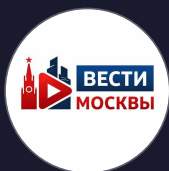


PROMTPRESS PUBLIC REPORT

# Channel audit

## Вести Москвы



@vesti7msk

Main Moscow news in one channel: events, city agenda, transport, incidents, government decisions, and everything that matters today. To send news and materials: @vesti7msk\_bot For questions...

SUBS

**31 880**

57 posts in 22 days

ERR (% SEE POSTS)

**23.0%**

in a day 15.5%

REACH/POST

**7K**

ad reach 4.9K/24h

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— CONTENTS · 2026

# What's inside the report

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## 01 Channel snapshot

12 key metrics · AI summary

## 02 Content analysis

Top-5 posts · worst 3 · takeaways

## 03 Citations

Who and how mentions the channel

## 04 Ad potential

Post reach longevity

## 05 Competitors

Niche neighbors · your place

## 06 Niche comparison

Position in «News and Media»

## 07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card — a separate health indicator. Subtitle shows for which period it was counted.

|                                                                                                                                                    |                                                                                                                                                                                           |                                                                                                                                                                    |                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBS</div> <div>31 880</div> <div>—</div>                   | <div> SUBSCRIBER REACH</div> <div>21.85%</div> <div>avg. % subs see post</div>                           | <div> VIEWS/POST</div> <div>7K</div> <div>median 6.9K · 22 days</div>             | <div> POSTS/WK</div> <div>17.7</div> <div>for the period</div> |
| <div> TREND 7D</div> <div>-1.1%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>97.0</div> <div>total 5 531 react.,<br/>5 366 rep., 0 comm.</div>        | <div> POST LENGTH</div> <div>281 chars.</div> <div>median 272 · 22 days</div>     | <div> POSTS ANALYZED</div> <div>57</div> <div>22 days</div>    |
| <div> AD REACH</div> <div>4.9K</div> <div>avg per 24h</div>      | <div> CITATIONS</div> <div>18</div> <div>citation index · 804<br/>channels mentioned<br/>all time</div> | <div> CHANNEL AGE</div> <div>8 months 3 days</div> <div>created 20.12.2025</div> |                                                                                                                                                   |

EDITOR AI SUMMARY

Channel «Вести Москвы» — 31 880 subscribers. Each post on average gets 7K people (22% from subscribers), this is average reach — room to grow. Publishes 18 posts per week (~3 per day) — regular cadence. For the week of Aug 10–16, reach stable (-1.1% vs week Aug 3–9).

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and outsiders – to see what to repeat, and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **57** posts in 22 days.
- 02 Dominant format – **Photo** (35/57 posts).
- 03 Average post length – **281** chars (median 272).
- 04 Audience activity peak – **Saturday**, 12:00 MSK.
- 05 Strongest posts bring **3 times** more views than the weakest (14.2K on average for top vs 5K for worst) – among 57 posts in 22 days. Worth analyzing what the top posts share – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                                      |                                                                        |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>01.08 · 09:40</div><div>PHOTO</div></div> <div> <b>Massive searches at crypto exchangers in Moscow City – Muscovite paid fraudsters 144m rubles, – media. In Federation network offices...</b></div>      | <div>VIEWS</div> <div>25 472</div> <div>REPOSTS</div> <div>1 103</div> | <div>REACTIONS</div> <div>179</div> <div>ER</div> <div>79.9%</div> |
| <div><div>Nº2</div><div>31.07 · 08:36</div><div>PHOTO</div></div> <div> <b>40 days of consecutive sex can lead to wealth, – psychologists and numerologists. A theory gains popularity online that if you don't skip...</b></div> | <div>VIEWS</div> <div>8 577</div> <div>REPOSTS</div> <div>69</div>     | <div>REACTIONS</div> <div>200</div> <div>ER</div> <div>26.9%</div> |
| <div><div>Nº3</div><div>31.07 · 11:23</div><div>PHOTO</div></div> <div> <b>Moscow names top districts for scooter rental. Top: Maryino, Ramenki, Basmanny, Presnensky, Tverskoy. Most often...</b></div>                          | <div>VIEWS</div> <div>8 428</div> <div>REPOSTS</div> <div>29</div>     | <div>REACTIONS</div> <div>15</div> <div>ER</div> <div>26.4%</div>  |

