

PUBLIC REPORT BY PROMTPRESS

Channel audit

ZARUBIN



@zarubinreporter

Journalist at Rossiya TV channel (<https://knd.gov.ru/license?id=672c6ce8e9b24e448c3eb433&istryType=bloggersPermission>)

SUBS

470 399

-5108 per month

ERR (% SEE POSTS)

19.0%

per day 7.8%

REACH/POST

88.6K

ad reach 36.9K/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.

 SUBS 470 399 —	 SUBS REACH 18.84% avg % of subs see post	 VIEWS/POST 88.6K median 78K · 29 days	 POSTS/WEEK 22.4 for the period
 TREND 7D -40.5% vs previous week	 REACT./POST 897.5 total 83,466 reactions, 19,551 reposts, 1,740 comments	 POST LENGTH 197 chars median 175 · 29 days	 POSTS ANALYZED 93 29 days
 AD REACH 36.9K 24h avg	 CHURN / MONTH -5108 last month	 CITATION RATE 2 761 citation index · 7,312 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 02.03.2022

AI EDITOR SUMMARY

Channel «ZARUBIN» — 470 399 subs. Each post avg views 88.6K people (19% from subs), average reach — room to grow. Publishes 22 posts per week (~3/day) — active posting. Week 25–31 May reach dropped -40.5% to week 18–24 May — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **93** posts in 29 days.
- 02 Dominant format — **Video** (88/93 posts).
- 03 Avg post length — **197** chars (median 175).
- 04 Peak audience activity — **Sunday**, 21:00 MSK.
- 05 Top posts get **4×** more views than the weakest (183.1K avg top vs 46.6K worst) — among 93 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.05 · 18:02 VIDEO Russian military on Khreshchatyk and Maidan in Kyiv. Unique footage just for you. «ZARUBINreporter» at MAKS - loads fast...	VIEWS 184 618 REACT. 931 REP. 872 ER 39.2%
Nº2 24.05 · 09:51 VIDEO PUTIN: «MAKE CHANGES?» Captivating footage from the Kremlin of Putin working on his video message to Chinese citizens More...	VIEWS 183 282 REACT. 950 REP. 162 ER 39.0%
Nº3 23.05 · 17:26 VIDEO Putin ON the Kremlin desk. Most curious footage will be shown only on our program Sunday at 22.30 on the channel...	VIEWS 181 290 REACT. 1 379 REP. 218 ER 38.5%

Nº4 31.05 · 09:33 VIDEO "SOMEWHERE SNORTED, SOMEWHERE SHOT" - a vivid comment by Alexander Lukashenko on Kyiv's claims about "500 targets in...	VIEWS 179 596 REACT. 864 REP. 764 ER 38.2%
Nº5 20.05 · 11:07 VIDEO PUTIN'S LUCKY NUMBER. In China. «ZARUBINreporter» at MAKS - loads fast, works fast, shows faster than others.	VIEWS 177 682 REACT. 907 REP. 366 ER 37.8%

