

PUBLIC PROMTPRESS REPORT

Channel audit

Zhest Belgorod



@zhest_belgorod

Main channel of Belgorod region! ■ For advertising: @reklama_bg1 ■
Send news, photo or video: @Predlozhka_zhest_bg ■ Our channel
network: @Solovey_Media RKN:...

SUBSCRIBERS

593 337

-2383 per month

ERR (% SEE POSTS)

9.0%

per day 6.9%

REACH/POST

52.3K

ad reach 41.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 593 337 —	 SUBS REACH 8.81% avg % subs see post	 VIEWS/POST 52.3K median 51.3K · 29 days	 POSTS/DAY 21.9 ~153 per week
 TREND 7D -4.8% vs previous week	 REACTIONS/POST 266.3 total 174,453 reactions, 55,646 reposts, 0 comments	 POST LENGTH 312 chars median 273 · 29 days	 POSTS ANALYZED 655 29 days
 AD REACH 41.1K 24h avg	 CHURN / MONTH -2383 last month	 CITATION RATE 931 citation index · 2,329 channels mentioned ever	 CHANNEL AGE 7 years 2 months created 10.03.2019

AI EDITOR SUMMARY

Channel «Zhest Belgorod» — 593 337 subs. Each post avg views 52.3K people (9% subs), reach is low — consider expanding audience. Publishes 153 posts/week (~22/day) — very active. Week of May 25–31 reach stable (-4.8% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 655 posts in 29 days.
- 02 Dominant format — Text (245/655 posts).
- 03 Avg post length — 312 chars (median 273).
- 04 Audience peak — Monday, 07:00 MSK.
- 05 Top posts get 2x more views than the weakest (82.8K avg top vs 37.1K worst) — among 655 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 18:48 TEXT ☒Drone attack threat in Belgorod region Can't load? Read us here☒ https://max.ru/zhest_belgorod	VIEWS 83 461 REP. 13	REACTIONS 245 ER 14.1%
Nº2 25.05 · 02:18 PHOTO ☒Debris from downed missiles fell in Belgorod. Can't load? Read us here☒ https://max.ru/zhest_belgorod	VIEWS 83 040 REP. 371	REACTIONS 335 ER 14.0%
Nº3 25.05 · 02:04 TEXT Over 20 explosions in the sky. Crazy ☒	VIEWS 81 839 REP. 517	REACTIONS 419 ER 13.8%

Nº4 25.05 · 02:43 TEXT ☒Missile attack resulted in no casualties, preliminarily “Strikes hit energy infrastructure. In...	VIEWS 81 785 REP. 161	REACTIONS 343 ER 13.8%
Nº5 15.05 · 20:07 PHOTO ☒Alexander Shuvaev thanked medics & emergency services working at the drone attack site on a multi-story building in...	VIEWS 81 550 REP. 182	REACTIONS 718 ER 13.7%

|

WORST 3

↓ 05.06 · 12:59 VIDEO Russia and Ukraine exchanged prisoners 185 for 185 Our soldiers are now in Belarus, working with...	VIEWS 37 182 REP. 20	REACTIONS 277 ER 6.3%
↓ 05.06 · 11:39 PHOTO Belgorodskaya Sirini street is closed for 1.5 years starting today. After repairs, a transport interchange will be built. Not loading?...	VIEWS 37 155 REP. 54	REACTIONS 150 ER 6.3%
↓ 05.06 · 06:56 VIDEO “Speed bumps are definitely unnecessary here” – a resident of Lunacharsky Street in Belgorod complained about the road condition. According to him, the road...	VIEWS 36 915 REP. 9	REACTIONS 131 ER 6.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