|                                                                                                                                                                                                                                                                                                       |                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 31.07 • 19:36 <span>PHOTO</span><br> Blogger Lerchek sentenced to 5 years suspended for illegal FX operations, – media. Also fined 765 million...                                                         | <div>VIEWS</div> <div>8 366</div> <div>REACTIONS</div> <div>82</div> <div>REPOSTS</div> <div>120</div> <div>ER</div> <div>26.2%</div> |
| <b>Nº5</b> 31.07 • 08:02 <span>PHOTO</span><br> Heat up to +31°C in Moscow at weekend – orange alert.<br> Subscribe to Vesti Moscow | <div>VIEWS</div> <div>8 303</div> <div>REACTIONS</div> <div>125</div> <div>REPOSTS</div> <div>49</div> <div>ER</div> <div>26.0%</div> |

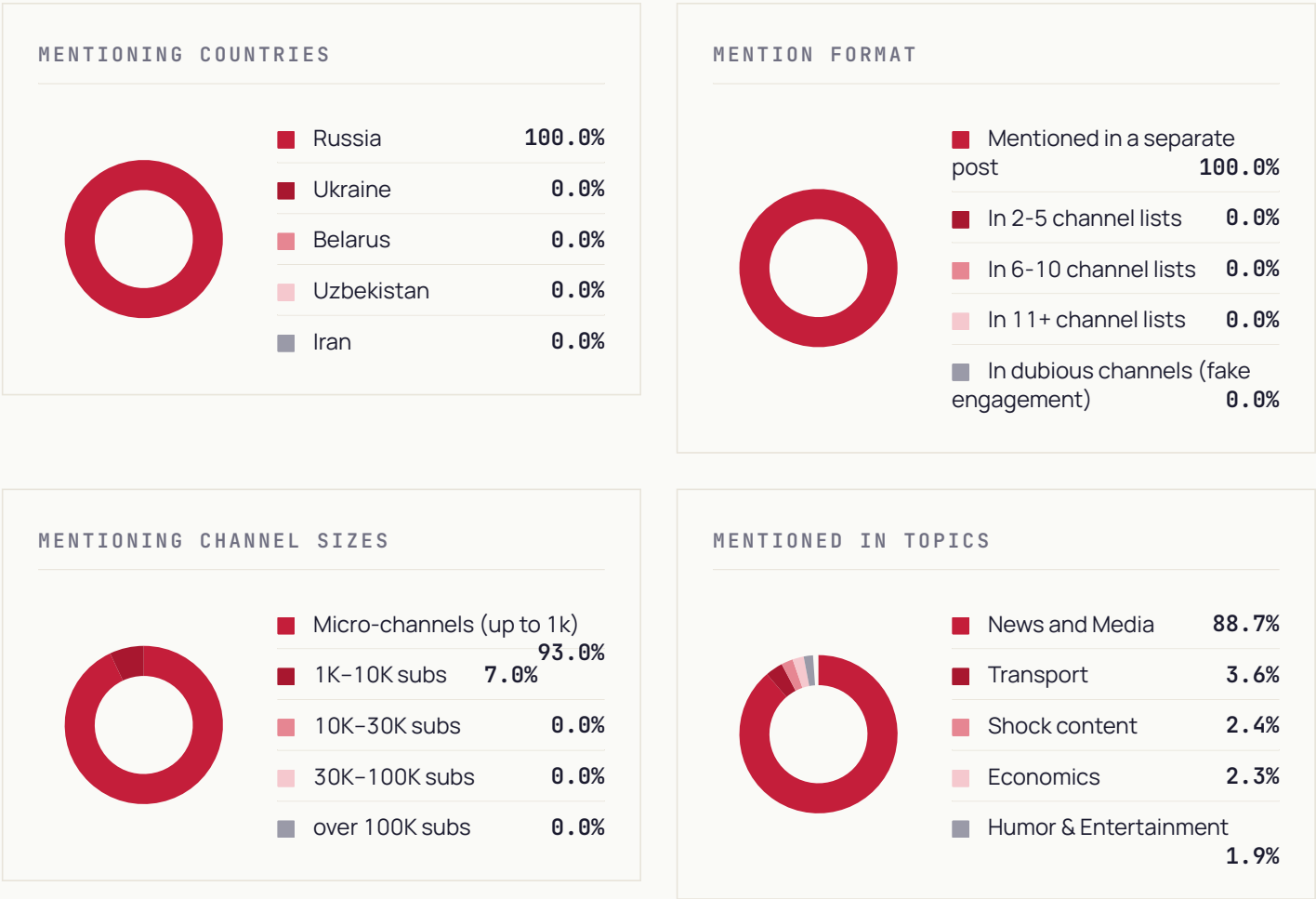
## WORST 3

|                                                                                                                                                                                                                                                       |                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| ↓ 