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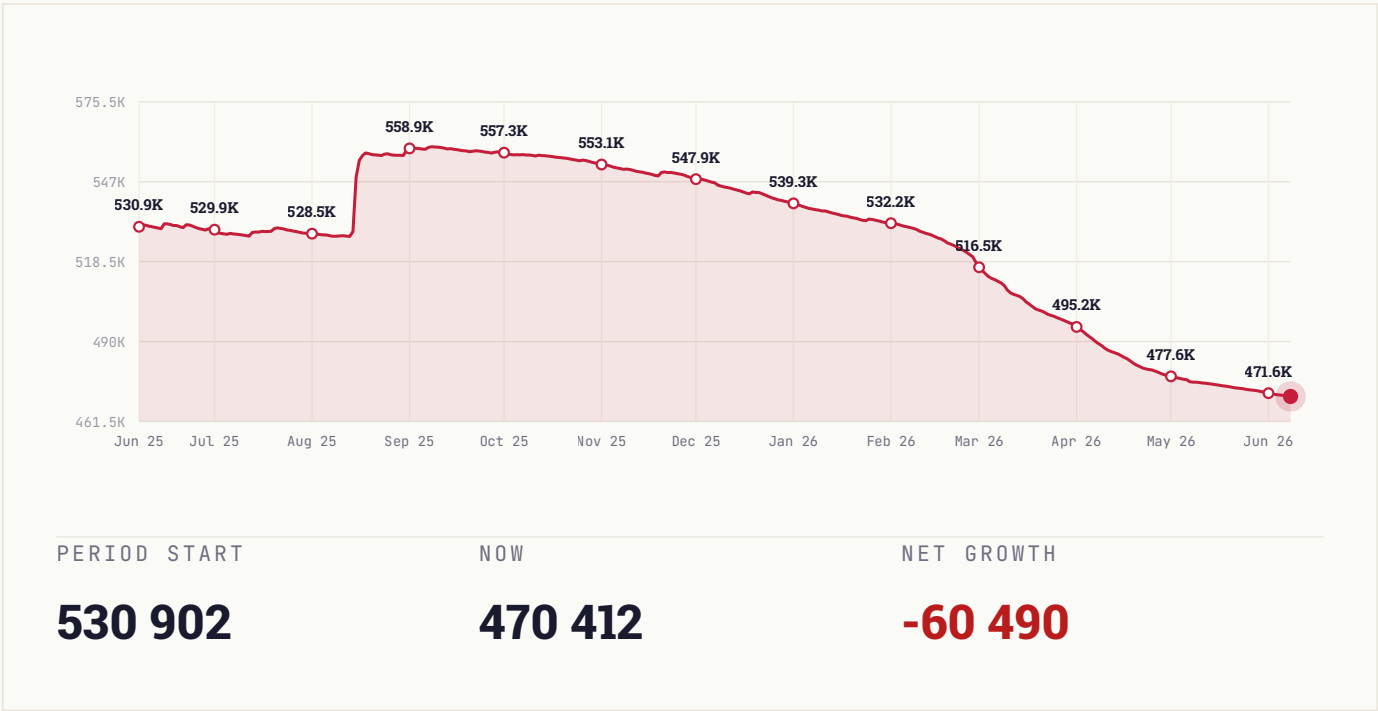
WORST 3

↓ 31.05 · 09:57 VIDEO NEW FOOTAGE Putin after the summit in Astana had a separate talk with the Cuban delegation «ZARUBINreporter» at MAKS - fast to swing, fast to...	VIEWS 47 185 REACT. 643 REP. 62 ER 10.0%
↓ 04.06 · 17:56 VIDEO "Yes, the EU could play a positive role, but not by supplying weapons, rather by trying to persuade Kyiv authorities to...	VIEWS 46 551 REACT. 617 REP. 91 ER 9.9%
↓ 31.05 · 13:11 VIDEO President's plans for next week «ZARUBINreporter» at MAKS - fast to swing, fast to work, will show faster than others.	VIEWS 46 139 REACT. 513 REP. 42 ER 9.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

