

PROMTPRESS PUBLIC REPORT

Channel audit

Vesti Moscow



@vestimoscov

⚡ Vesti Moscow — instant reactions to every resonant moment in the capital. 📍 We are where the most important events happen and tell it like it is. 🎥 About events the city is discussing right...

SUBSCRIBERS

21 327

+11807 per month

ERR (% SEE POSTS)

3.0%

per day 9.2%

REACH/POST

700

ad reach 972/24h

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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 21 327 —	 SUBS REACH 3.28% avg % of subs see post	 VIEWS/POST 700 median 670 · 29 days	 POSTS/WEEK 43.3 over period
 7D TREND +46.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 247 chars median 218 · 29 days	 POSTS ANALYZED 185 29 days
 AD REACH 972 24h avg	 CHURN / MONTH +11807 last month	 QUOTE RATE 0 citation index · 1 channels mentioned ever	 CHANNEL AGE 1 year 7 months created 25.11.2024

AI EDITOR SUMMARY

Channel «Vesti Moscow» — 21 327 subs. Each post averages 700 people (3% of subs), reach is low — consider expanding audience. Publishes 43 posts per week (~6/day) — active posting. For week Jul 6–12 reach grew +46.2% by week Jun 29 — Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **185** posts over 29 days.
- 02 Dominant format – **Photo** (104/185 posts).
- 03 Avg post length – **247** chars (median 218).
- 04 Peak audience activity – **Wed**, 18:00 MSK.
- 05 Top posts get **16x** more views than the weakest (1.7K avg for top vs 102 for worst) – among 185 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 13.07 · 14:24 TEXT → Unified State Exam now starts no earlier than June 1 – allowing schools to plan graduation events clearly...	VIEWS 1 822 REPOSTS —	REACTIONS — ER 8.5%
Nº2 12.07 · 12:07 PHOTO ! Muscovites urged to avoid personal vehicles on the evening of April 13 – local traffic restrictions expected...	VIEWS 1 755 REPOSTS —	REACTIONS — ER 8.2%
Nº3 09.07 · 08:01 VIDEO 🌸 Moscow decorates for warm season – Pushkin Embankment gets floral decor and pink trees. Video: vitta_di_vittoria Beautiful!	VIEWS 1 474 REPOSTS —	REACTIONS — ER 6.9%

Nº4 11.07 · 08:01 PHOTO 🌀 Using car tires for flowerbeds near homes may cost Russians fines up to 5,000 rubles, and...	VIEWS 1 453 REPOSTS —	REACTIONS — ER 6.8%
Nº5 10.07 · 10:08 PHOTO ⚠️ Yellow danger level declared in Moscow and Moscow region due to upcoming fog — Russian Hydrometeorological Center.	VIEWS 1 427 REPOSTS —	REACTIONS — ER 6.7%

