

PUBLIC PROMTPRESS REPORT

Channel audit

Po SUti



@aeroflot_pr

Official Aeroflot press channel. Latest news & comments. Contact:
www.aeroflot.ru/ru-ru/about/contact/press ✉ Registered in RKN:...

SUBS

51 039

+13 per month

ERR (% SEE POSTS)

64.0%

daily 12.9%

REACH/POST

37.2K

ad reach 6.6K/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBS 51 039 —	 SUBSCRIBER REACH 72.84% avg % of subs see post	 VIEWS/POST 37.2K median 13.9K · 27 days	 POSTS/WEEK 9.4 for the period
 7D TREND -64.8% vs previous week	 REACTIONS/POST 90.0 only 3,329 reactions, 3,620 reposts, 0 comments	 POST LENGTH 830 chars median 868 · 27 days	 POSTS ANALYZED 37 27 days
 AD REACH 6.6K 24h avg	 CHURN / MONTH +13 last month	 CITATION RATE 356 citation index · 1,533 channels mentioned ever	 CHANNEL AGE 2 years 6 months created 14.12.2023

AI EDITOR SUMMARY

Channel «Po SUti» — 51 039 subs. Each post averages 37.2K people (73% of subs), wide reach for a channel this size. Publishes 9 posts per week (~1/day) — regular schedule. For the week Jun 29 – Jul 5, reach dropped -64.8% to the week of Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts over 27 days.
- 02 Dominant format – Text (19/37 posts).
- 03 Avg post length – 830 chars (median 868).
- 04 Peak audience activity – Monday, 08:00 MSK.
- 05 Top posts get 15x more views than the weakest (125.3K avg top vs 8.2K worst) – among 37 posts over 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 05:20 VIDEO Aeroflot continues servicing passengers affected by temporary restrictions at Moscow airports...	VIEWS 128 029 REP. 147	REACTIONS 46 ER 250.8%
Nº2 18.06 · 03:00 TEXT ⚡ Airline statement Due to temporary flight restrictions at Sheremetyevo on June 18, affecting departures and arrivals...	VIEWS 125 001 REP. 440	REACTIONS 48 ER 244.9%
Nº3 18.06 · 11:21 VIDEO Aeroflot continues to minimize disruptions and stabilize flight schedules amid temporary restrictions...	VIEWS 122 811 REP. 115	REACTIONS 62 ER 240.6%

Nº4 18.06 • 16:23 TEXT ⚡ Aeroflot adjusts schedule to/from Sheremetyevo Currently no congestion at passenger service points...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>120 892</td><td>69</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>274</td><td>236.9%</td></tr> </table>	VIEWS	REACTIONS	120 892	69	REP.	ER	274	236.9%
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120 892	69								
REP.	ER								
274	236.9%								
Nº5 22.06 • 01:44 TEXT ⚡ Airline statement Due to temporary restrictions at Moscow aviation hub airports on June 22, Aeroflot is forced to...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>117 128</td><td>44</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>274</td><td>229.5%</td></tr> </table>	VIEWS	REACTIONS	117 128	44	REP.	ER	274	229.5%
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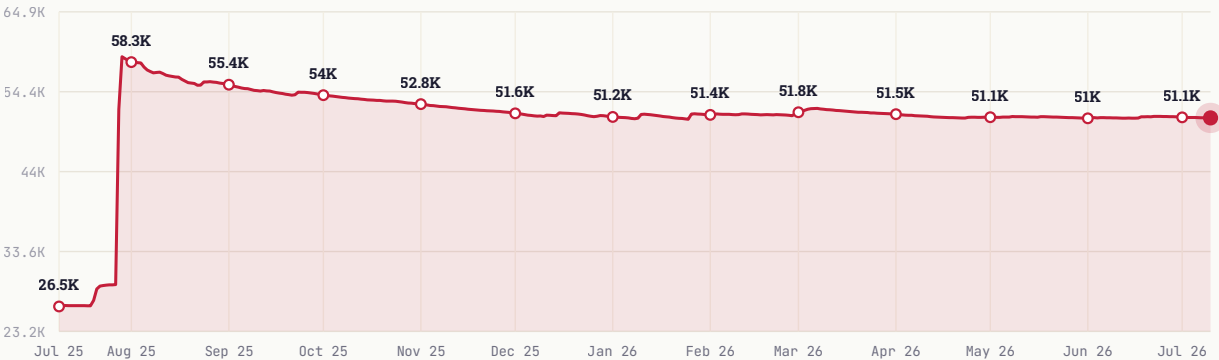
WORST 3

