

PUBLIC REPORT PROMTPRESS

Channel audit

Из Москвы с любовью | Афиша



@afishamoscowlove

The brightest events in Moscow and the region worth visiting 🌸 For any questions: @moscowadmi Link for friends: <https://t.me/+vfNiCzhIqhMOMTdi> Partnership with @Tgpodbor_official...

SUBS	ERR (% SEE POSTS)	REACH/POST
98 279	12.0%	11.9K
23.08.2026 ⁺²⁸³⁰⁴ for the month	per day ^{7.5%}	ad reach ^{7.4K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/AFISHAMOSCOWLOVE		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBS 98 279 —	 SUB REACH 12.12% avg % subs see post	 VIEWS/POST 11.9K median 12.7K · 29 days	 POSTS/WK 17.9 for period
 TREND 7D -7.7% vs previous week	 REACTS/POST 123.6 total 9 268 reactions, 14 023 reposts, 0 comments	 POST LENGTH 272 chars median 239 · 29 days	 POSTS ANALYZED 75 29 days
 AD REACH 7.4K avg per 24h	 CHURN / MONTH +28304 for last month	 CITATIONS 30 citation index · 204 channels mentioned all-time	 CHANNEL AGE 1 year 11 months created 20.09.2024

EDITOR'S AI SUMMARY

Channel «Из Москвы с любовью | Афиша» — 98 279 subs. Avg post views: 11.9K people (12% from subs), reach is low — worth expanding the audience. Publishes 18 posts per week (~3 per day) — regular schedule. Over the week Aug 10–16, reach dropped by -7.7% by the week of Aug 3–9 — worth investigating.

SECTION 02 · CONTENT ANALYSIS

What performs best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **75** posts over 29 days.
- 02 Dominant format — **Photo** (46/75 posts).
- 03 Avg post length — **272** characters (median 239).
- 04 Peak audience activity — **Sat**, 20:00 MSK.
- 05 Top posts drive **by 2x** more views than the weakest (17.2K in avg for top vs 8.5K for worst) — among 75 posts over 29 days. Worth analyzing what the top posts have in common — topic, format, posting time.

TOP 5 POSTS

Nº1 25.07 · 17:03 PHOTO  An unusual tea house with a berry ceiling found in Moscow A small cozy space where the ceiling is decorated with hanging berries, and the menu —...	VIEWS 19 665 REPOSTS 191	REACTS 69 ER 20.0%
Nº2 25.07 · 13:05 PHOTO  Yadreyevsky Pond — one of the best spots for birdwatching From Moscow with love • Афиша 	VIEWS 17 899 REPOSTS 157	REACTS 68 ER 18.2%
Nº3 01.08 · 17:04 PHOTO  Little trams in Sokolniki! From Moscow with love • Афиша 	VIEWS 14 002 REPOSTS 147	REACTS 68 ER 14.2%

Nº4 02.08 · 08:09 PHOTO 🌸 Daylilies bloomed in the Apothecary Garden Guests can expect hundreds of varieties, rare new items and a true flower sea — a great reason to host...	VIEWS 13 596 REPOSTS 204	REACTS 102 ER 13.8%
Nº5 03.08 · 13:05 PHOTO 🌸 The Tretyakov Gallery hosts the exhibition “Flowers. Symbol of Beauty” The show looks at how the depiction of flowers in art has changed over...	VIEWS 13 545 REPOSTS 189	REACTS 228 ER 13.8%

|

BOTTOM 3

↓ 29.07 · 06:53 VIDEO 🎉 The All-Russian Museum of Decorative Arts marks its 45th anniversary A festive program with theatrical... awaits guests for the jubilee	VIEWS 8 638 REPOSTS 192	REACTS 226 ER 8.8%
↓ 25.07 · 06:49 PHOTO 🚲 Night cycling festival returns to Moscow On 1 августа, the Garden Ring will host the main night bike ride of the summer. Participants...	VIEWS 8 607 REPOSTS 217	REACTS 68 ER 8.8%
↓ 25.07 · 09:29 VIDEO ❤️ Bear Aika from Moscow Zoo is living her best life From Moscow with love • Афиша 🏡	VIEWS 8 374 REPOSTS 205	REACTS 172 ER 8.5%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

