
— PUBLIC REPORT BY PROMTPRESS

Channel audit

Free Moscow events. City events: plays, concerts, exhibitions, musicals, museums, theaters

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in Travel

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBS 12 669 —	 SUBSCRIBER REACH 158.79% avg % of subs see post	 VIEWS/POST 20.1K median 20.5K · 29 days	 POSTS/WK 34.2 over period
 7D TREND +13.8% vs previous week	 REACTIONS/POST 305.7 total 44,026 reactions, 2,309 reposts, 0 comments	 POST LENGTH 316 chars. median 267 · 29 days	 POSTS ANALYZED 144 29 days
 AD REACH 13.5K 24h avg	 CHURN / MONTH -2032 last month	 CITATION RATE 0 citation index · 2 channels mentioned ever	 CHANNEL AGE 3 years 1 month created 26.05.2023

AI EDITOR SUMMARY

Channel 'Afisha of Free Moscow. Capital events: plays, concerts, exhibitions, musicals, museums, theaters' — 12 669 subs. Each post gets on avg 20.1K people (159% from subs), this is wide reach for a channel of this size. Publishes 34 posts per week (~5/day) — active posting. For the week of June 29 – July 5, reach grew by +13.8% by week 22–28 Jun — positive dynamics.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **144** posts over 29 days.
- 02 Dominant format – **Text** (104/144 posts).
- 03 Avg post length – **316** chars (median 267).
- 04 Audience peak – **Saturday**, 14:00 MSK.
- 05 Top posts get **2x** more views than the weakest (24.1K avg for top vs 10.9K for worst) – among 144 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 05.07 · 12:01 TEXT Free film screening today in Zaryadye Park under the Glass Crust July 5, 9:45 PM – "Petrovka, 38" (1980) MUR vs gang. In...	VIEWS 24 285 REPOSTS 1	REACTIONS 326 ER 191.7%
Nº2 04.07 · 11:25 PHOTO Free dinosaur exhibition in Sosenki Park in Tsaritsyno. Dinosaur figures move and roar. Free #exhibitions #parks	VIEWS 23 973 REPOSTS 4	REACTIONS 310 ER 189.2%
Nº3 04.07 · 18:05 TEXT Free events in Moscow as part of the Moscow Tea Festival Plays, musical performances and more await...	VIEWS 23 907 REPOSTS 5	REACTIONS 344 ER 188.7%

Nº4 05.07 · 09:01 TEXT Deep dive into osa777's DJ set osa777 blends broken beats, deep melodic techno, dense progressive house...	VIEWS 23 892 REPOSTS 17	REACTIONS 339 ER 188.6%
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Nº5 01.07 · 18:06 TEXT July 3–5, Pavilion 68 at VDNKh hosts the festival "Strong in Unity". Visitors enjoy master classes on traditional...	VIEWS 23 876 REPOSTS 4	REACTIONS 301 ER 188.5%
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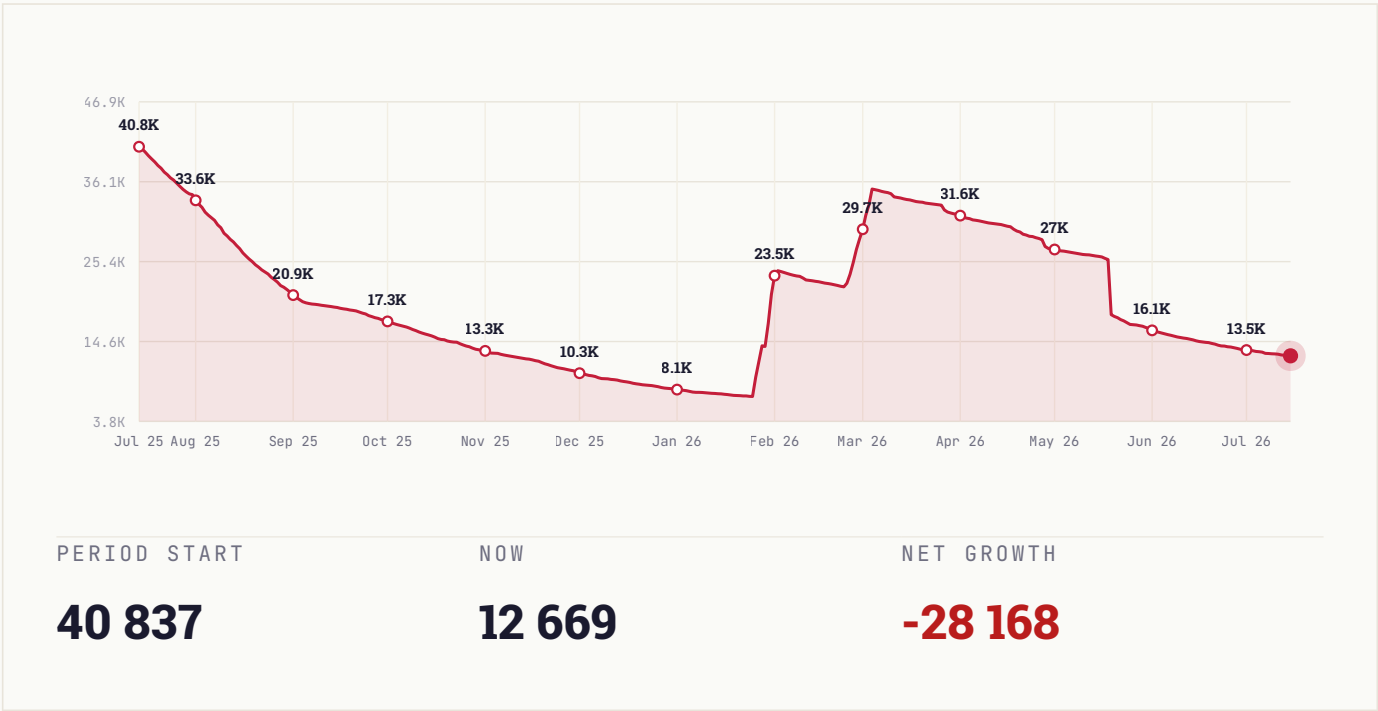
WORST 3

↓ 24.06 · 13:07 PHOTO July 2–5 at VDNKh, the 6th Festival of National Hospitality "Friendship of Peoples" takes place. The program includes several...	VIEWS 16 203 REPOSTS 3	REACTIONS 313 ER 127.9%
↓ 24.06 · 15:45 TEXT Celebrating VDNKh's 87th anniversary, July 31–Aug 2, 2026, the 3rd festival will be held in front of Pavilion No. 510 'GLAVVINO'.	VIEWS 16 041 REPOSTS 4	REACTIONS 323 ER 126.6%
↓ 24.06 · 13:22 PHOTO On June 24, 1945, the first Victory Parade was held on Red Square Marshal Georgy Zhukov, one of the most outstanding commanders, took the salute...	VIEWS 534 REPOSTS 2	REACTIONS 333 ER 4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