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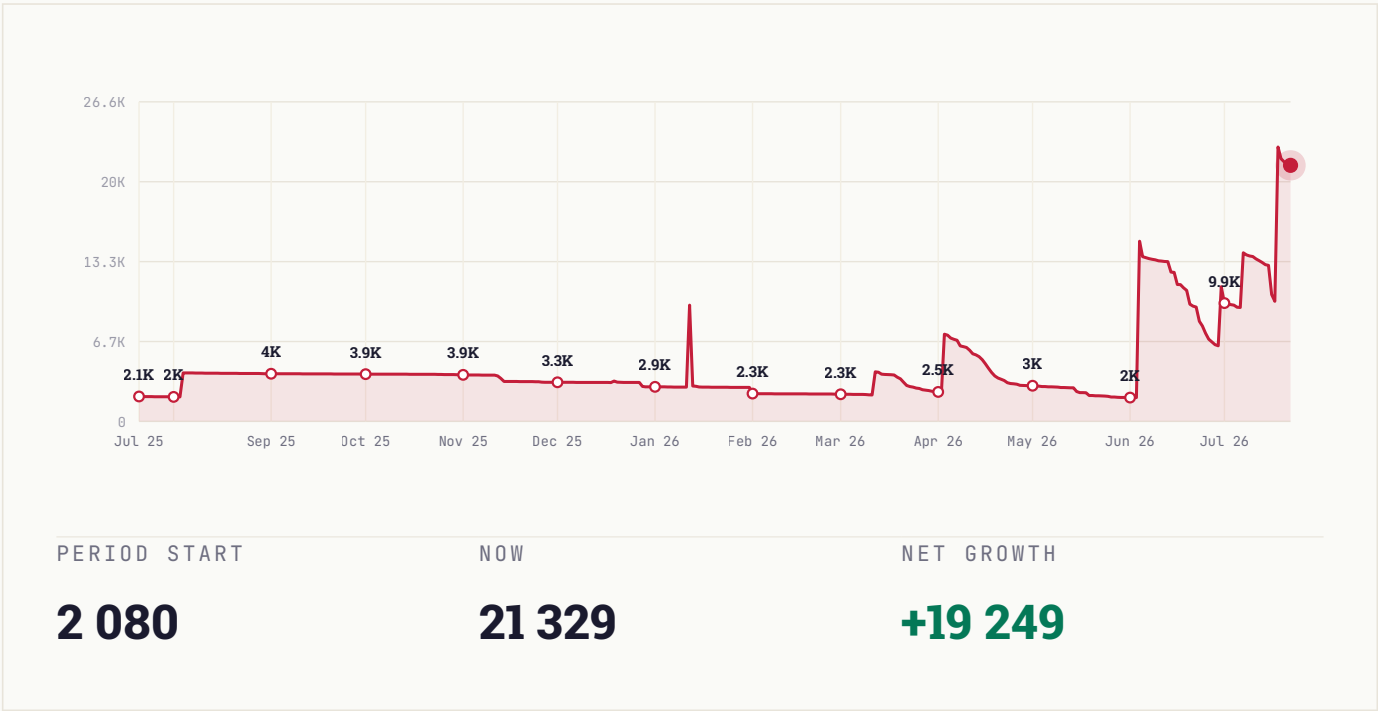
WORST 3

↓ 11.07 · 14:07 PHOTO 🐌 Slugs, including Spanish ones, to wake up in Moscow late April–early May. Current weather and food scarce — RIA. ◆ ...	VIEWS 143 REPOSTS —	REACTIONS — ER 0.7%
↓ 15.07 · 14:09 PHOTO 🔑 From September 1, anonymous website creation impossible in Russia — domains in .ru, .рф, .su registrable only with...	VIEWS 134 REPOSTS —	REACTIONS — ER 0.6%
↓ 13.07 · 08:10 PHOTO 🧹 Return socially useful labor to schools without parental consent proposed in Russia — TASS. List includes: cleaning classrooms...	VIEWS 29 REPOSTS —	REACTIONS — ER 0.1%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