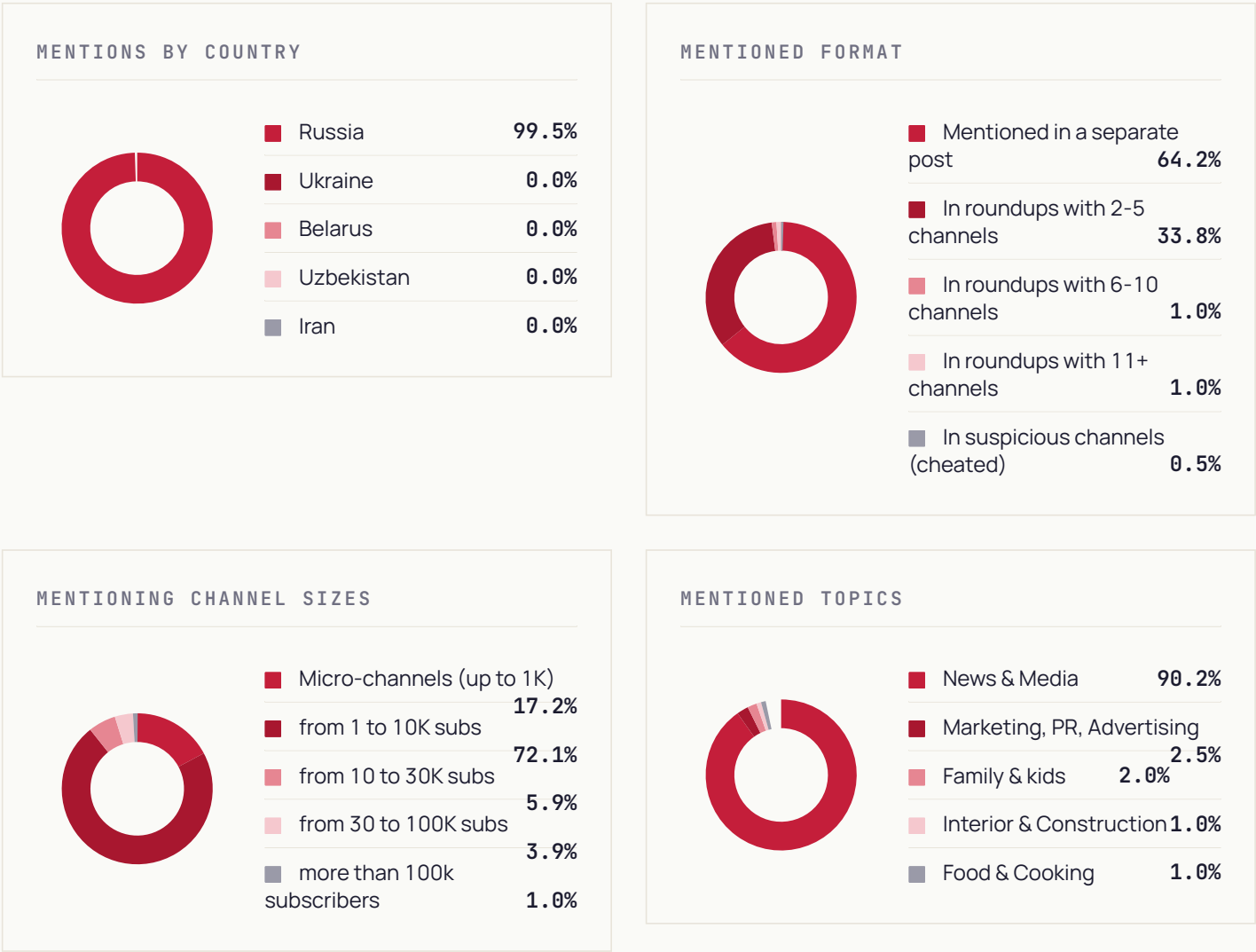
Subscriber growth chart for the year. Key months show exact counts. Shows which months channel gained and where subscribers left.