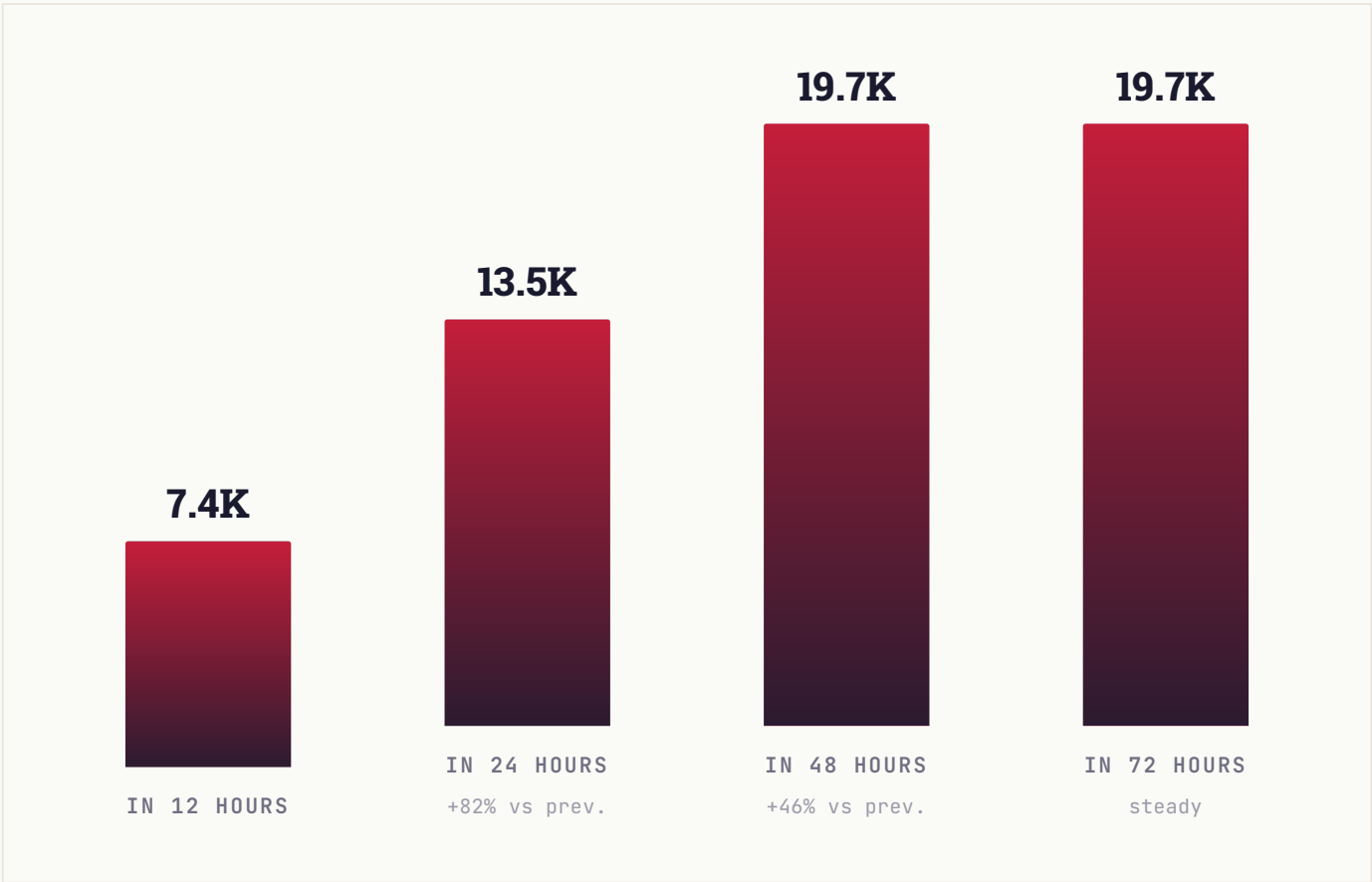
Subscriber growth over the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should "live".



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Muscovite	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount Wagon	431.6K
OT Ozon Travel	413.5K
SP Ways to travel almost free (RU) Vandrouki, Vandrouki, vandrouki — that's us	401.7K
AB Free Moscow events. City events: plays, concerts, exhibitions, musicals, museums, theaters	12.7K

COMPARATIVE CONCLUSION

Channel not yet outside top-95 of niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-95 median: 157K. First goal — enter top-95 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **13 847** new subs.