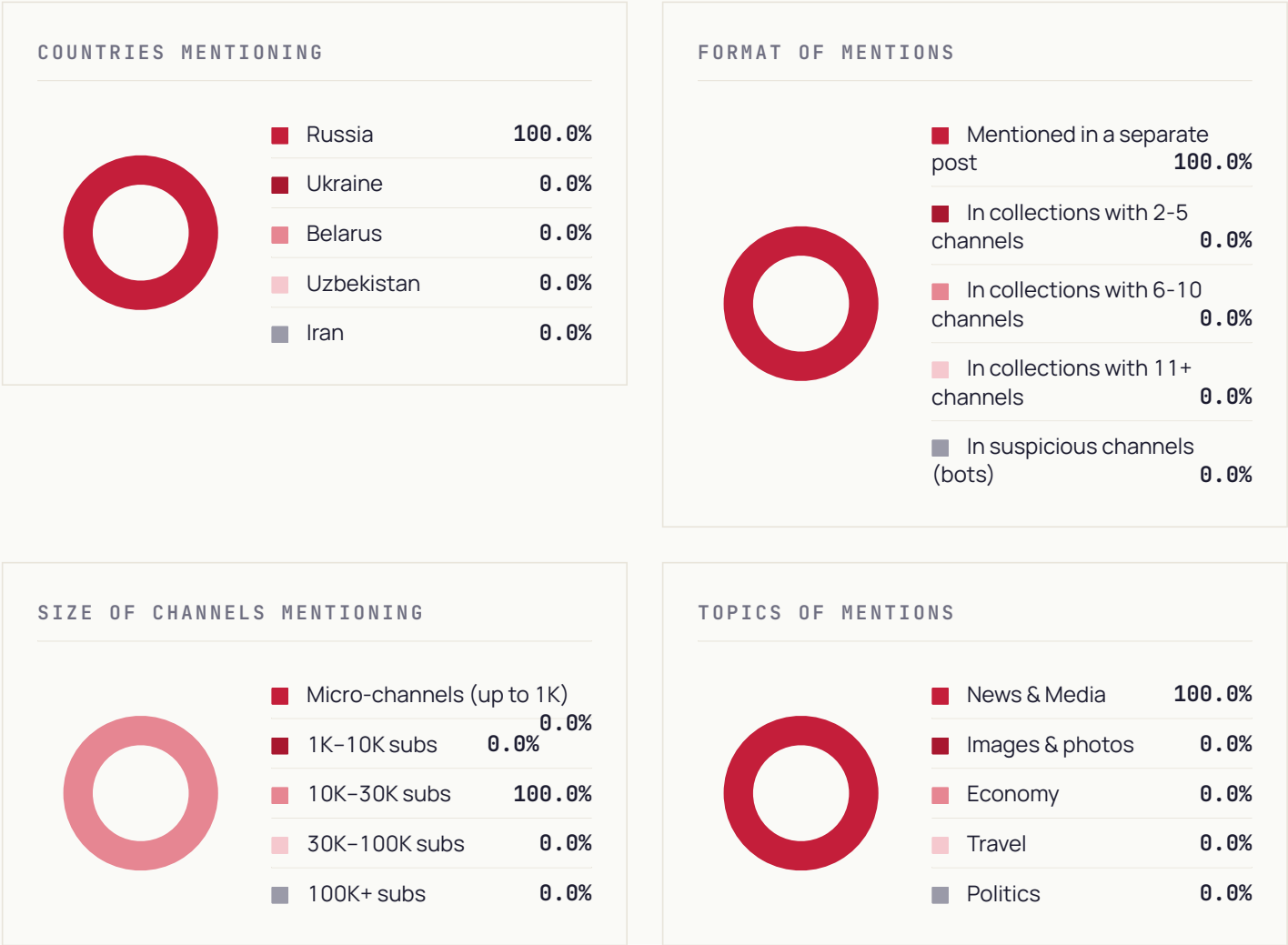
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

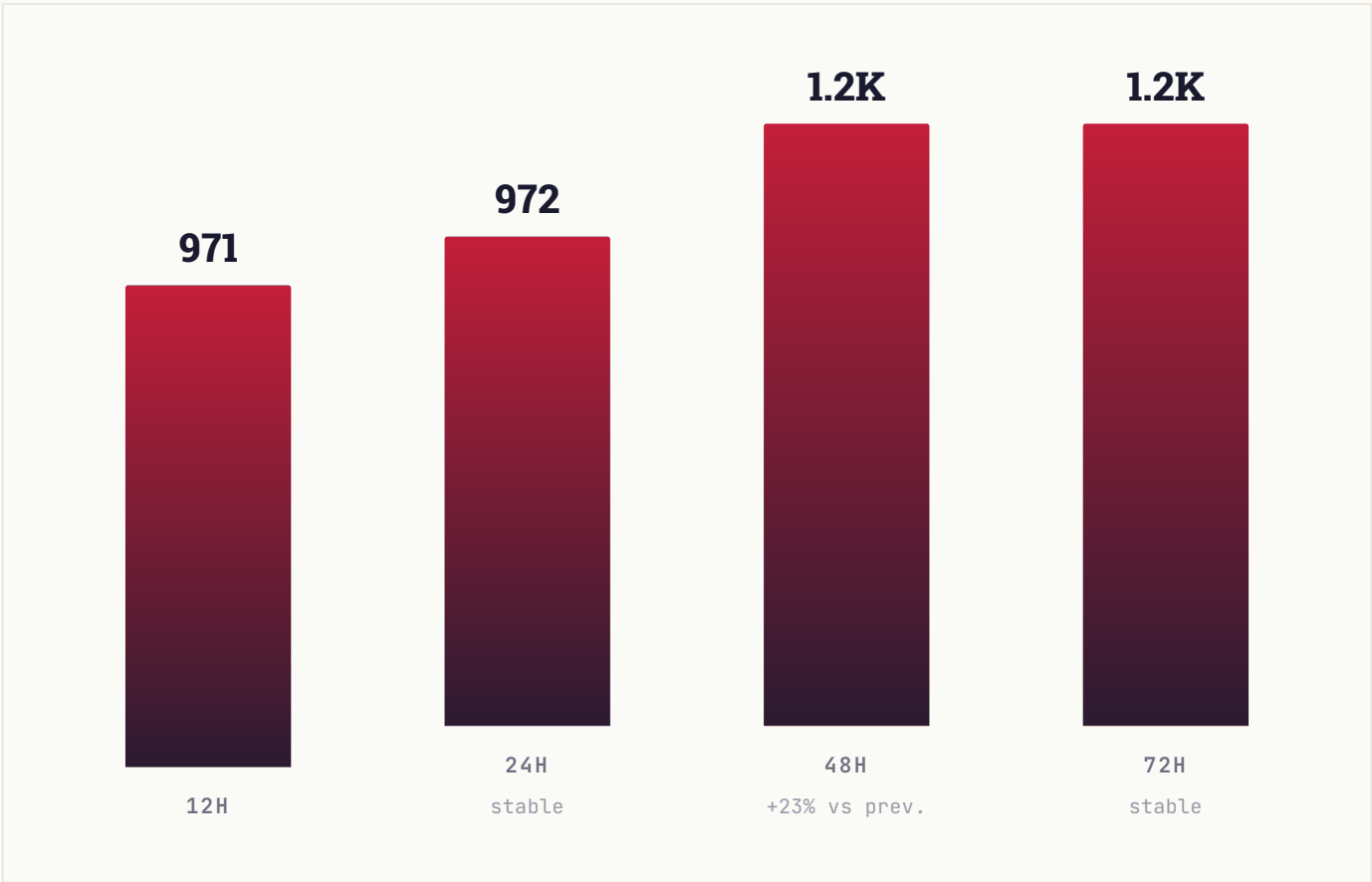
Citation index 0 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: 1 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6.4M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	5.2M
خ ب خبرفوری	4.3M
ا ج اخبارفوری 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 Perviy Moskovskiy	3.2M
TP Trukha ⚡ Ukraine	3.1M
BM Vesti Moscow YOU	21.3K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **8 949** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	6 826	
December 2025	0	0	125	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	1	
August 2025	0	0	1 997	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	8 949

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-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 next month.

- 01

Top post of the week — on Wednesday
 Audience most active on this day at 18:00 MSK.

EFFECT
Best window for an important post
- 02

ER below niche benchmark — rethink formats
 Current ER 3.28% vs norm 5.5%. Try polls & interactive formats.

EFFECT
+2.2pp 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 weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Cross-post with same-segment channels once a quarter. 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 is 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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