

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Kostroma News • TOP24



@top24_kostroma

Russian news online media, daily publishing news on various topics.
Our website: <https://kostroma.top24.news>

SUBSCRIBERS

10 803

+10028 per month

ERR (% SEE POSTS)

1.0%

daily 0.5%

REACH/POST

67

ad reach 50/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 10 803 —	 SUBSCRIBER REACH 0.62% avg % subs see post	 VIEWS/POST 67 median 67 · 29 days	 POSTS/WEEK 47.0 for period
 7D TREND +4.7% vs previous week	 REACTIONS/POST 0.4 76 reactions, 37 reposts, 18 comments	 POST LENGTH 864 chars median 934 · 29 days	 POSTS ANALYZED 200 29 days
 AD REACH 50 24h avg	 CHURN / MONTH +10028 last month	 CITATION RATE 2 citation index · 18 channels mentioned ever	 CHANNEL AGE 4 years 12 days created 10.07.2022

AI EDITOR SUMMARY

Channel «Kostroma News • TOP24» — 10 803 subs. Avg post views 67 people (1% subs), reach is low — consider expanding audience. Publishes 47 posts/week (~7/day) — active posting. Week Jul 6–12 reach stable (+4.7% vs week June 29 – July 5).

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 **200** posts in 29 days.
- 02 Dominant format – **Text** (197/200 posts).
- 03 Avg post length – **864** chars (median 934).
- 04 Peak audience activity – **Thursday**, 16:00 MSK.
- 05 Top posts gather **2x** more views than the weakest (91 avg for top vs 52 for worst) – among 200 posts over 29 days. Analyze what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 25.06 · 12:34 TEXT Thunderstorm expected in Kostroma until end of June 25 Plus heavy downpour Thunderstorm with rain and strong wind expected in...	VIEWS 95 REPOSTS —	REACTIONS 1 ER 0.9%
Nº2 26.06 · 06:40 TEXT В Костроме спрячут настоящее золото Известный блогер приедет в город на трехколесном мопеде и устроит для жителей необычный квест В...	VIEWS 91 REPOSTS —	REACTIONS 1 ER 0.8%
Nº3 24.06 · 13:38 PHOTO Met with bread and salt: famous 'Theater Train' arrives in Kostroma As part of a major all-Russian project in the city...	VIEWS 89 REPOSTS —	REACTIONS 1 ER 0.8%

Nº4 28.06 • 05:57 TEXT Romance to the hits of «5sta Family»: a Kostroma man proposed to his beloved right during the festive concert on Susaninskaya Square Loud...	VIEWS 89 REPOSTS — REACTIONS 4 ER 0.8%
Nº5 22.06 • 12:16 TEXT В Костромской области запустят публичный онлайн-мониторинг цен и наличия топлива на АЗС На заправках планируется задействовать систему...	VIEWS 88 REPOSTS 1 REACTIONS 1 ER 0.8%

