

— PROMTPRESS PUBLIC REPORT

Channel audit

Montenegro - news



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Closely following news across the Balkans, especially Montenegro.
Contact @mailnewsm_bot Ads @adv_monte_bot

SUBSCRIBERS

40 102

+88 per month

ERR (% SEE POSTS)

25.0%

last 24 hrs **17.9%**

REACH/POST

9.9K

ad reach **7.2K/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 40 102 —	SUBS REACH 24.67% avg % subs see post	VIEWS/POST 9.9K median 10K · 29 days	POSTS/WEEK 47.6 for period
7D TREND -5.2% vs previous week	REACTIONS/POST 64.1 total 12,746 reactions, 12,302 reposts, 0 comments	POST LENGTH 570 chars median 545 · 29 days	POSTS ANALYZED 199 29 days
AD REACH 7.2K avg per 24h	CHURN / MONTH +88 last month	CITATION RATE 383 citation index · 1,611 channels mentioned all time	CHANNEL AGE 7 years 6 months created 10.01.2019

AI EDITOR SUMMARY

Channel «Montenegro - news» — 40 102 subs. Each post avg views 9.9K people (25% of subs), avg reach — room to grow. Publishes 48 posts/week (~7/day) — active posting. For week Jun 29–Jul 5 reach dropped -5.2% by week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **199** posts over 29 days.
- 02 Dominant format – **Text** (110/199 posts).
- 03 Avg post length – **570** chars (median 545).
- 04 Peak audience activity – **Thursday**, 10:00 MSK.
- 05 Top posts get **2x** more views than the weakest (13.9K avg for top vs 8.3K for worst) – among 199 posts in 29 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 02.07 · 07:30 TEXT  Montenegro police arrested a fourth suspect in the murder of Darko Vesković in Belgrade. The 25-year-old...	VIEWS	REACTIONS
	14 491	49
Nº2 19.06 · 21:01 PHOTO   ! Russian rapper Oxxxymiron's concert in Budva moved to a new venue - CASCADA by Ambiente, Slovenska Obala...	REPOSTS	ER
	25	36.1%
Nº3 28.06 · 13:00 PHOTO  Current temperature on Montenegro's coast under shade. Montenegro-News	VIEWS	REACTIONS
	13 607	207
Nº3 28.06 · 13:00 PHOTO  Current temperature on Montenegro's coast under shade. Montenegro-News	REPOSTS	ER
	220	33.9%
Nº3 28.06 · 13:00 PHOTO  Current temperature on Montenegro's coast under shade. Montenegro-News	VIEWS	REACTIONS
	13 477	163
Nº3 28.06 · 13:00 PHOTO  Current temperature on Montenegro's coast under shade. Montenegro-News	REPOSTS	ER
	728	33.6%

Nº4 28.06 · 07:30 PHOTO  Good morning, capital of Montenegro, Podgorica. Montenegro-News	VIEWS	REACTIONS
	13 039	174
	REPOSTS	ER
	626	32.5%

Nº5 19.06 · 20:53 TEXT  ⚡ Russian rapper Oxxxymiron's concert in Budva canceled The venue management, a sports...	VIEWS	REACTIONS
	12 598	326
	REPOSTS	ER
	298	31.4%

WORST 3

↓ 06.07 · 08:30 PHOTO  🚀 For those planning renovation or furnishing in Montenegro – the channel by Alda Yulia will be your lifesaver among Montenegrin...	VIEWS	REACTIONS
	8 345	20
	REPOSTS	ER
	27	20.8%
↓ 06.07 · 09:30 TEXT  Montenegro's banking sector stayed highly profitable in Q1 2026. 11 banks earned €32.88M...	VIEWS	REACTIONS
	8 272	20
	REPOSTS	ER
	14	20.6%
↓ 06.07 · 10:30 TEXT  Delivery of a new Air Montenegro plane to Podgorica, scheduled for July 3, was delayed due to admin/tech issues...	VIEWS	REACTIONS
	8 189	37
	REPOSTS	ER
	2	20.4%

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 lost subs.



