

PROMTPRESS PUBLIC REPORT

Channel audit

Times | Finance



@times_finance

The world's most famous publication on politics, business, marketing and culture! For ads - @dorezacupaet @politmanager
Managers: t.me/tube_price/133 Unofficial...

SUBSCRIBERS

143 112

-637 per month

ERR (% SEE POSTS)

22.0%

per day 15.6%

REACH/POST

30.7K

ad reach 22.4K/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 143 112 —	 SUBSCRIBER REACH 21.45% avg % subs see post	 VIEWS/POST 30.7K median 31.7K · 29 days	 POSTS/WEEK 43.0 for period
 7D TREND -5.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 326 chars. median 316 · 29 days	 POSTS ANALYZED 180 29 days
 AD REACH 22.4K 24h avg	 CHURN / MONTH -637 last month	 CITATION RATE 664 citation index · 1,521 channels mentioned all time	 CHANNEL AGE 2 years 4 months created 03.02.2024

AI EDITOR SUMMARY

Channel 'Times | Finance' — 143 112 subs. Each post averages 30.7K people (21% of subs), this is average reach — room to grow. Publishes 43 posts per week (~6/day) — active publishing. For week 1–7 June, reach dropped -5.3% to week 25–31 May — worth investigating causes.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **180** posts over 29 days.
- 02 Dominant format – **Text** (140/180 posts).
- 03 Avg post length – **326** chars (median 316).
- 04 Audience activity peak – **Monday**, 15:00 MSK.
- 05 Top posts get **1x** more views than the weakest (34K avg for top vs 27.1K for bottom) – across 180 posts in 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 11:10 TEXT Pskov region to restrict migrant work permits in several sectors from July 1 Migrants will be banned from working under patents in...	VIEWS	REACTIONS
	34 388	—
	REPOSTS	ER
	11	24.0%
Nº2 15.05 · 15:00 TEXT Meme 'six seven' may be banned in Russia. MP Ivanov says it threatens national security and negatively affects...	VIEWS	REACTIONS
	33 903	—
	REPOSTS	ER
	45	23.7%
Nº3 14.05 · 16:30 TEXT State Duma passed law increasing overtime limit to 240 hours Bill to increase the maximum overtime...	VIEWS	REACTIONS
	33 770	—
	REPOSTS	ER
	36	23.6%

Nº4 25.05 · 15:13 VIDEO 12% deposit for new clients ☒ For Entrepreneur Day, launching new promo 'Percent for Growth'. From May 25 to June 26, open...	VIEWS 33 714 REPOSTS 1	REACTIONS — ER 23.6%
Nº5 14.05 · 11:10 TEXT Ministry of Labor aims to raise birth rate to 1.6 by 2030 Russians need to have 3–4 children each to increase the fertility rate...	VIEWS 33 579 REPOSTS 29	REACTIONS — ER 23.5%