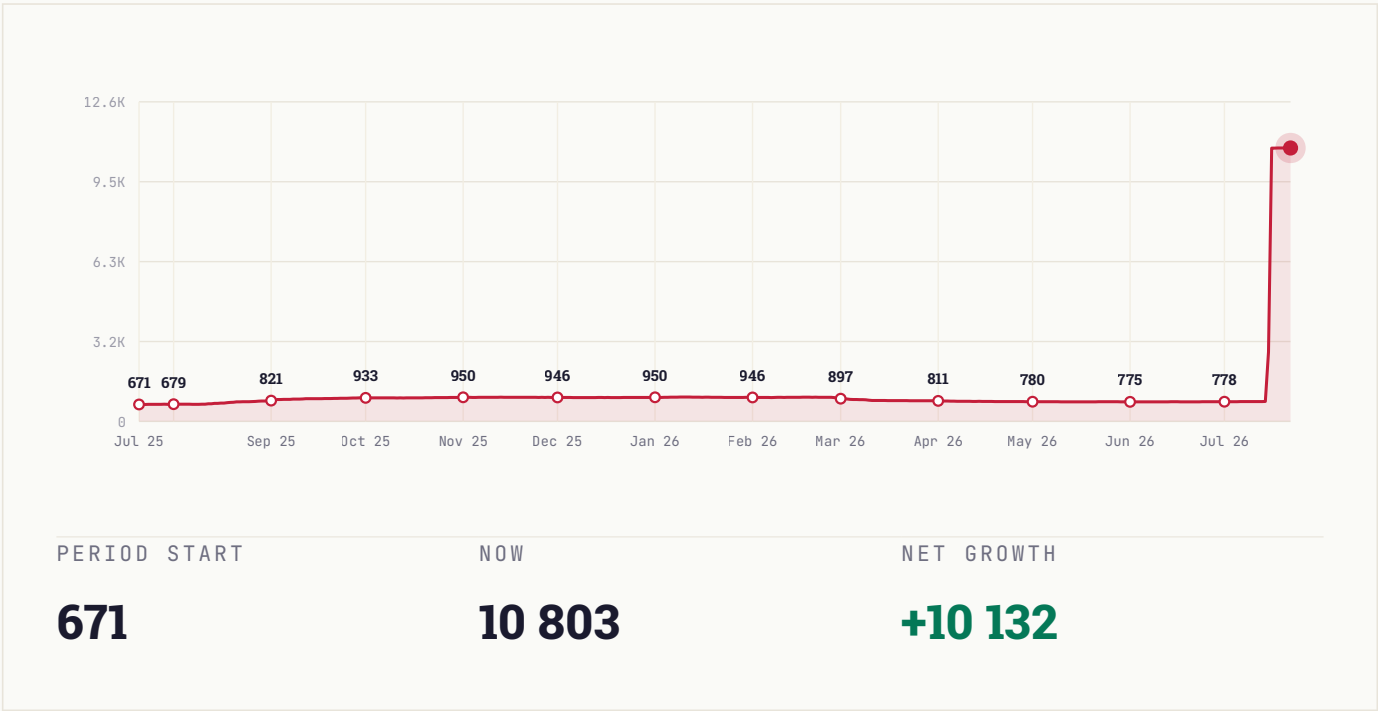
WORST 3

↓ 13.07 • 05:51 TEXT Pedestrian crossing rules Make sure you cross the road correctly!...	VIEWS 53 REPOSTS — REACTIONS — ER 0.5%
↓ 02.07 • 07:09 TEXT Owner of ancient Kostroma estate faces heavy fines for illegal reconstruction Instead of restoration, the owner of the monument...	VIEWS 52 REPOSTS — REACTIONS — ER 0.5%
↓ 02.07 • 08:17 TEXT Police raid on swimming children at Kostroma's Holy Lake After locals complained, special forces stopped dangerous swim...	VIEWS 51 REPOSTS — REACTIONS — ER 0.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

