

— PROMTPRESS PUBLIC REPORT

Channel audit

Komsomolskaya Pravda: KPRU



@truekpru

Top news, vivid photos and videos, interesting stories.

Roskomnadzor [https://knd.gov.ru/license?](https://knd.gov.ru/license?id=673c70829d804a279bc2c348&istryType=bloggersPermission)

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SUBSCRIBERS

279 778

-2105 per month

ERR (% SEE POSTS)

5.0%

last day 4.1%

REACH / POST

12.3K

ad reach 11.5K/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 279 778 —	 SUBS REACH 4.38% avg % subs see post	 VIEWS / POST 12.3K median 12.2K · 13 days	 POSTS / DAY 43.7 ~306 per week
 7D TREND — no data for period	 REACTIONS / POST 205.0 total 119,287 reactions, 28,689 reposts, 6,018 comments	 POST LENGTH 627 chars median 651 · 13 days	 POSTS ANALYZED 582 13 days
 AD REACH 11.5K 24h avg	 CHURN / MONTH -2105 last month	 CITATION RATE 5 360 citation index · 16 039 channels mentioned ever	 CHANNEL AGE 9 years 5 months created 08.02.2017

AI EDITOR SUMMARY

Channel «Komsomolskaya Pravda: KPRU» — 279 778 subs. Avg views per post: 12.3K people (4% of subs), low reach — consider expanding audience. Publishes 306 posts/week (~44/day) — very active posting.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **582** posts over 13 days.
- 02 Dominant format – **Photo** (328/582 posts).
- 03 Avg post length – **627** chars (median 651).
- 04 Peak audience activity – **Saturday**, 14:00 MSK.
- 05 Top posts get **3x** more views than the weakest (30.2K avg for top vs 10.4K for worst) – among 582 posts in 13 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.07 · 11:45 PHOTO Zakharova compares Zelensky to a tick: "Clung to the body of the Ukrainian people and can't get enough blood" Zelensky said today that...	VIEWS	REACTIONS
	43 298	217
	REPOSTS	ER
	76	15.5%
Nº2 05.07 · 12:03 PHOTO  Russian scientists use AI to predict 2026 World Cup winner Perm Polytechnic scientists told KPRU about...	VIEWS	REACTIONS
	23 942	113
	REPOSTS	ER
	71	8.6%
Nº3 10.07 · 14:15 PHOTO On kokoshniks, culture, and the ignorant savagery opposing it Among Pushkin's notes we find drafts of an unpublished article...	VIEWS	REACTIONS
	23 227	184
	REPOSTS	ER
	78	8.3%

Nº4 06.07 • 10:45 PHOTO  Bitsevsky maniac who killed 49 victims gets new apartment under renovation Recall, Alexander Pichushkin, who killed 49...	VIEWS 21 275 REACTIONS 444 REPOSTS 129 ER 7.6%
Nº5 03.07 • 08:31 PHOTO  Pet owner vacation guide What to do with your pet during vacation - take them on the road or leave...	VIEWS 21 013 REACTIONS 52 REPOSTS 60 ER 7.5%