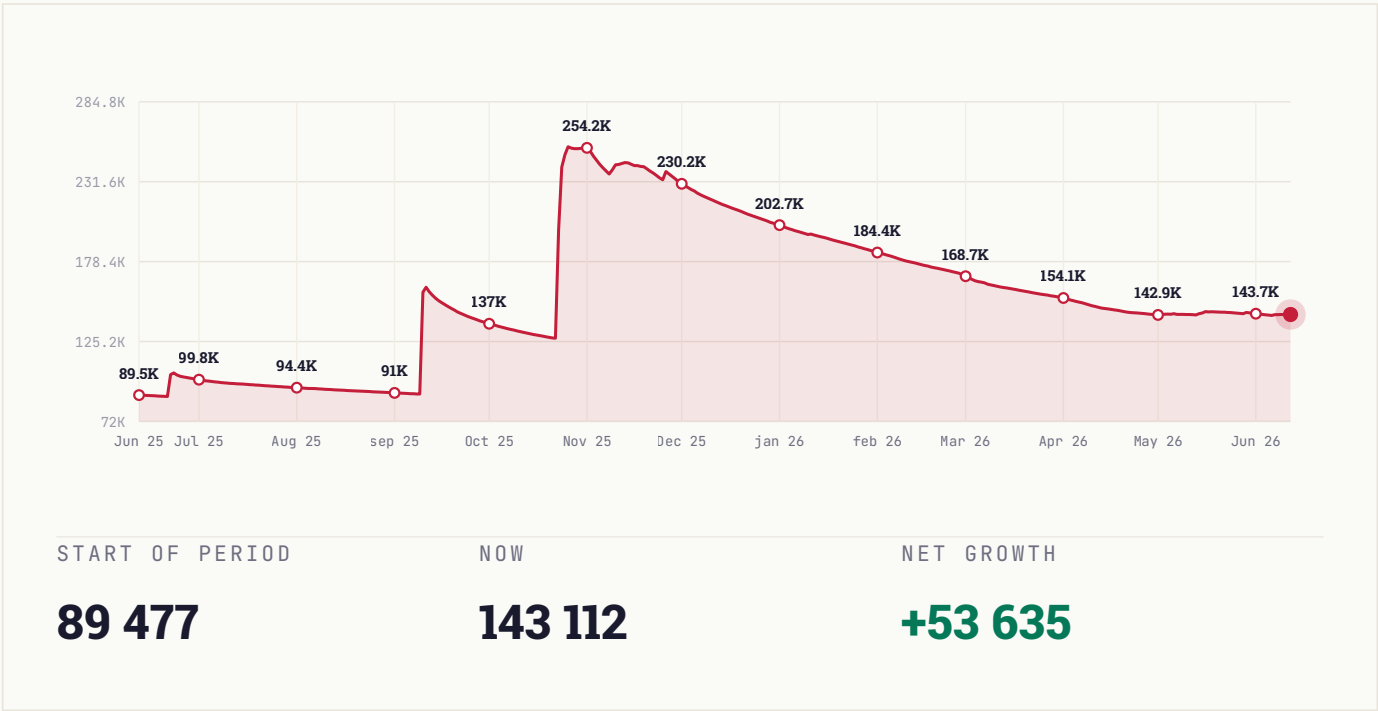
WORST 3

↓ 09.06 · 11:10 TEXT Russians withdrew a record 381 bln rubles from banks in May According to the Central Bank, this is the highest in 30 years. Since the start of the year, total...	VIEWS 27 581 REPOSTS 52	REACTIONS — ER 19.3%
↓ 04.06 · 15:00 TEXT Rostelecom CEO Oseevsky called removal of Max from App Store 'a completely unfriendly step'. Times • News & Finance	VIEWS 26 956 REPOSTS 13	REACTIONS — ER 18.8%
↓ 08.06 · 15:35 VIDEO All the best for your team Behind every strong business are people. So it's important to create comfortable conditions for those who help it...	VIEWS 26 832 REPOSTS —	REACTIONS — ER 18.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

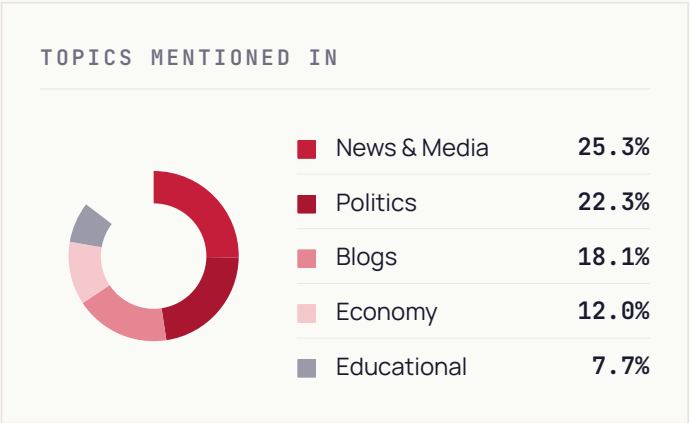
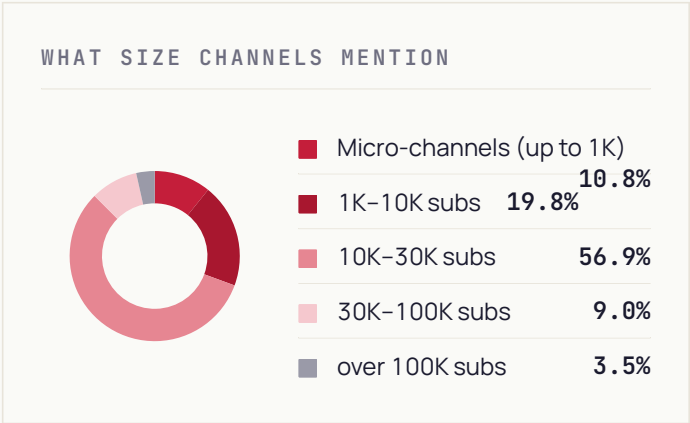
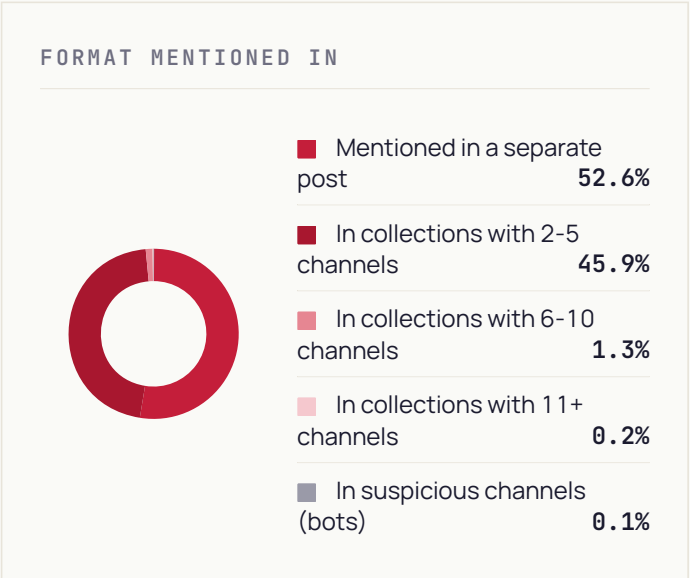
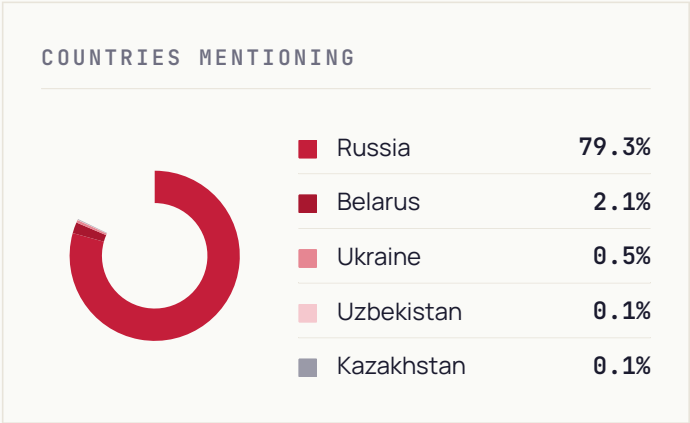
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