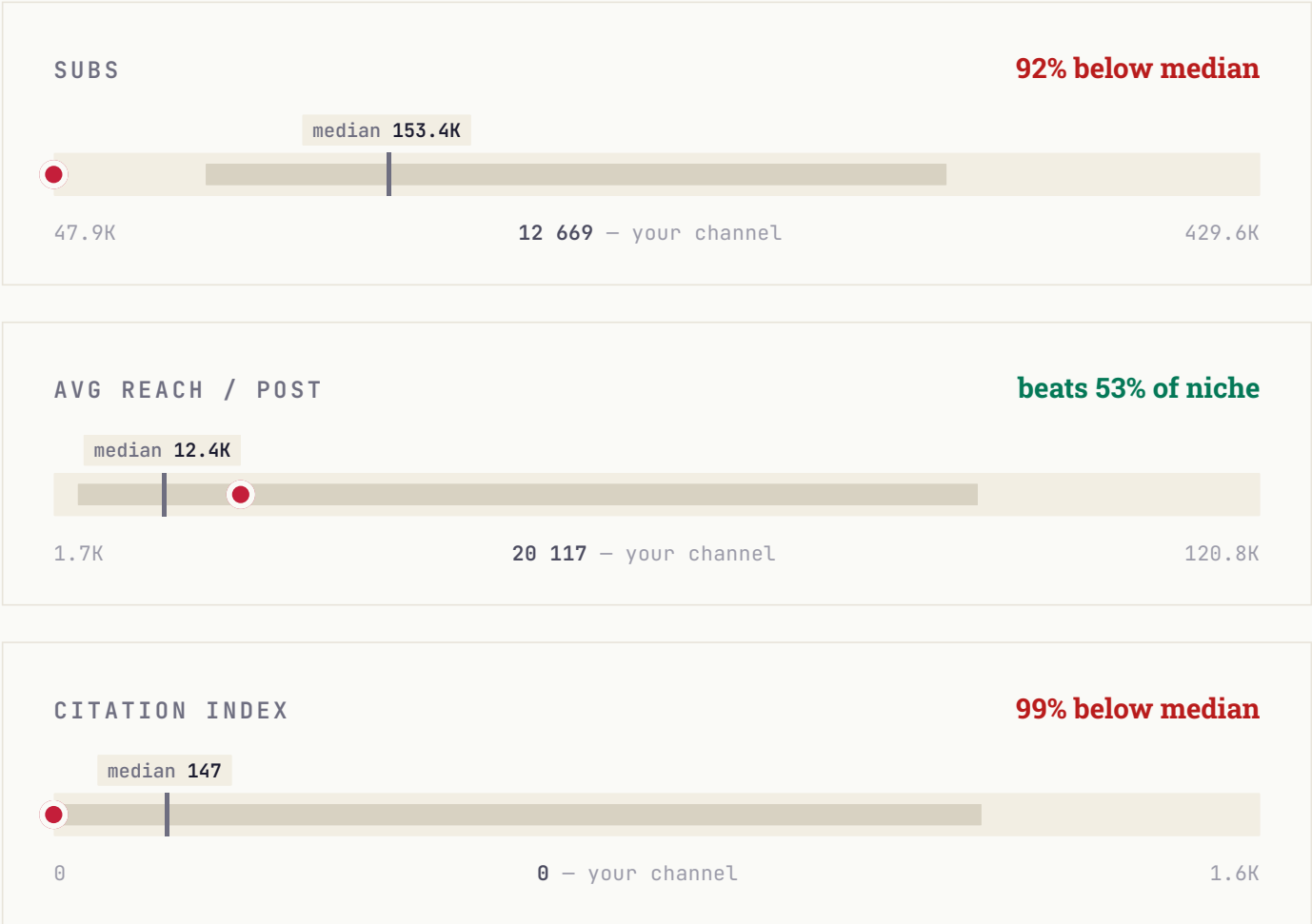
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	0	0	13 847
Dec 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	0	0	0
September 2025	0	0	0
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	13 847

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel.
Gray band = 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday
Audience is most active on this day at 14:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Recommend share of 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 is an easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Swap posts with similar channels once a quarter. Not daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