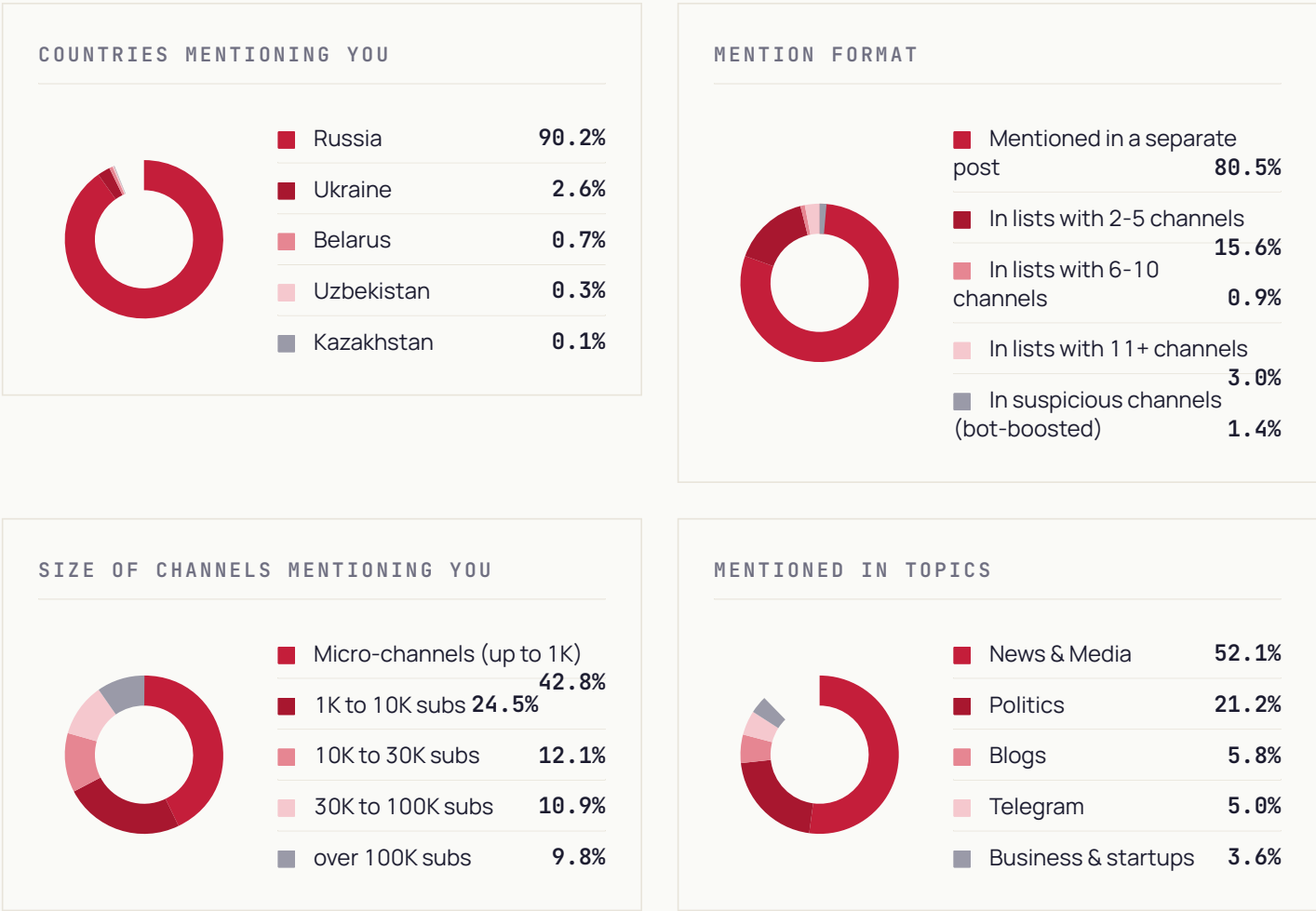
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