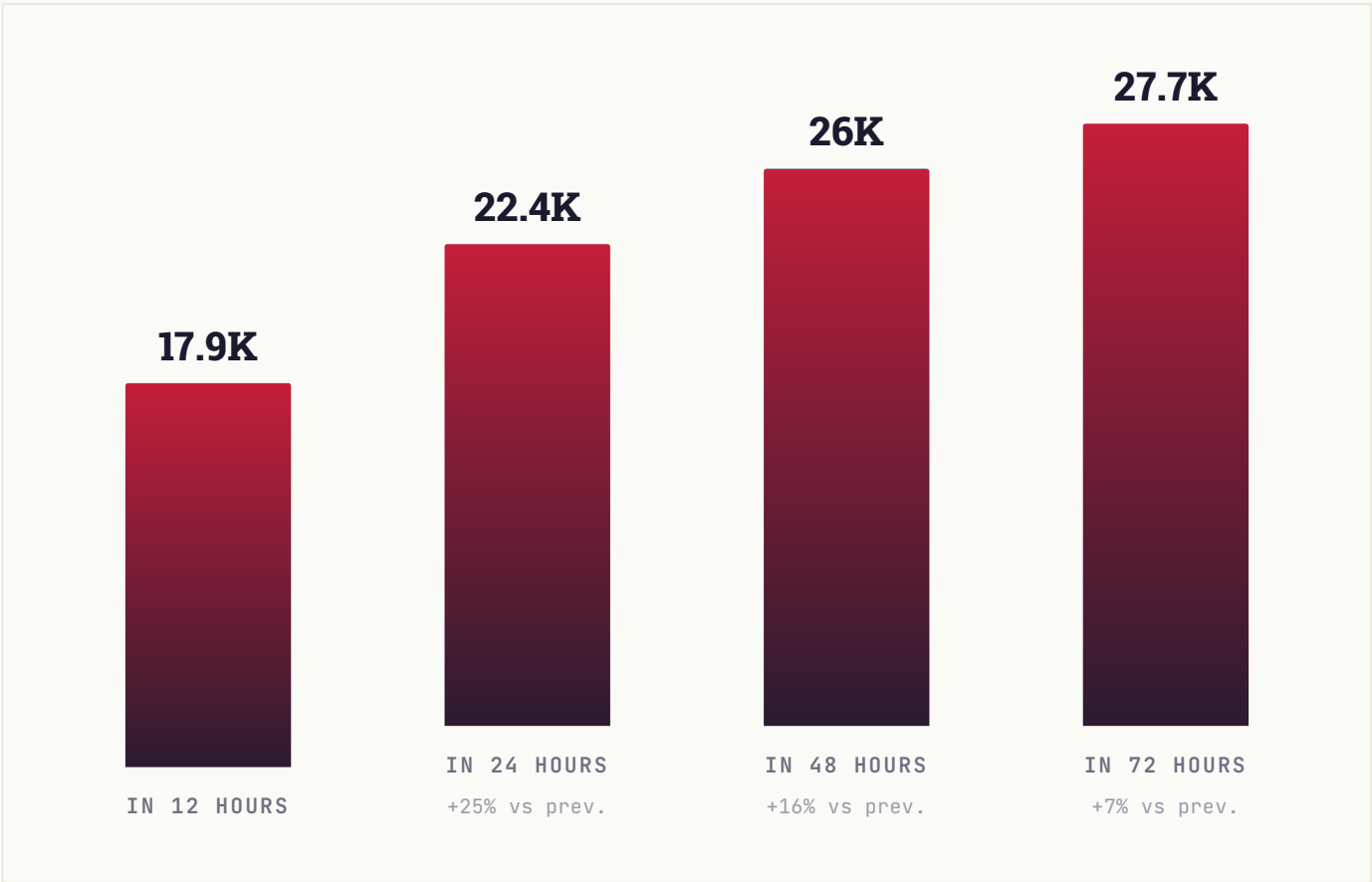
Citation index **664** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 521** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CI Books on a Million business blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
TJ Times Finance YOU	143.1K