↓ 07.07 • 11:00 PHOTO Aeroflot will offer instant photo on board on Family, Love and Fidelity Day Aeroflot will offer passengers to take an instant photo on...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>8 567</td><td>82</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>40</td><td>16.8%</td></tr> </table>	VIEWS	REACTIONS	8 567	82	REP.	ER	40	16.8%
VIEWS	REACTIONS								
8 567	82								
REP.	ER								
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↓ 06.07 • 14:09 TEXT «Rossiya» first in history presented a theatrical performance on board an aircraft Aviakompaniya «Rossiya» (part of Aeroflot Group) together...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>8 266</td><td>57</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>28</td><td>16.2%</td></tr> </table>	VIEWS	REACTIONS	8 266	57	REP.	ER	28	16.2%
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8 266	57								
REP.	ER								
28	16.2%								
↓ 07.07 • 06:01 PHOTO 90 years of Moscow – Minsk route Exactly 90 years ago, in 1936, pilot S. Ryabushenko on K-5 aircraft opened the all-union airline Moscow –...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>7 897</td><td>54</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>16</td><td>15.5%</td></tr> </table>	VIEWS	REACTIONS	7 897	54	REP.	ER	16	15.5%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

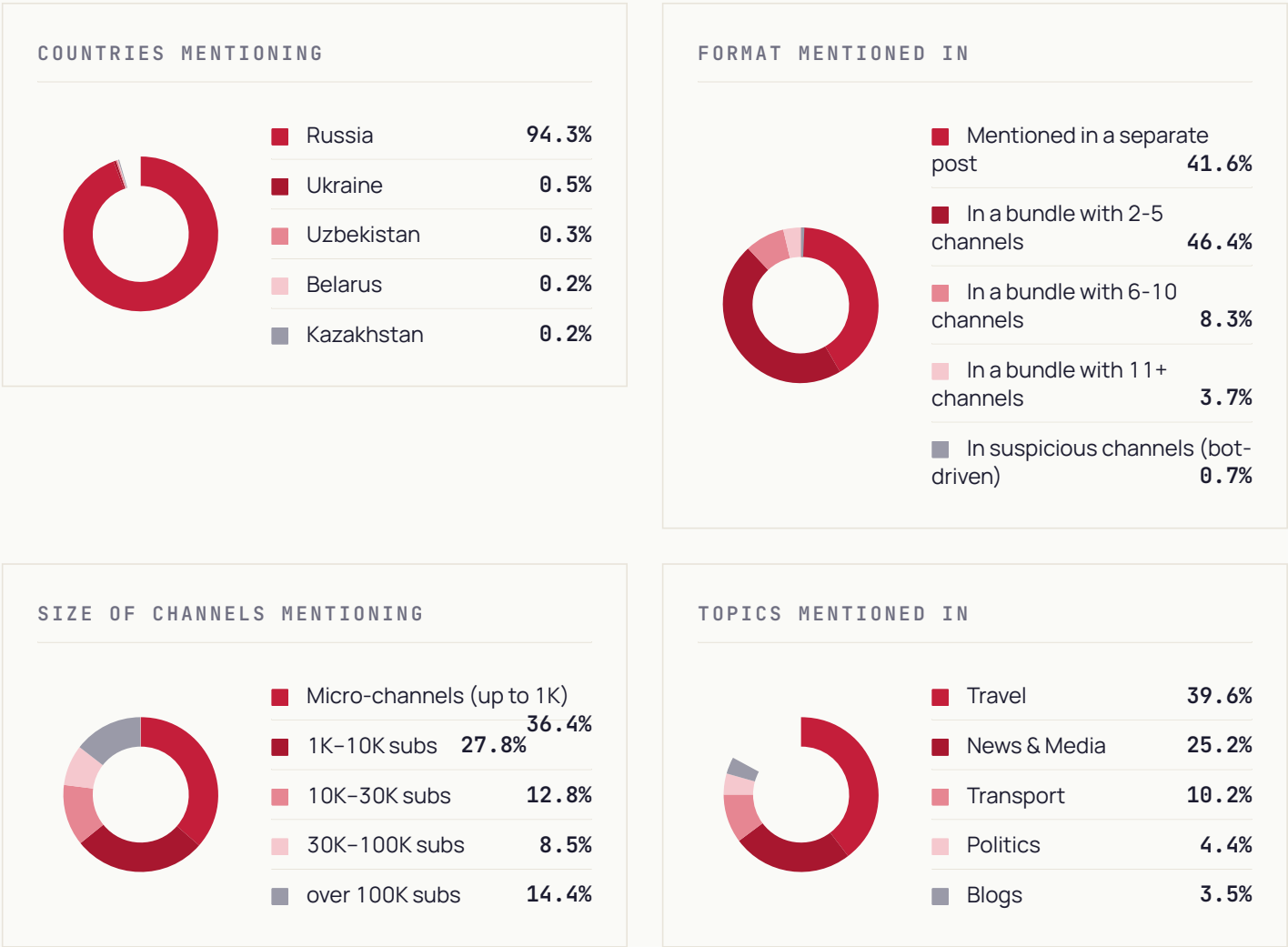


START OF PERIOD	NOW	NET GROWTH
26 463	51 039	+24 576

SECTION 04 · MENTIONS

Who mentions the channel and how

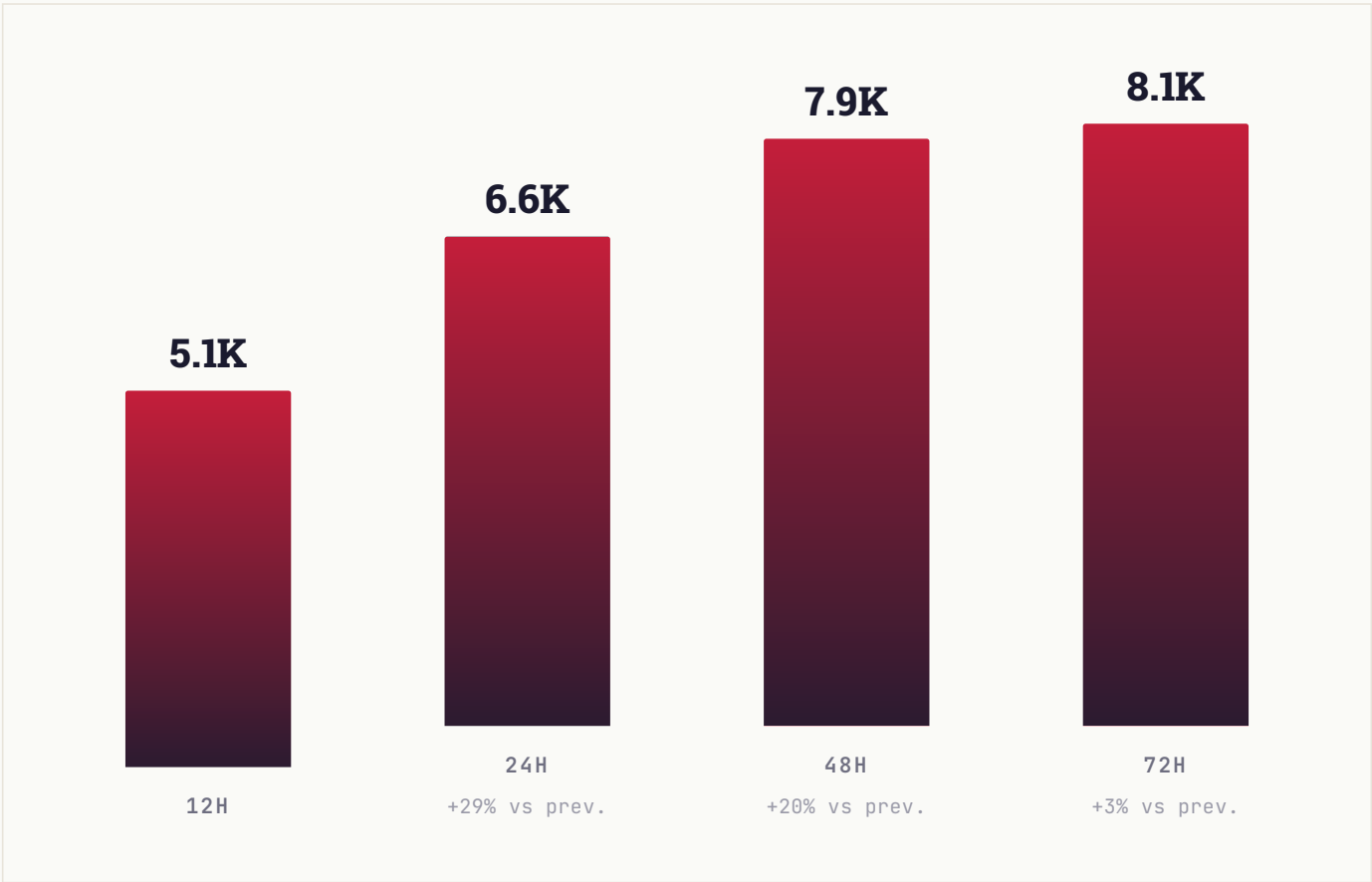
Citation index **356** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **1 533** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
M- Moscow – Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — this is us	401.8K
OT Ozon Travel	398.9K
PS. Po SUtI YOU	51K

COMPARATIVE INSIGHT

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Moscow – Where to Go | Events (1.2M), top-96 median: 151.6K. First goal — enter top-96 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **732**, they brought **3 051** new subs.