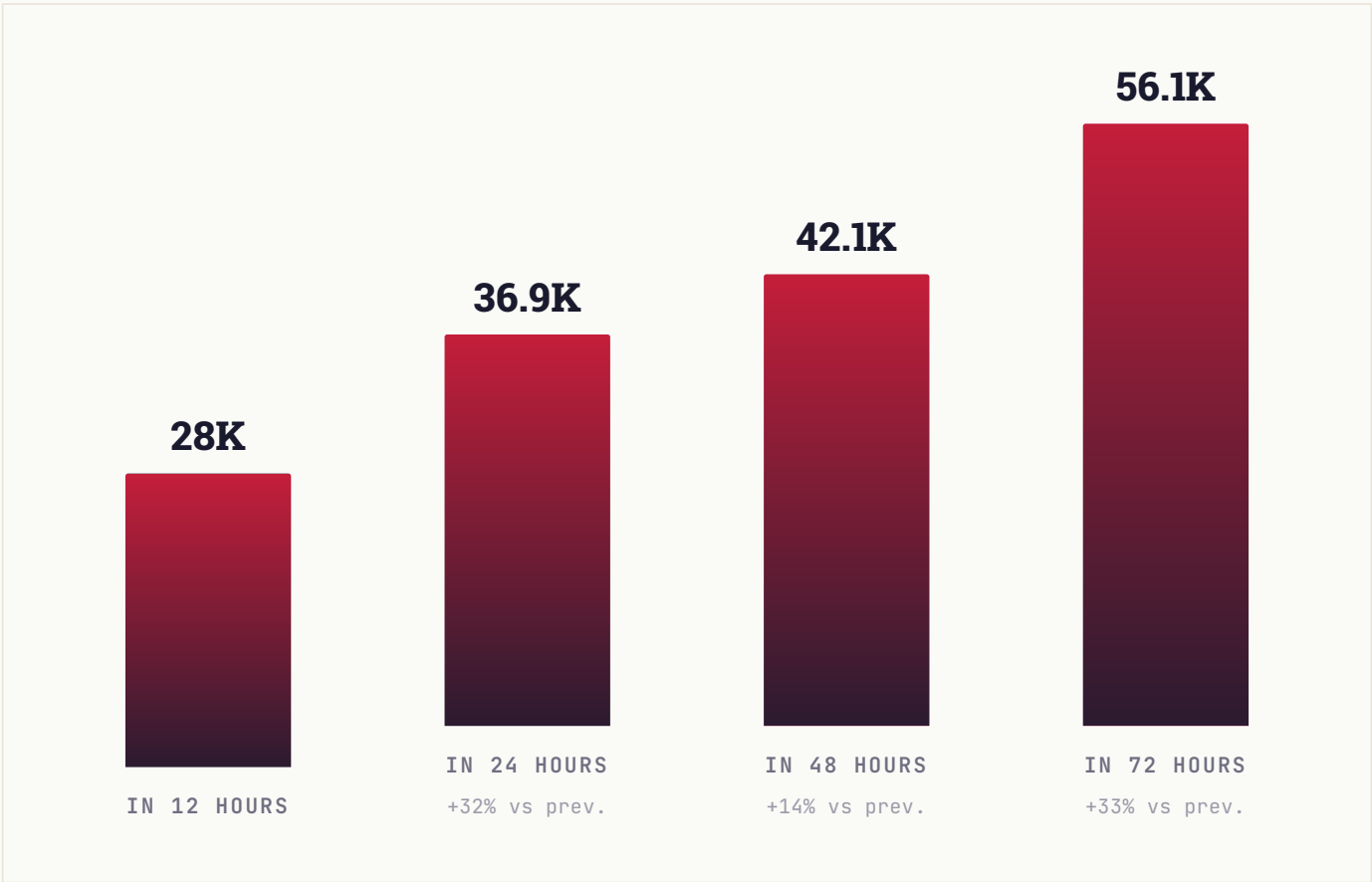
Citation index **2 761** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **7 312** different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
FOR ZARUBIN YOU	470.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#88 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live Broadcast • News (4.1M).

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 **5 034**, they brought **41 095** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	400	205	742
Nov 2025	393	192	1 488
Oct 2025	406	185	666
September 2025	1 419	381	2 487
August 2025	1 634	531	32 365
July 2025	782	308	3 347