START OF PERIOD

NOW

NET GROWTH

39 387

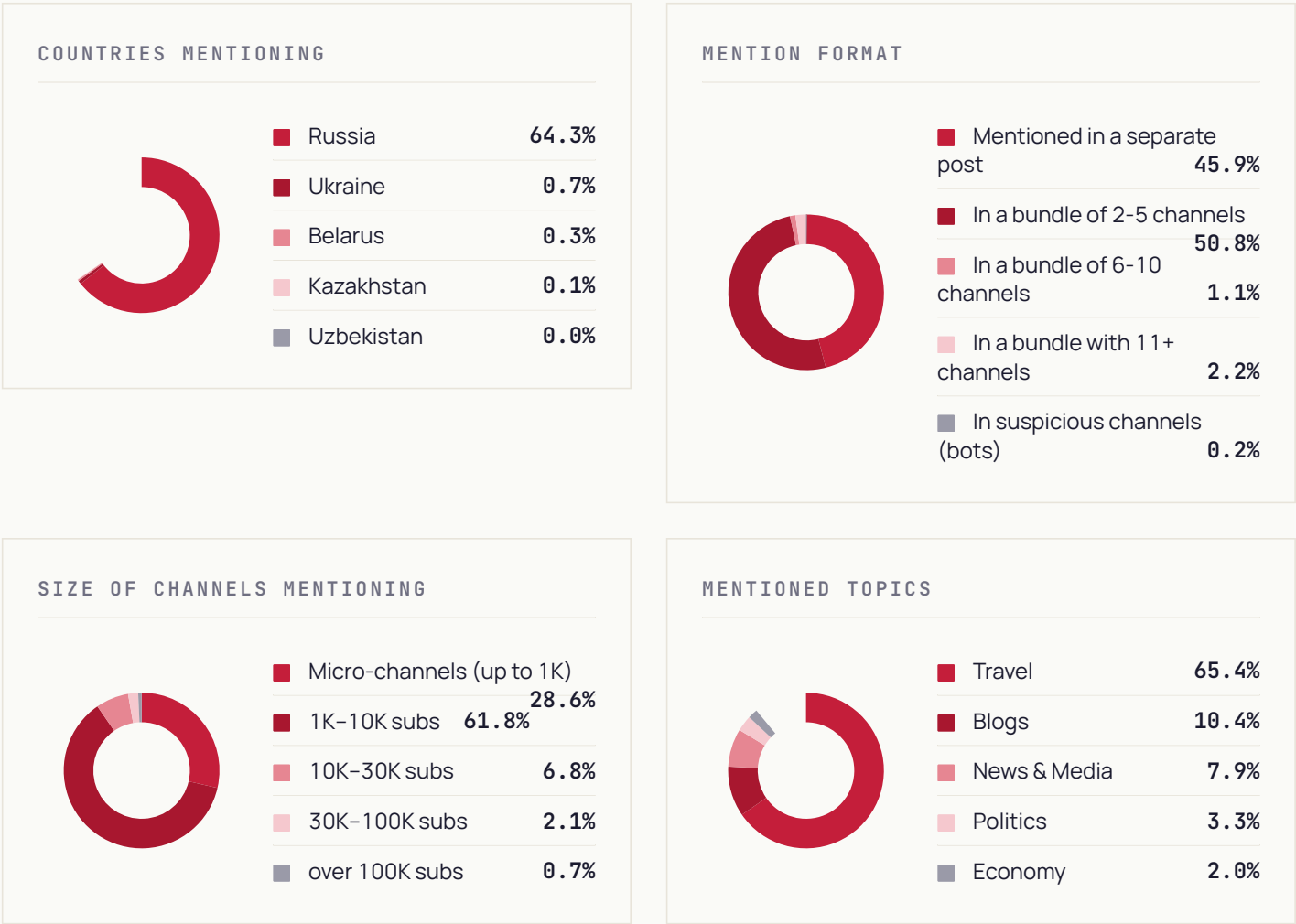
40 102

+715

SECTION 04 · MENTIONS

Who mentions the channel and how

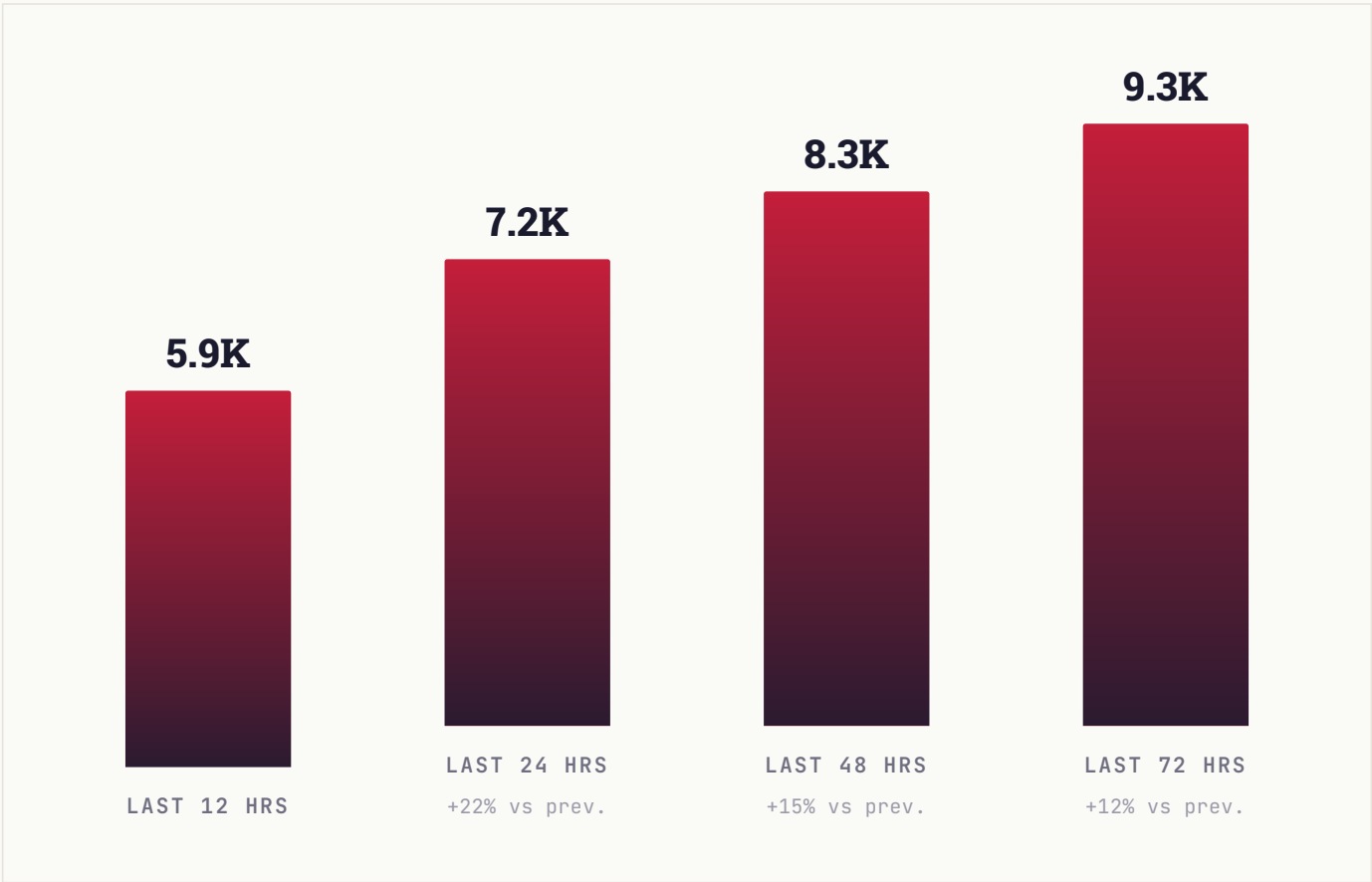
Citation index **383** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 611** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate 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 neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
Mon Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
ER How to travel almost for free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
Ch- Montenegro - news YOU	40.1K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 96 — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-96 median: 151.6K. First goal — enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **460**, they brought **1 554** new subs.