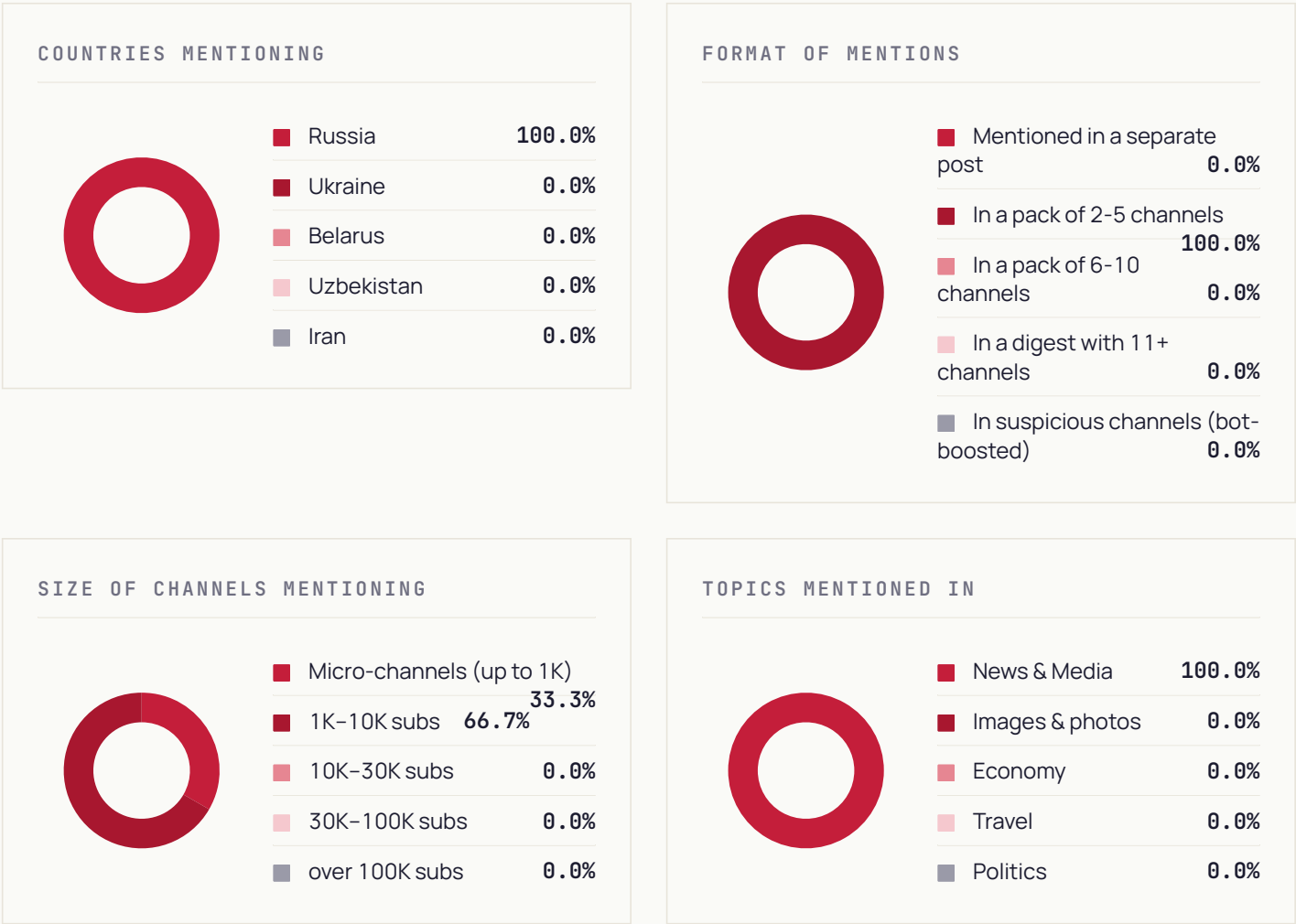
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