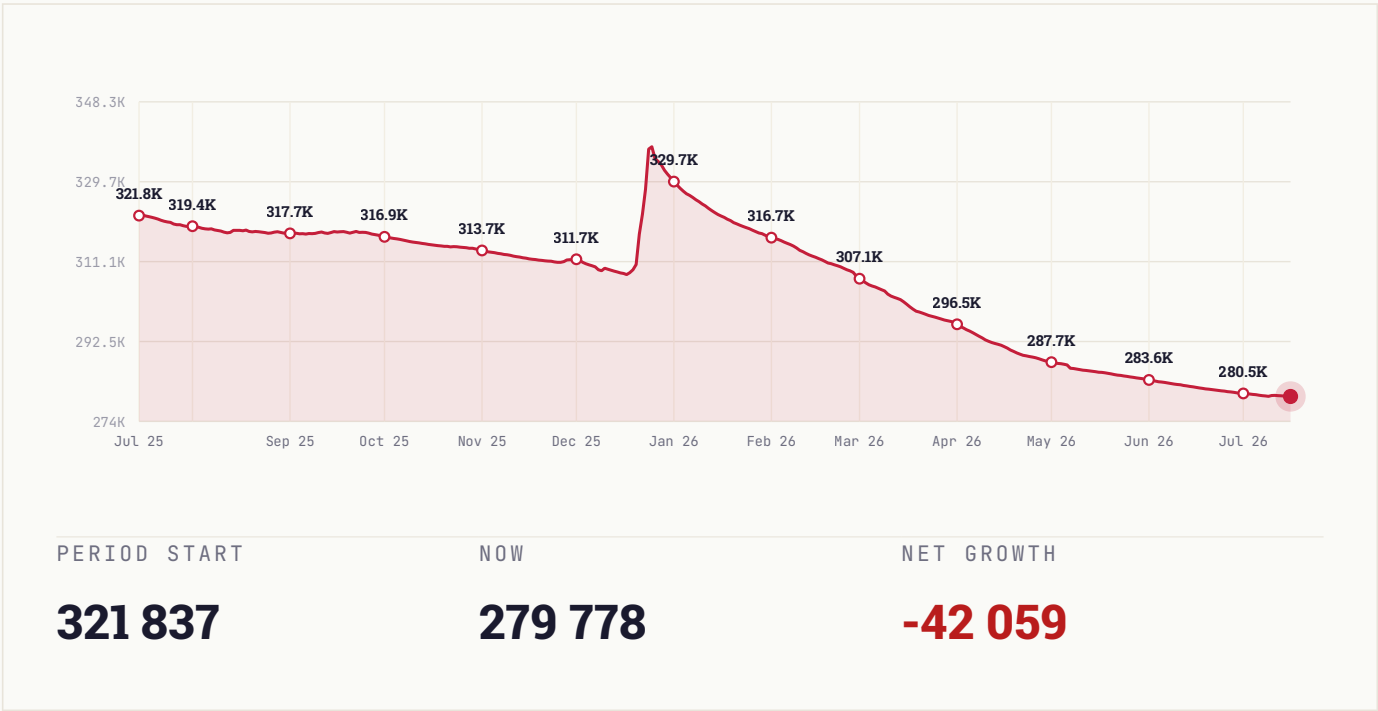
WORST 3

↓ 10.07 • 12:48 PHOTO How old is your body really? Take a simple test to find out. Some people look younger than their age, others older. But it's not...	VIEWS 10 555 REACTIONS 63 REPOSTS 191 ER 3.8%
↓ 03.07 • 20:17 TEXT Putin says he has no doubt of victory The Russian army continues to hold the initiative on all fronts, and the liberation...	VIEWS 10 344 REACTIONS 217 REPOSTS 9 ER 3.7%
↓ 10.07 • 12:30 TEXT «Galya, we have self-cancellation» It so happened that I ended up on the set of the film «War and Peace» at Mosfilm. I got curious...	VIEWS 10 338 REACTIONS 191 REPOSTS 32 ER 3.7%

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 grew and which it lost subs.

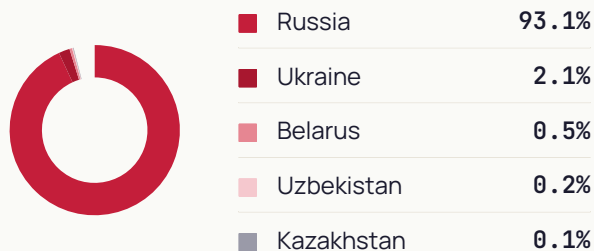


SECTION 04 • MENTIONS

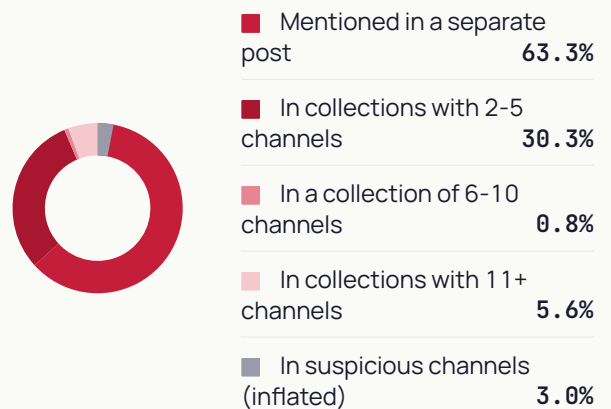
Who mentions the channel and how

Citation index **5 360** — 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 channel mentions **16 039** different channels.