COMPARATIVE INSIGHT

Channel in top half of niche (#37 of 100). Niche leader: Moscowbusiness (966.6K), median subs 102.7K. Aim for the top quartile — a realistic 6-12 month goal.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions found **503**, they brought **212 262** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	15	10	0	
November 2025	23	21	13 266	
October 2025	270	225	127 888	
September 2025	161	102	71 097	
August 2025	18	9	11	
July 2025	16	8	0	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
503		6	212 262	

SECTION 08 · NICHE COMPARISON

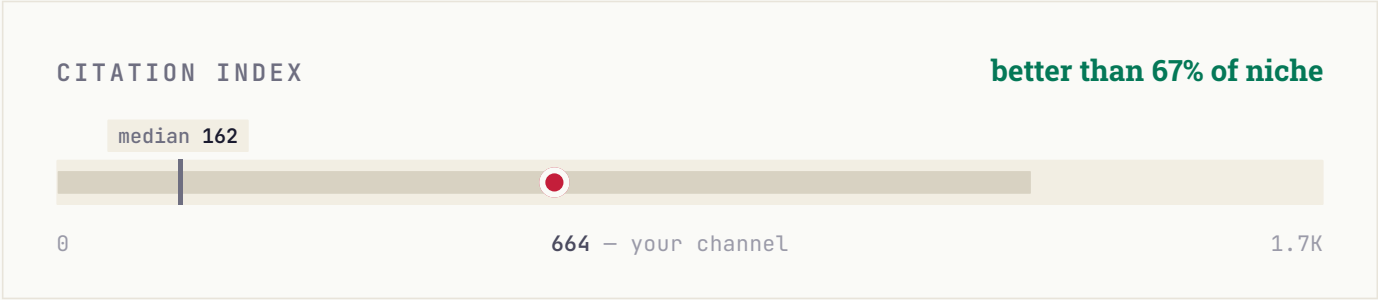
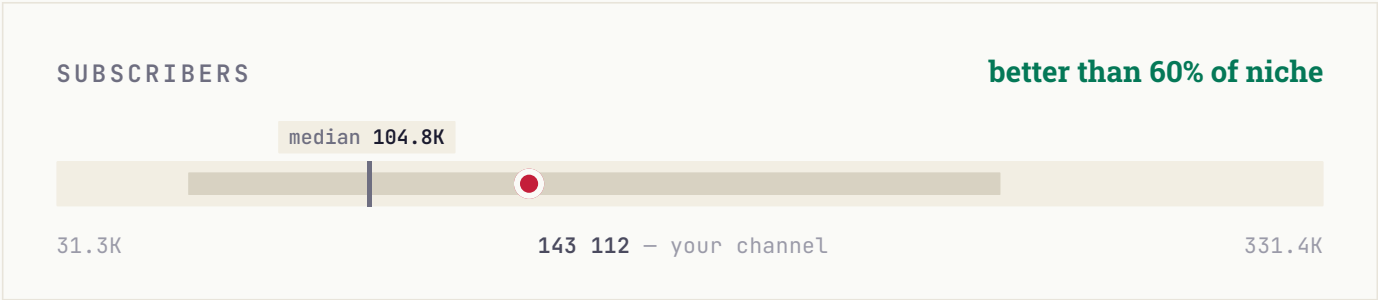
Where the channel stands in its league

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

#37/100

POSITION IN NICHE

Channel in top half of ranking



— 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 Monday

Audience is most active on this day at 15:00 MSK.

IMPACT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better processed by the algorithm. We recommend increasing share to 15-25%.

IMPACT

**Video retains
audience
better**

03

Systematic traffic buying

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

IMPACT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy win.

IMPACT

+5-15% ER

05

Cross-promo with adjacent channels

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

IMPACT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using 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