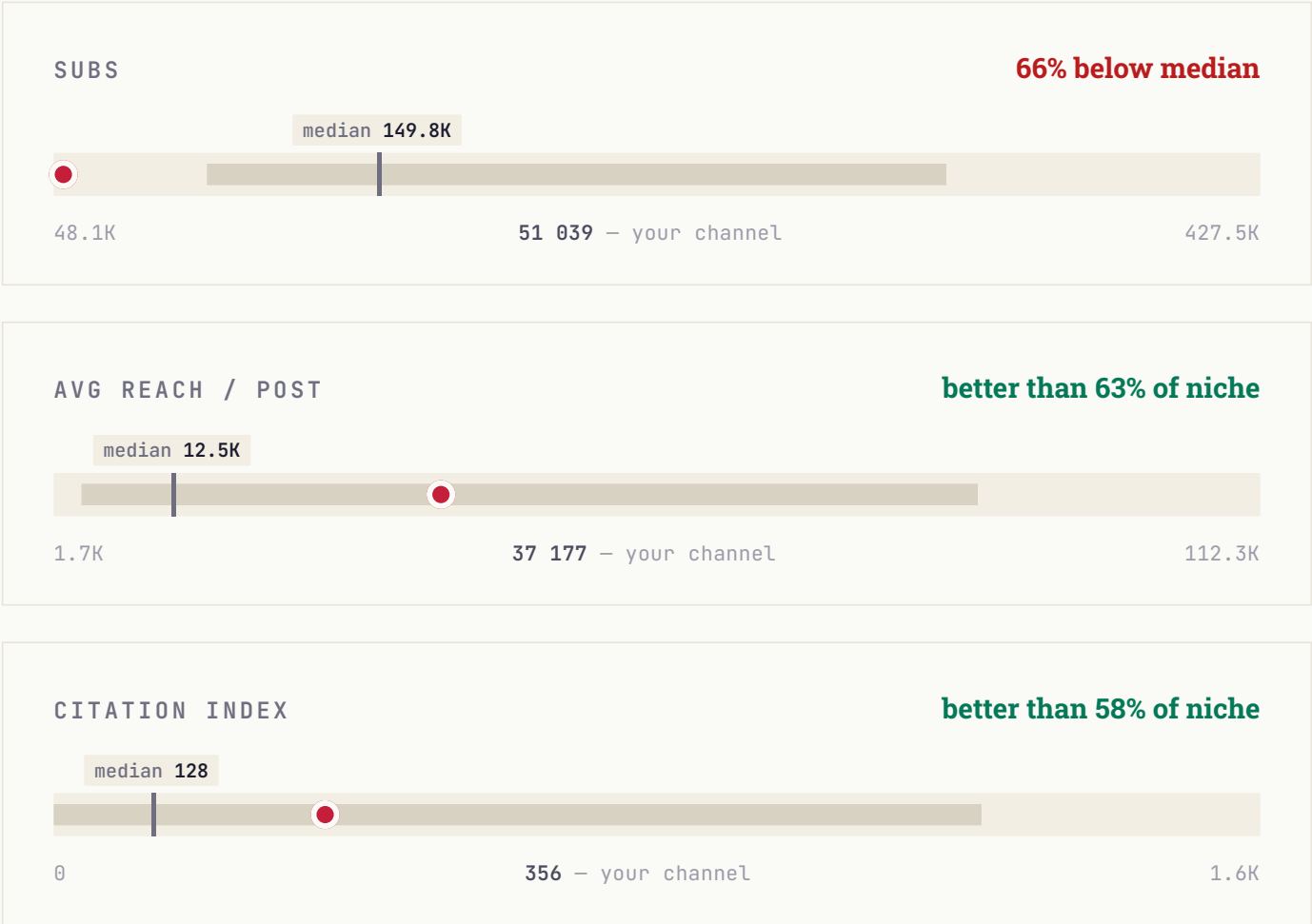
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	157	87	1 308	
December 2025	138	79	718	
Nov 2025	51	29	0	
Oct 2025	59	42	14	
Sep 2025	179	86	472	
August 2025	148	67	539	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
732	6	3 051

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Travel» (Russia) and saw how your channel looks against them. Gray bar — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

Post of the week — on Monday

Audience is most active on this day at 08:00 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 picks 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 — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at description. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes based on 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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