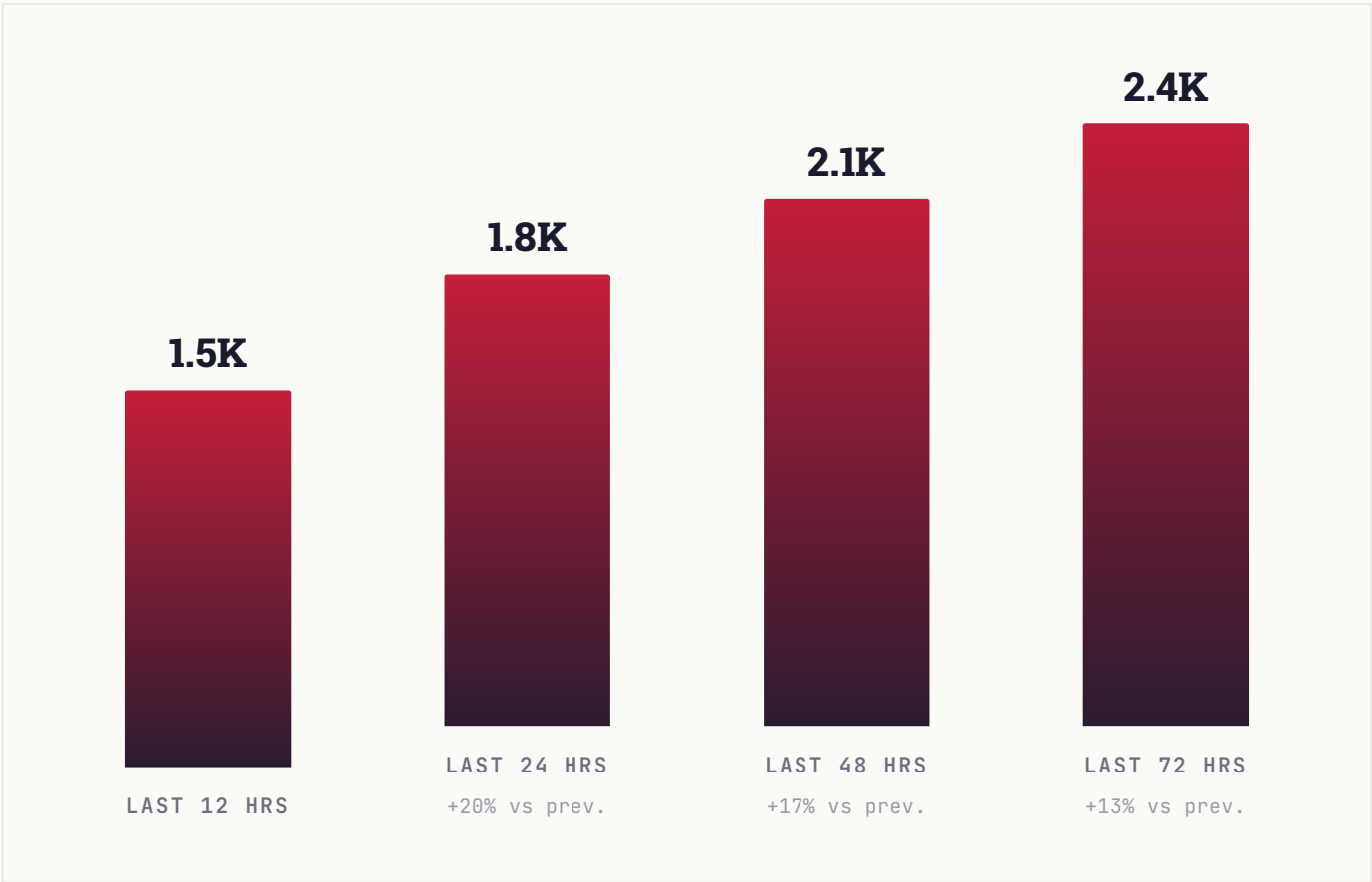
Citation index **310** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **675** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand among niche peers.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trend world	3.3M
TE Tech chat	3.1M
HA Hi, AI • Новости технологий	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI и технологии	2M
Zh« Journal «Code» YOU	49.7K

COMPARATIVE SUMMARY

Channel is still outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal — enter top-100 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **99**, they brought **74** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	21	1	51	
December 2025	18	4	17	
Nov 2025	19	3	3	
Oct 2025	30	2	0	
Sep 2025	10	2	3	
August 2025	1	1	0	
TOTAL MENTIONS	99	MONTHS OF DATA	6	ACQUIRED SUBSCRIBERS
			74	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Tech» (Russia) and saw how your channel compares. Gray band — 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 return to this report in a month.

- 01

Main post of the week — on Friday
Audience is most active on this day at 16:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better
- 03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 04

Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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