SECTION 04 · CITATIONS

Who and how mention the channel

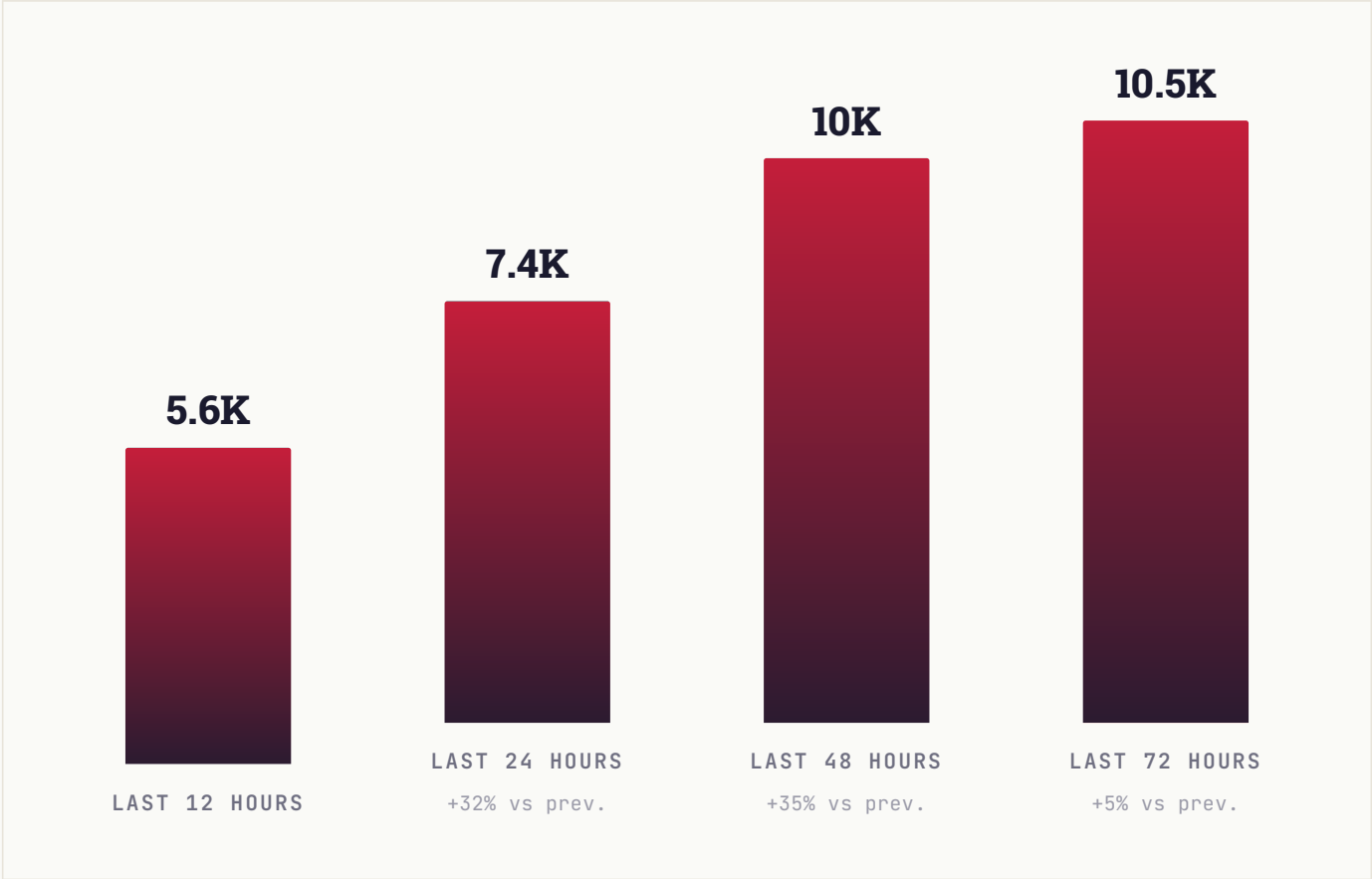
Citation index **30** — channel popularity rating based on mentions. Considers not only their number but also the weight of mentioners: a post from a channel with 100 k subs weighs more than one from a channel with 1 k. In total, the channel has been mentioned **204** different channels.



SECTION 05 · AD POTENTIAL

Post reach duration

Average reach of a promo post by time since publication. Helps assess how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. We highlighted your channel — you can see where it stands among neighbors in the niche.

CHANNEL	SUBS
М• Москвач • Новости Москвы	4.3M
TL Топор Live	4.1M
ПЭ Прямой Эфир • Новости	4M
М- Москва - это интересно	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
РН РИА Новости	3M
НМ Новости Москвы	2.7M
MS Москва сегодня	2.7M
Avg Media: Russia non-Moscow	2.6M
IM Из Москвы с любовью Афиша YOU	98.3K

COMPARATIVE CONCLUSION

Channel so far outside niche's top-99 — early growth stage. Niche leader — Москвач • Новости Москвы (4.3M), median top-99: 776.9K. First goal — to enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

Mention frequency

Monthly we track posts in other channels mentioning yours. Over the last **6 months** such mentions: **65**, they brought **33 482** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRAL	SUBS
February 2026	0	0	0	
January 2026	1	1	0	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	63	63	33 355	
September 2025	1	1	127	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
65	6	33 482

SECTION 08 · NICHE COMPARISON

League position

Took top-100 channels of category «News & Media» (Russia) and saw how the channel looks against their background. The gray bar — the range in which 80% of niche channels fall (from p10 to p90). The black vertical — the median. The red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions, ranked by expected impact. Can be marked as checklist and return to this report in a month.

01

Main post of the week — Saturday

On this day and at 20:00 MSK, the audience is most active.

EFFECT

**Best window
for important
posts**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls and interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with adjacent channels

Swap posts quarterly with same-segment channels. Not daily — 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth**

05

Update channel desc for Telegram search

Telegram search searches by description. Add 3-5 niche keywords for organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done PromptPress?

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

01

**Run ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager