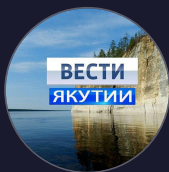


PROMTPRESS PUBLIC REPORT

Channel audit

VESTI- YAKUTII



@vesti_ykt

VESTI I NEWS I YAKUTIA № 6476340539 For ads t.me/NikolayST87

VK https://vk.com/vesti_yakutii

SUBSCRIBERS

51 792

+23550 per month

ERR (% SEE POSTS)

4.0%

per day 5.7%

REACH/POST

1.9K

ad reach 2.4K/24h

— CONTENT · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Quote rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 51 792 —	SUBS REACH 3.75% avg % subs see post	VIEWS/POST 1.9K median 1.5K · 29 days	POSTS/WEEK 49.9 over period
7D TREND -8.8% vs previous week	REACTIONS/POST 0.1 14 reactions, 144 reposts, 92 comments	POST LENGTH 546 chars median 522 · 29 days	POSTS ANALYZED 211 29 days
AD REACH 2.4K 24h avg	CHURN / MONTH +23550 last month	QUOTE RATE 5 citation index · 25 channels mentioned ever	CHANNEL AGE 4 years 3 months created 12.03.2022

AI EDITOR SUMMARY

Channel «VESTI-YAKUTII» — 51 792 subs. Each post averages 1.9K people (4% of subs), reach is low — consider expanding audience. Publishes 50 posts per week (~7/day) — active publishing. For week Jun 29 – Jul 5 reach dropped -8.8% to week Jun 22–28 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 211 posts in 29 days.
- 02 Dominant format — Photo (152/211 posts).
- 03 Avg post length — 546 chars (median 522).
- 04 Peak audience activity — Saturday, 03:00 MSK.
- 05 Top posts get 174× more views than the weakest (8.4K avg for top vs 48 for worst) — among 211 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 15:20 VIDEO In Yakutsk, motorcyclist beat cyclist after road quarrel Incident occurred at night at Lenin Ave and Oktyabrskaya St intersection...	VIEWS 9 550 REPOSTS —	REACTIONS — ER 18.4%
Nº2 07.07 · 02:37 PHOTO AO Sakhaneftegazsbyt raised fuel prices Starting today, July 7, AO Sakhaneftegazsbyt increased fuel prices. New...	VIEWS 7 840 REPOSTS 2	REACTIONS — ER 15.1%
Nº3 27.06 · 04:43 VIDEO  Happy Ysyakh Tuymaady! Туймаада Ыһыаҕынан! For each of us, this is a special holiday. A time to reconnect with our roots...	VIEWS 7 715 REPOSTS 2	REACTIONS — ER 14.9%

Nº4 04.07 · 02:19 PHOTO  Awaiting Ysyakh Olonkho Soon the opening ceremony will kick off a packed program...	VIEWS 6 596 REPOSTS 2	REACTIONS — ER 12.7%
Nº5 27.06 · 00:40 VIDEO Video fact: Lena River from Airbus plane Pilot & blogger pilot_karen captured a beautiful video on approach to Yakutsk.	VIEWS 6 567 REPOSTS 2	REACTIONS — ER 12.7%

WORST 3

↓ 27.06 · 13:25 PHOTO  Nikolai Matannanov leads after Day 1 of the Dygin Games    Today at Ysyakh Tuymaady, the Dygin Games kicked off. After...	VIEWS 75 REPOSTS —	REACTIONS — ER 0.1%
↓ 12.06 · 03:51 PHOTO  "HURRY & BOOK YOUR SPOT"  Spots sell faster than CS rounds. Best prices. Best vibes. Best CC in Yakutsk.  TODAY...	VIEWS 38 REPOSTS —	REACTIONS — ER 0.1%
↓ 06.07 · 04:24 PHOTO In Abysky district, woman accused of false rape report to cover up cheating According to investigators, a 26-year-old...	VIEWS 31 REPOSTS —	REACTIONS — ER 0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