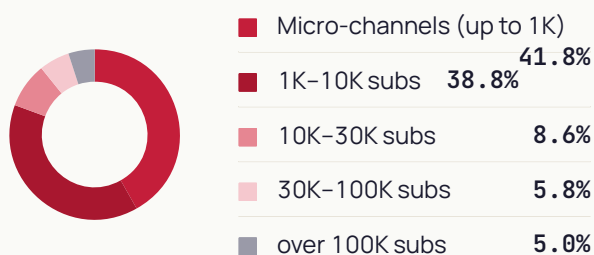
MENTIONING COUNTRIES



MENTION FORMAT



SIZE OF CHANNELS THAT MENTION



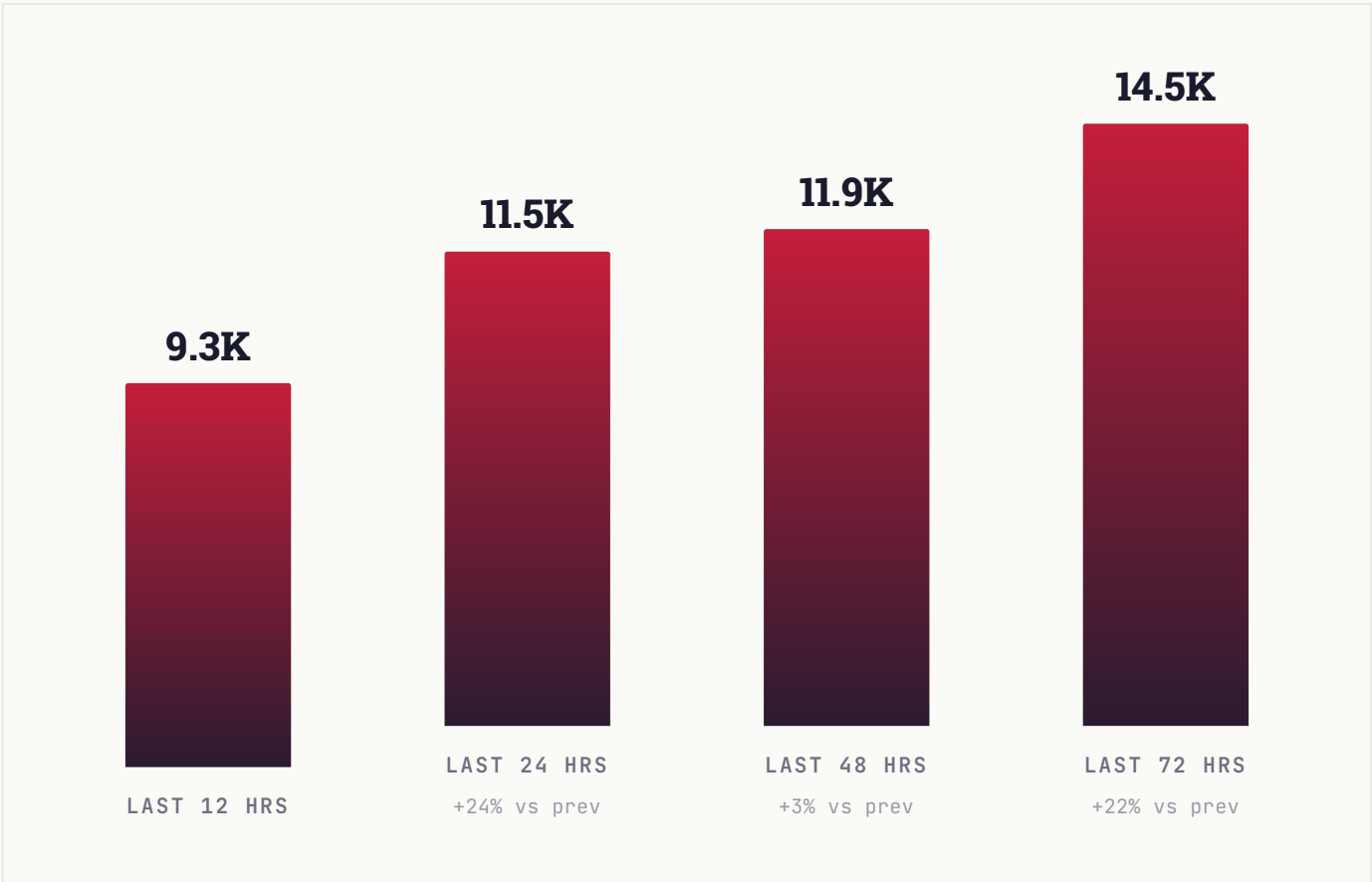
MENTIONED TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 • COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ ا خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.4M
ک ا کانال اخبار فوری خبر فوری	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
KP Komsomolskaya Pravda: KPRU YOU	279.8K

COMPARATIVE INSIGHT

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions: **11 283**, they brought **34 080** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	1 452	239	0	
December 2025	3 280	1 812	30 448	
Nov 2025	1 667	237	629	
Oct 2025	1 760	266	66	
September 2025	1 521	233	1 522	
August 2025	1 603	278	1 415	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
11 283	6	34 080

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the full range of the metric, a darker beige bar representing the top 30% of the niche, and a vertical line indicating the median. A red dot marks the channel's performance.

- SUBSCRIBERS:** The channel has 279,778 subscribers, which is 79% below the median of 1.3M. The range goes from 498.9K to 4.1M.
- AVG REACH / POST:** The channel has 12,259 average reach per post, which is 87% below the median of 93.7K. The range goes from 733 to 443.8K.
- CITATION INDEX:** The channel has a citation index of 5,360, which is in the top 30% of the niche. The range goes from 0 to 11.2K, with a median of 1.9K.

Metric	Channel Value	Median	Performance	Range (Min-Max)
SUBSCRIBERS	279 778	1.3M	79% below median	498.9K - 4.1M
AVG REACH / POST	12 259	93.7K	87% below median	733 - 443.8K
CITATION INDEX	5 360	1.9K	top 30% of niche	0 - 11.2K

— 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

Top post of the week — on Saturday

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

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.38% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.1pp ER

03

System traffic purchase

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 — 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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