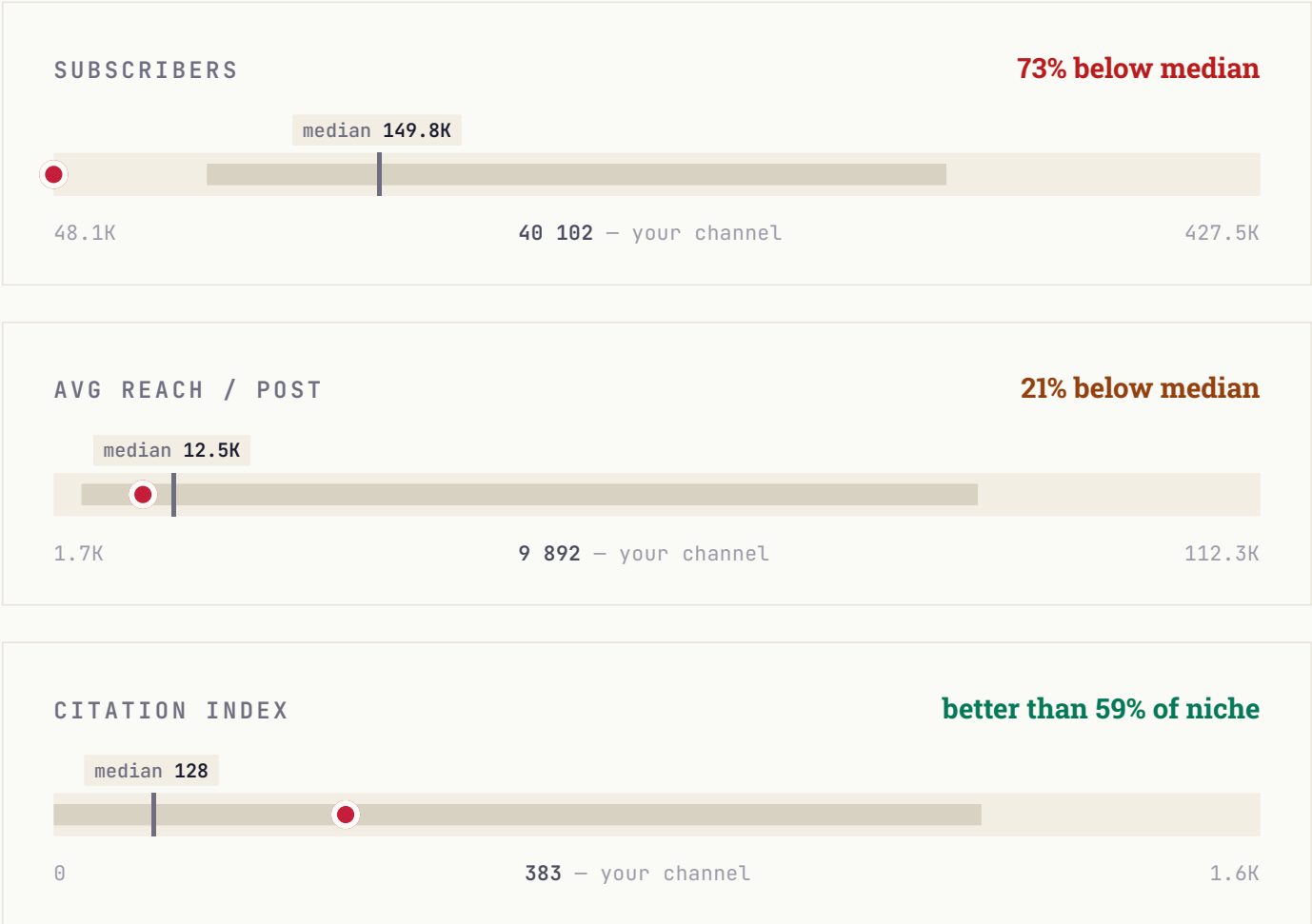
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	65	16	127
Dec 2025	82	20	10
Nov 2025	64	23	222
Oct 2025	139	48	413
Sep 2025	47	18	254
August 2025	63	17	528

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
460	6	1 554

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Travel» (Russia) and compared your channel.
Gray band — range for 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 ranked by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Thursday

On this day at 10:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

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 — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with similar channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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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