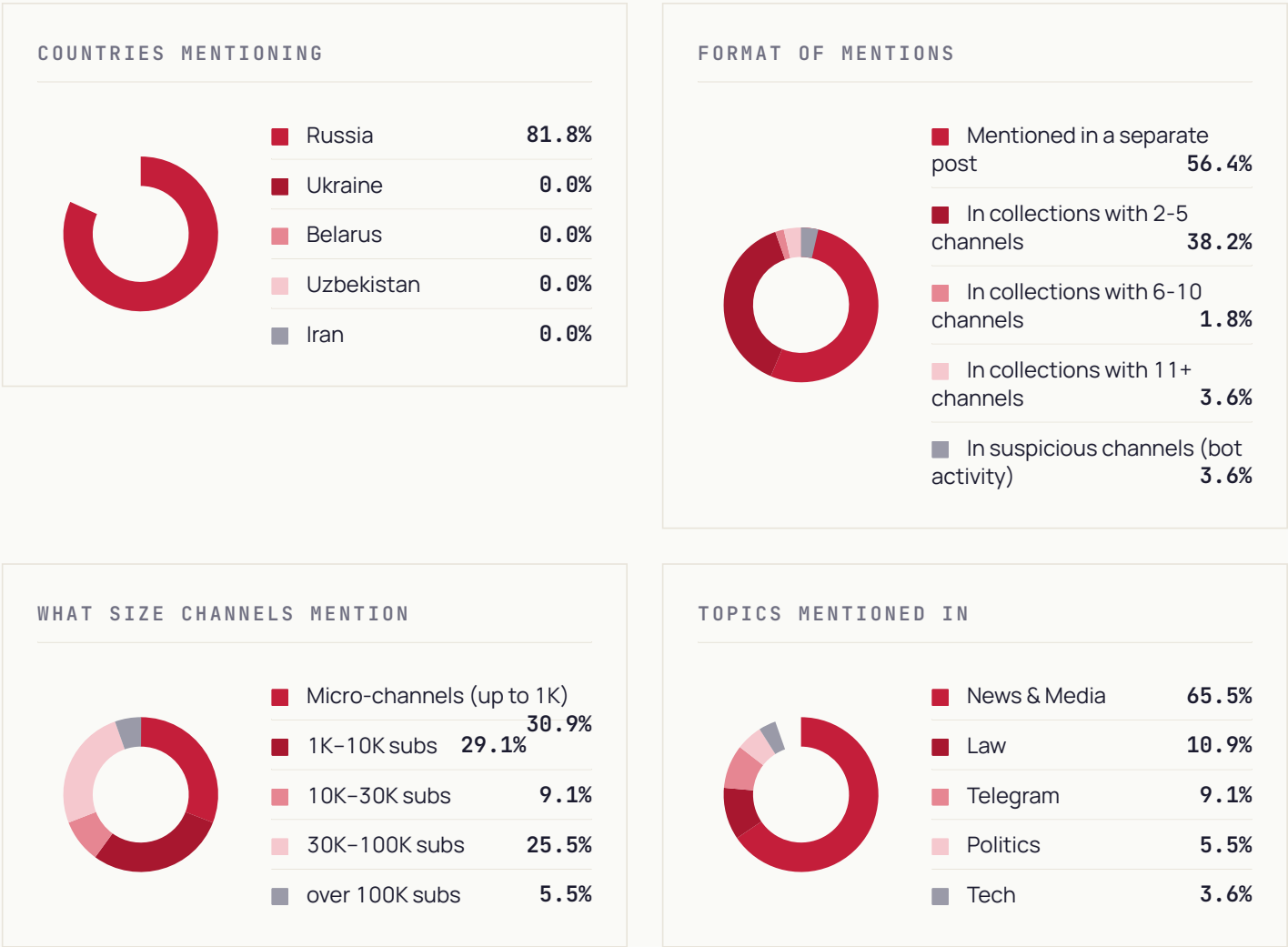
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