04.08 • 14:45 <span>PHOTO</span><br> 66-year-old Moscow region resident got a penis implant for his young wife, – media. Now he can 'turn on' erection manually... | <div>VIEWS</div> <div>5 125</div> <div>REACTIONS</div> <div>78</div> <div>REPOSTS</div> <div>90</div> <div>ER</div> <div>16.1%</div>   |
| ↓ 17.08 • 13:14 <span>PHOTO</span><br> Crowd gathers at former jewelry store on Kutuzovsky<br>People approach the ground floor and peer into windows. Owners...    | <div>VIEWS</div> <div>5 109</div> <div>REACTIONS</div> <div>47</div> <div>REPOSTS</div> <div>107</div> <div>ER</div> <div>16.0%</div>  |
| ↓ 04.08 • 18:28 <span>VIDEO</span><br> Fare evader sent to colony for assaulting inspector. In Moscow, passenger refused to pay fare, struck several times...      | <div>VIEWS</div> <div>4 709</div> <div>REACTIONS</div> <div>119</div> <div>REPOSTS</div> <div>145</div> <div>ER</div> <div>14.8%</div> |

SECTION 03 · CITATIONS

# Who and how mentions the channel

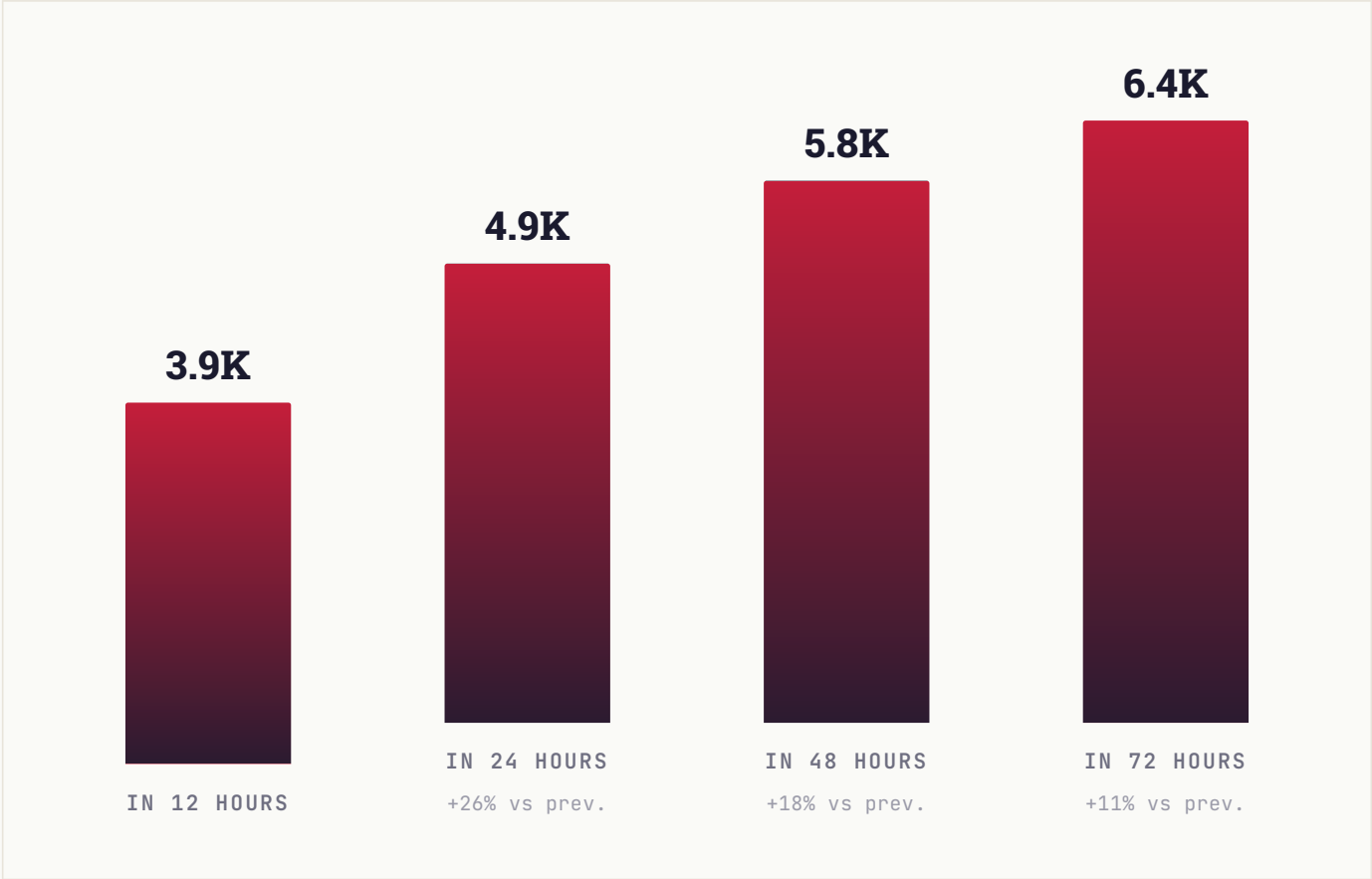
Citation index **18** — channel popularity rating based on mentions. Considers not only their count, but also weight of mentioners: a post from a channel with 100 k subs weighs more than one from a channel with 1 k. Over all time the channel was mentioned **804** different channels.