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
5 034	6	41 095

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

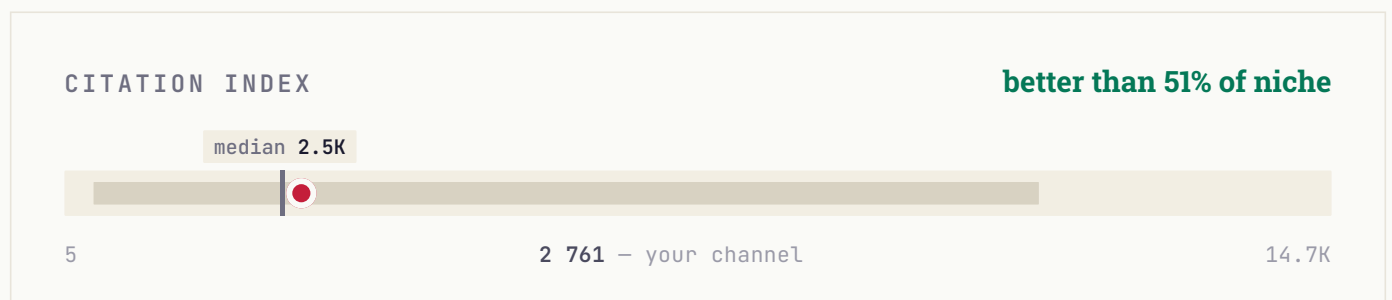
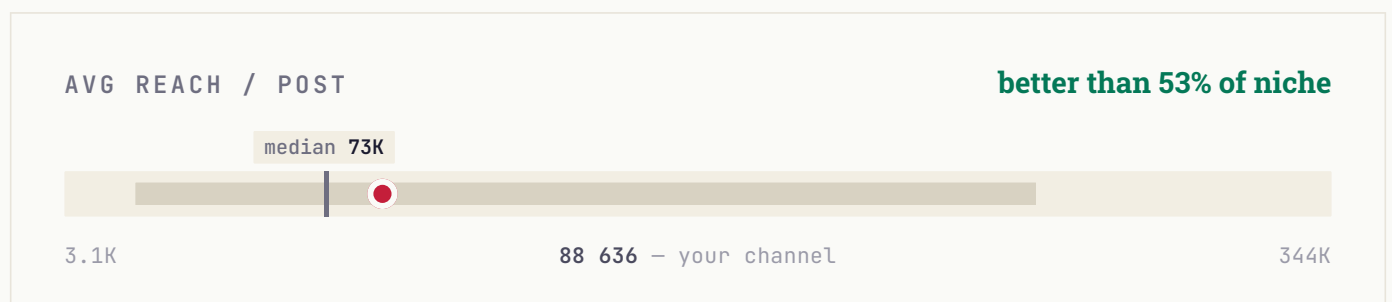
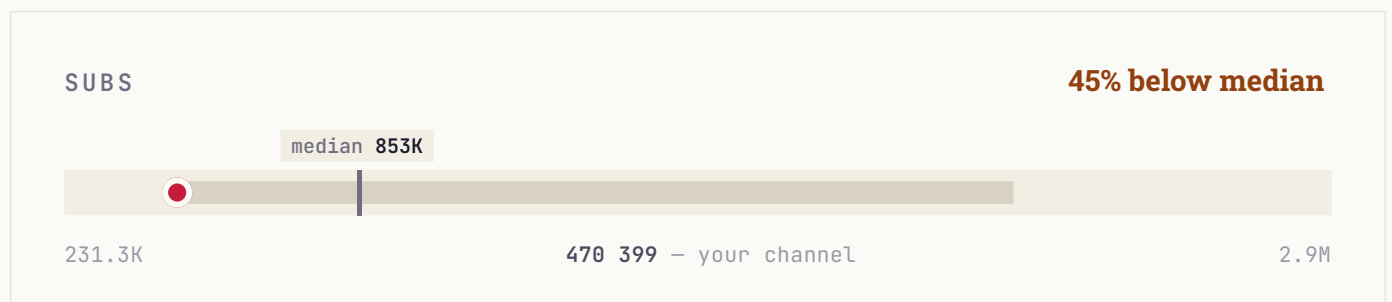
Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#86

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— 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 — Sunday

Audience is most active on this day at 9 PM MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls and interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

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

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 **Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