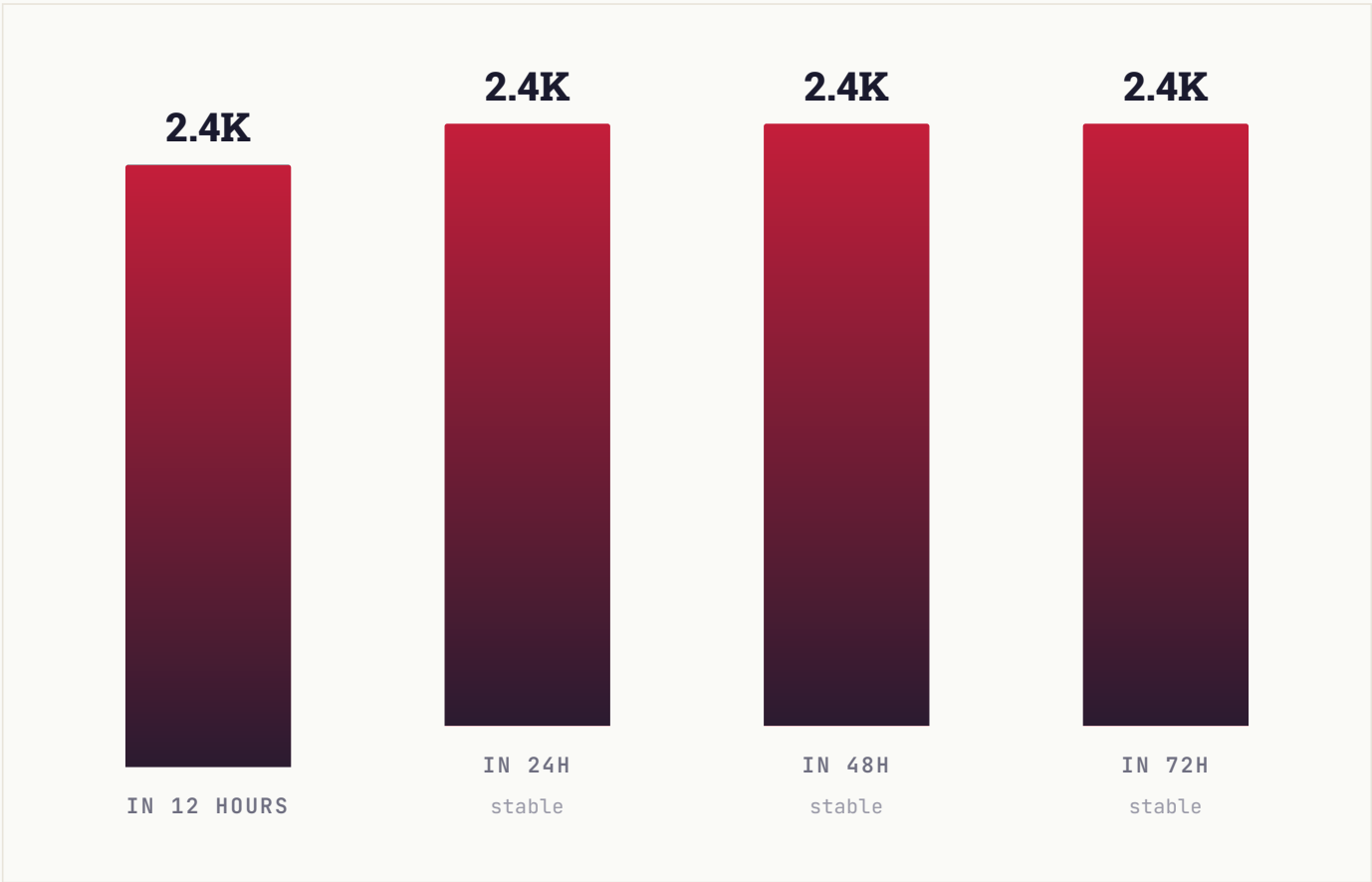
Citation index 5 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 25 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
ک ا کانال اخبارفوری خبرفوری	4.4M
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 Труха ⚡ Україна	3.1M
VE VESTI-YAKUTII ⚡ YOU	51.8K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **11**, they brought **40 655** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	1	1	3 168
December 2025	3	3	4 579
Nov 2025	2	1	1 327
Oct 2025	1	1	7 954
Sep 2025	4	2	18 214
August 2025	0	0	5 413

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
11	6	40 655

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 median, a darker beige bar representing the peer group, and a vertical line indicating the channel's performance. A red dot on the left of each chart indicates the channel's position relative to the median.

Metric	Channel Value	Median	Peer Group Range	Performance Status
SUBSCRIBERS	51,792	1.3M	501K - 4.1M	96% below median
AVG REACH / POST	1,944	85.3K	744 - 438.6K	98% below median
CITATION INDEX	5	1.8K	0 - 11.2K	99% below median

SUBSCRIBERS 96% below median

median 1.3M

501K 51 792 – your channel 4.1M

AVG REACH / POST 98% below median

median 85.3K

744 1 944 – your channel 438.6K

CITATION INDEX 99% below median

median 1.8K

0 5 – your channel 11.2K

— 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 Saturday

On this day and at 03:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.75% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.8pp ER

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth point.

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 this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