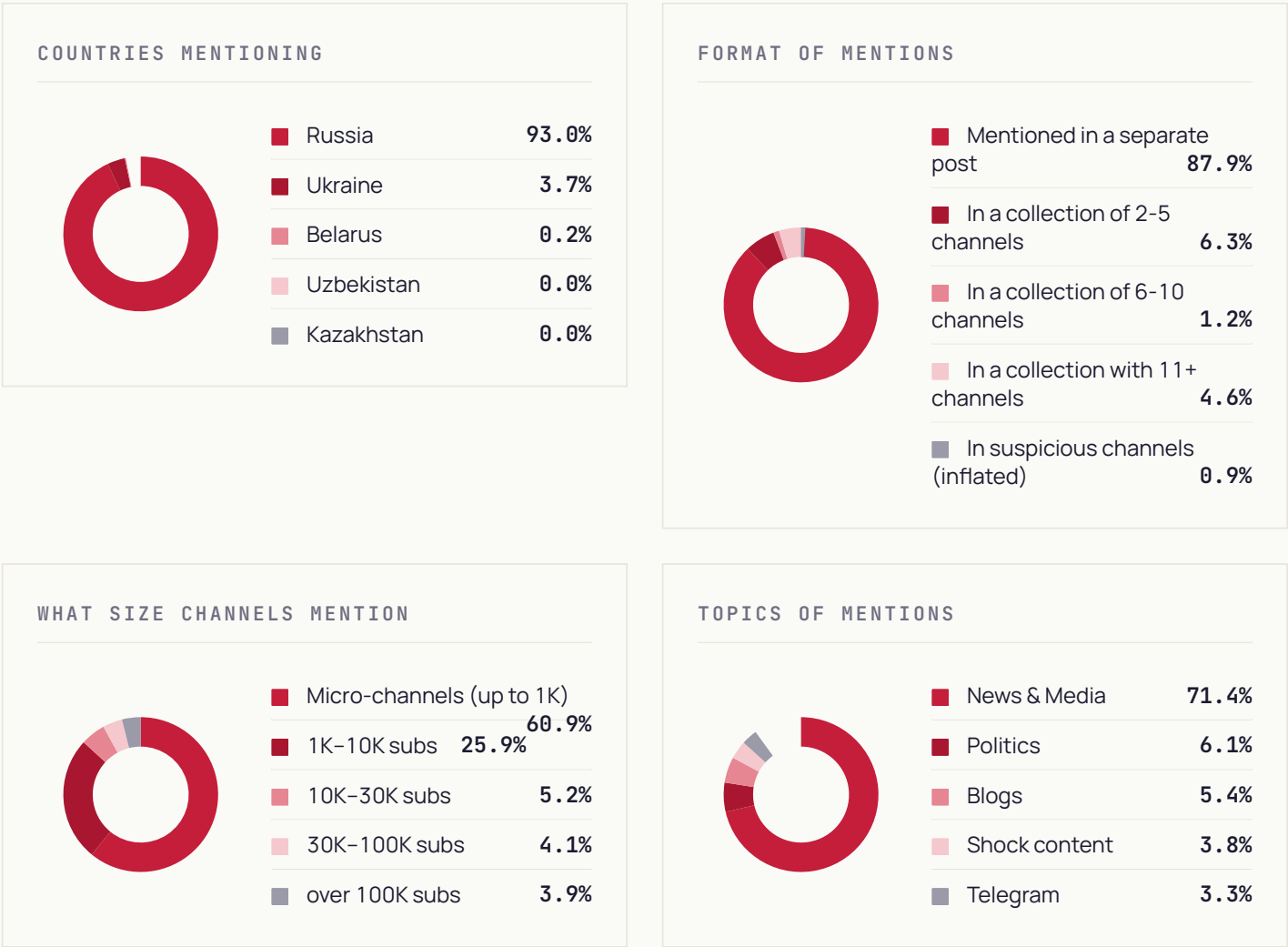
Subscriber growth graph for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

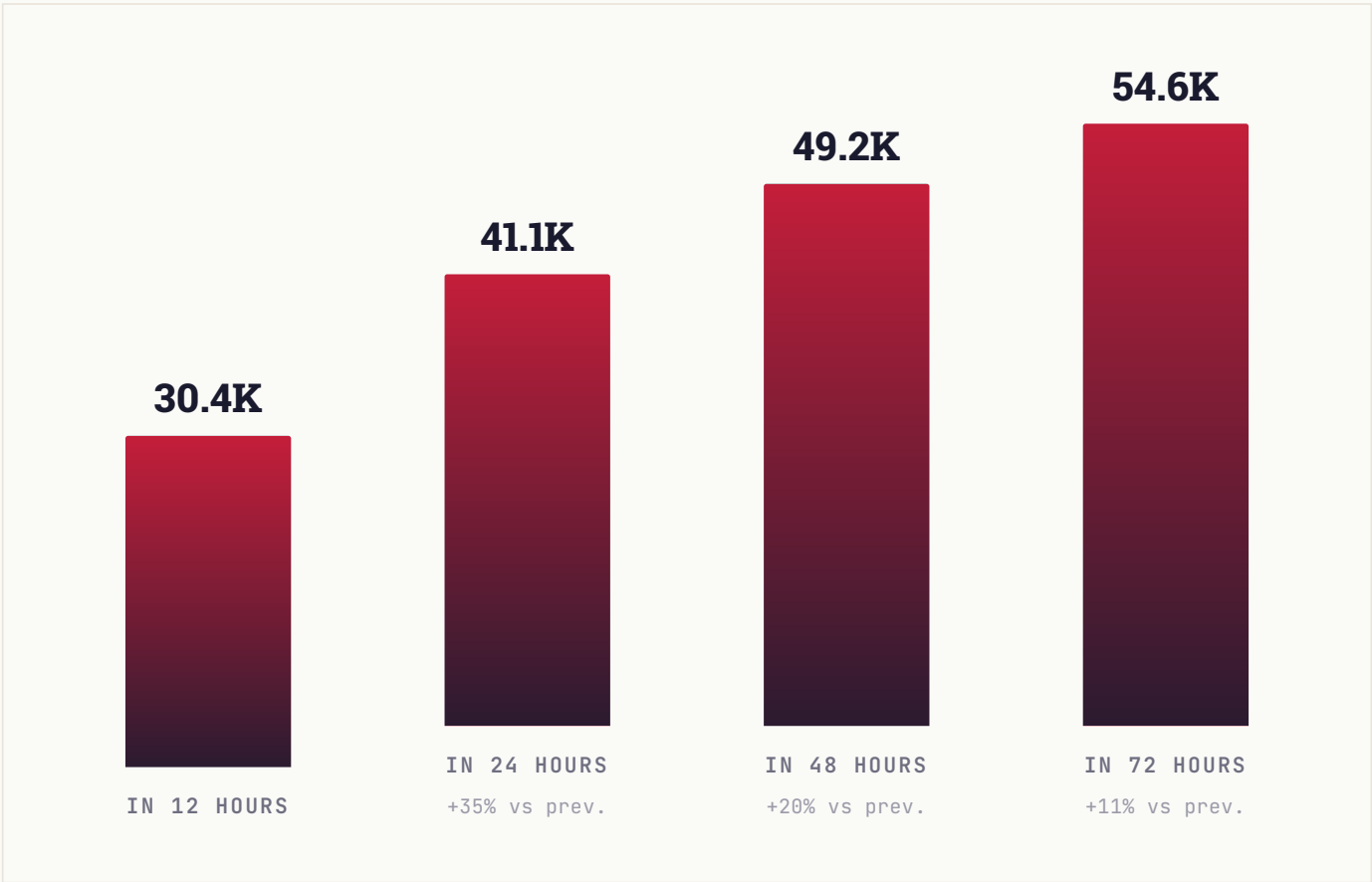
Citation index **931** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **2 329** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
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
ZhB Zhest Belgorod YOU	593.3K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#69 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