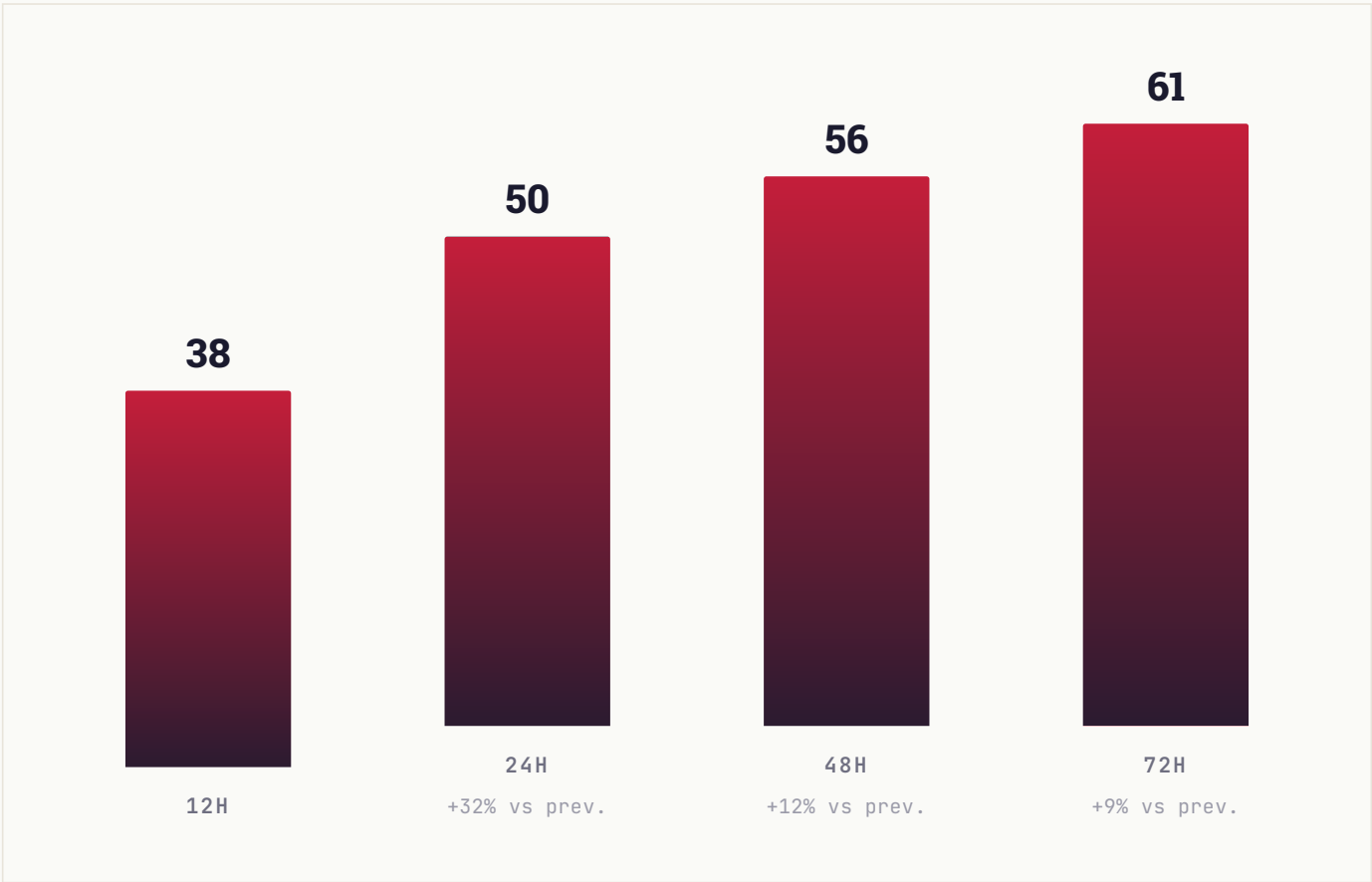
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All time the channel was mentioned **18** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.4M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	5.2M
خ ب خبر فوری	4.3M
ا ج اخبار فوری جنگ	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
NK Kostroma News • TOP24 YOU	10.8K

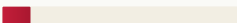
COMPARATIVE CONCLUSION

Channel not yet outside top-97 niche — early growth stage. Niche leader — اخبار فوری (6.4M), top-97 median: 1.3M. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **361** new subs.

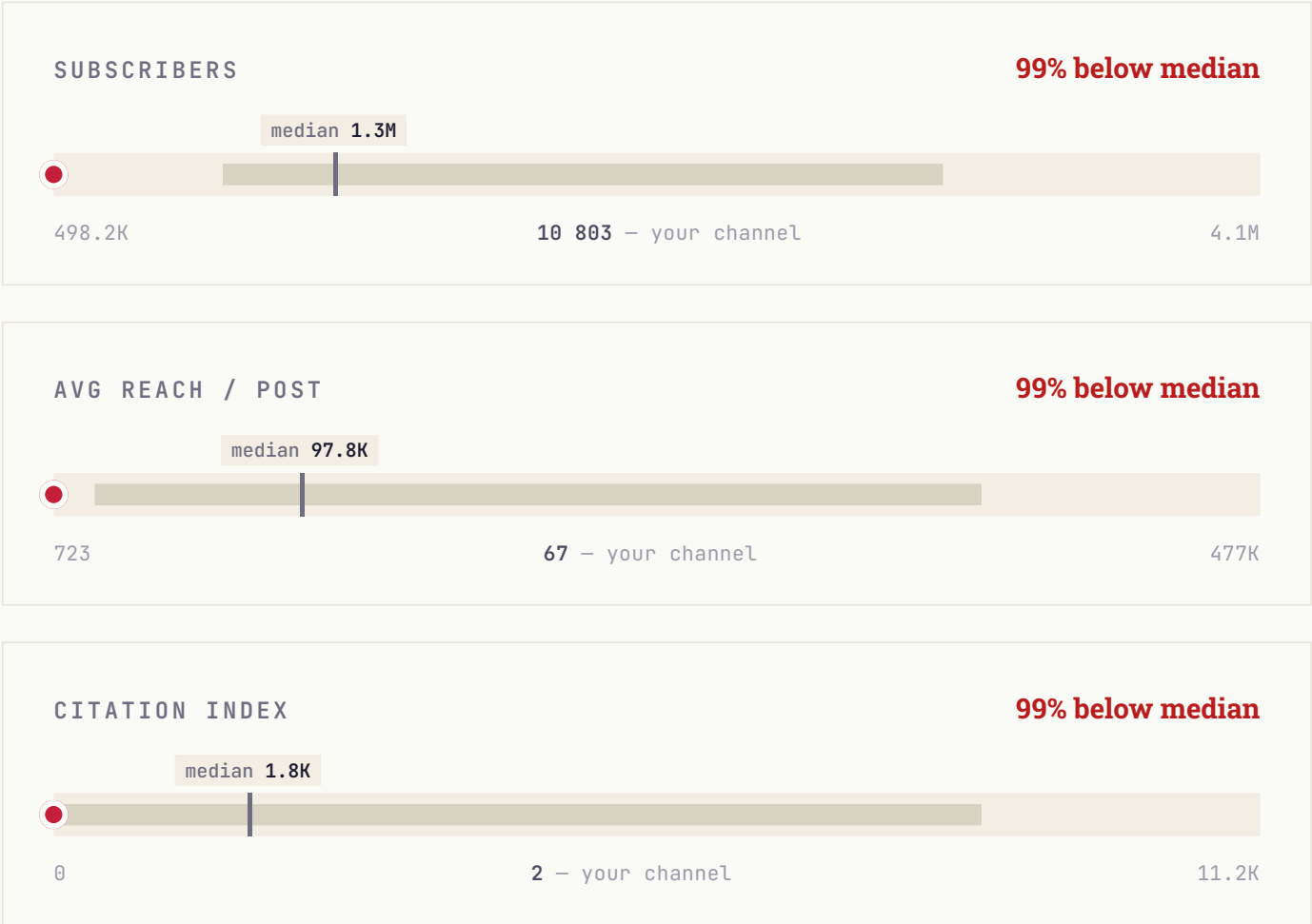
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	31 
December 2025	0	0	23 
November 2025	1	1	18 
October 2025	0	0	24 
September 2025	0	0	125 
August 2025	0	0	140 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1	6	361

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and saw how your channel compares. Gray band — range covering 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 | Best post day — Thursday
Audience most active on this day at 16:00 MSK. | EFFECT
Best window
for important
post |
| 02 | Increase video post share
Video in Telegram retains audience longer & is algorithm-friendly. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 03 | ER below niche benchmark — rethink formats
Current ER 0.62% vs norm 5.5%. Try polls and interactive formats. | EFFECT
+4.9pp ER |
| 04 | System traffic purchase
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000
subs |
| 05 | Test polls and interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth point. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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