SECTION 04 · AD POTENTIAL

# Post reach longevity

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



SECTION 05 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — see where it ranks among niche neighbors.

| CHANNEL                                   | SUBS  |
|-------------------------------------------|-------|
| <div>М•</div> Москвач • Новости Москвы    | 4.3M  |
| <div>TL</div> Топор Live                  | 4.1M  |
| <div>ПЭ</div> Live • News                 | 4M    |
| <div>М-</div> Москва - это интересно      | 3.3M  |
| <div>ПМ</div> Первый Московский           | 3.2M  |
| <div>МА</div> Mash                        | 3.1M  |
| <div>РН</div> РИА Новости                 | 3M    |
| <div>НМ</div> Новости Москвы              | 2.7M  |
| <div>МС</div> Москва сегодня              | 2.7M  |
| <div>СР</div> Non-Moscow Russian Media    | 2.6M  |
| <div>ВМ</div> Вести Москвы <div>YOU</div> | 31.9K |

COMPARATIVE CONCLUSION

Channel not yet outside niche top-99 — early growth stage. Niche leader — Москвач • Новости Москвы (4.3M), median top-99: 776.9K. First goal — get into top-99 through systematic work with traffic and content.

SECTION 06 · NICHE COMPARISON

# Where the channel stands in its league

We took top-100 channels in category «News and Media» (Russia) and compared your channel. Gray bar — range for 80% of niche channels (from p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 07 · STRATEGY

# What to do now

5 priority actions sorted by expected impact. Check off like a checklist and return to this report in a month.

01

## Top weekly post – Saturday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best posting window**

02

## Systematic traffic buying

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

EFFECT

**+1000-3000 subs.**

03

## Test polls and interactive formats

Posts with polls/reactions typically add +5-15% to ER.  
One weekly poll on a 'hot' topic is an easy growth point.

EFFECT

**+5-15% ER**

04

## Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly.  
Not daily – 2-3 collabs give relevant growth.

EFFECT

**Relevant audience growth**

05

## Update channel description for Telegram search

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

EFFECT

**Organic traffic source**

★ WHAT'S NEXT

# Want this done? **PromptPress?**

This audit — something we can do in minutes using public data. If you want to go further — run ads with us and hit your growth plan in a month.

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**01**      **Run Telegram ads**      <https://panel.promptpress.com/register>

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**02**      **Contact manager**      [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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