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **2 069**, they brought **25 578** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	288	36	1 073
Nov 2025	136	52	781
Oct 2025	146	53	6 111
September 2025	484	50	7 333
August 2025	689	45	8 209
July 2025	326	38	2 071

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2 069	6	25 578

SECTION 08 · NICHE COMPARISON

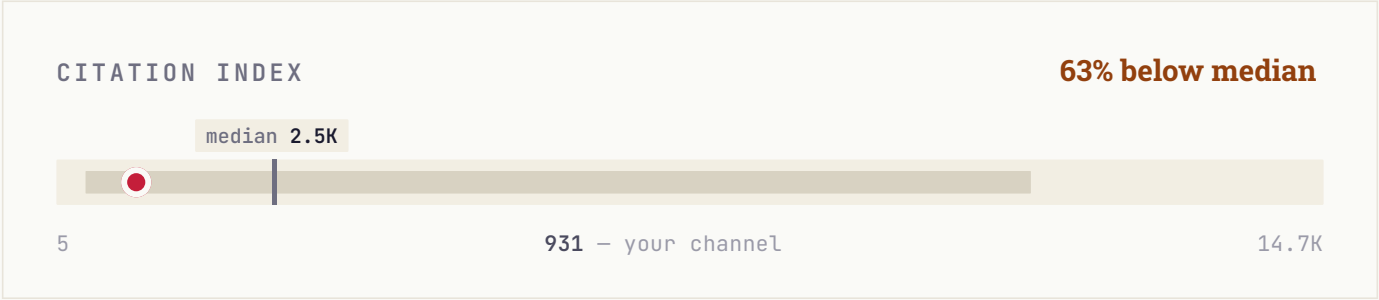
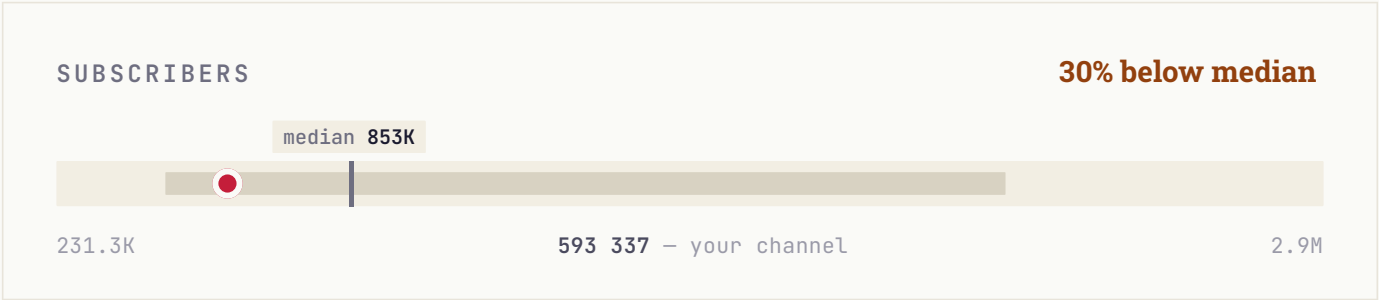
Where the channel stands in its league

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

#86/100

RANK 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 return to this report in a month.

01**Top post of the week — on Monday**

On this day at 07:00 MSK audience is most active.

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 & 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**

Swap posts with same-segment channels 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 looks at description. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. To go further — run ads with us and close your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager