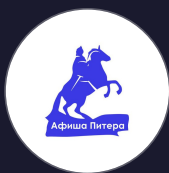


— PUBLIC REPORT PROMTPRESS

Channel audit

Афиша бесплатных событий Петербурга



@afishapeterburga

Best poster for freeloaders in St. Petersburg :) Ads @avian555, giveaway results @reklamnayalisa. Go from description! Send photos and videos @afishatopspb_bot Registered with RKN:...

SUBSCRIBERS

91 976

ERR (% SEE POSTS)

7.0%

REACH/POST

5.9K

-317 per month

per day 4.5%

ad reach 4.1K/24h

— CONTENTS · 2026

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03 Subscriber dynamics

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09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows the period it covers.

SUBSCRIBERS 91 976 —	SUBSCRIBER REACH 6.4% avg % subs see post	VIEWS/POST 5.9K median 6K · 29 days	POSTS/WEEK 44.5 for period
7D TREND +4.1% vs previous week	REACTIONS/POST 40.7 total 7,742 reactions, 10,686 reposts, 0 comments	POST LENGTH 457 chars median 500 · 29 days	POSTS ANALYZED 190 29 days
AD REACH 4.1K 24h avg	CHURN / MONTH -317 last month	CITATION RATE 99 citation index · 480 channels mentioned it ever	CHANNEL AGE 5 years 20 days created 03.06.2021

AI EDITOR SUMMARY

Channel «Afisha of free events in St. Petersburg» – 91 976 subs. Each post averages 5.9K people (6% of subs), reach is low – consider expanding audience. Publishes 44 posts per week (~6/day) – active posting. Week of Jun 8–14 reach stable (+4.1% vs week 1–7 Jun).

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 SHARE

- 01 Analysis based on **190** posts in 29 days.
- 02 Dominant format — **Photo** (152/190 posts).
- 03 Avg post length — **457** chars (median 500).
- 04 Peak audience activity — **Wednesday**, 08:00 MSK.
- 05 Top posts get **2x** more views than the weakest (7.4K avg top vs 4.9K worst) — across 190 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 11:41 PHOTO Flower Festival June 12 at Peter and Paul Fortress. From 10:00 near the Museum of Cosmonautics, seven amazing...	VIEWS 7 635 REP. 251	REACTIONS 50 ER 8.3%
Nº2 09.06 · 16:55 PHOTO Natural reserve "Shalovo-Perechitsky" Located 2 km northeast of Luga. Established in 1976. In...	VIEWS 7 400 REP. 92	REACTIONS 26 ER 8.0%
Nº3 09.06 · 07:19 PHOTO Leningrad Bridges Festival this year: Aug 14, 15, 16 For three days, Muchnoy, Bankovsky and... fill with music	VIEWS 7 269 REP. 148	REACTIONS 63 ER 7.9%

Nº4 27.05 · 05:00 PHOTO Today, May 27, 2026, St. Petersburg turns 323! Photo: andrei_mikhailov Subscribe Free events in St. Petersburg	VIEWS 7 230 REP. 65	REACTIONS 154 ER 7.9%
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Nº5 09.06 · 15:34 PHOTO Scarlet Sails rehearsals: June 11 at 20:45, June 12 at 21:10. Dress rehearsal June 26, 21:00–1:00...	VIEWS 7 217 REP. 235	REACTIONS 44 ER 7.8%
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|

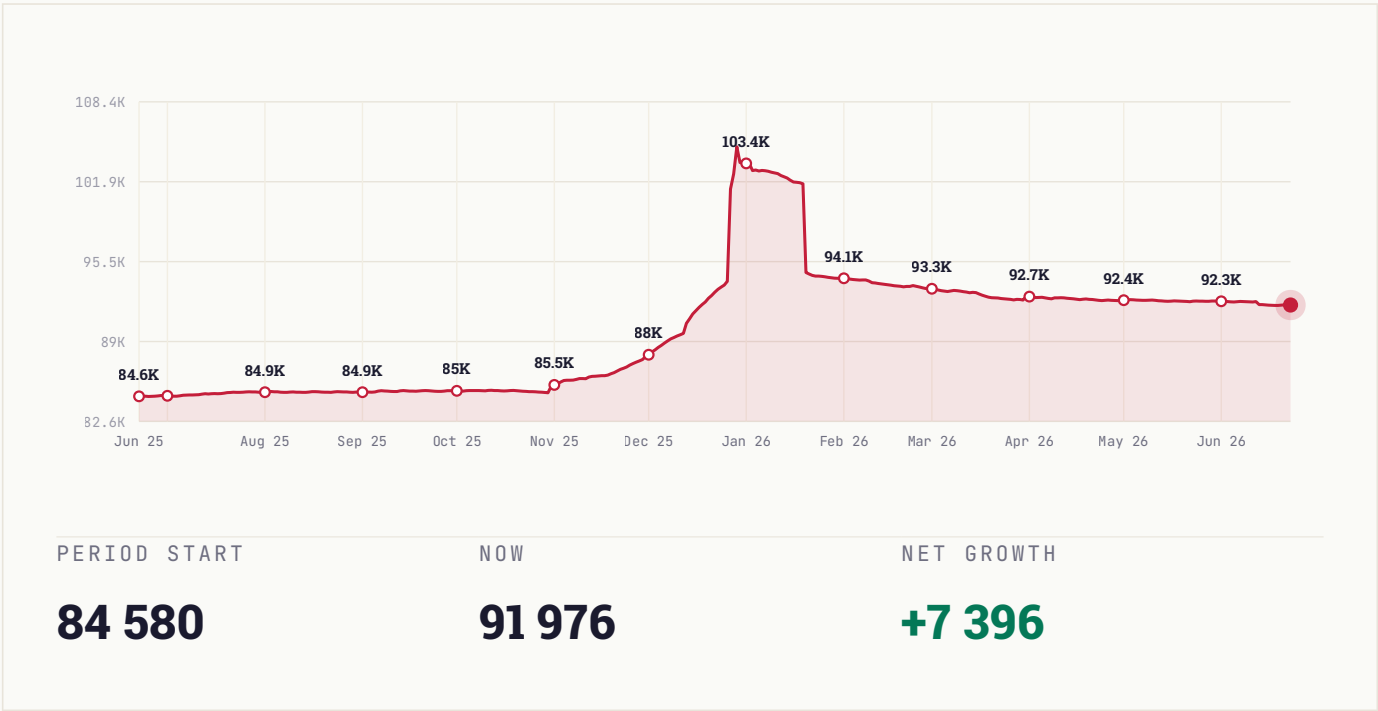
WORST 3

↓ 20.06 · 07:51 PHOTO Free brass band concerts on Yelagin Island At Central Park of Culture and Leisure named after S.M. Kirov every weekend on the square...	VIEWS 4 958 REP. 9	REACTIONS 19 ER 5.4%
↓ 15.06 · 10:49 VIDEO Newborn manul kittens opened their eyes for the first time at Leningrad Zoo. They had a checkup, now they're with mom and feeding on her...	VIEWS 4 909 REP. 65	REACTIONS 118 ER 5.3%
↓ 05.06 · 10:01 PHOTO Cheaper. From Sochi to St. Petersburg in the coming days - 3K Aeroflot ✈ Subscribe to Rutravel	VIEWS 4 722 REP. 21	REACTIONS 12 ER 5.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

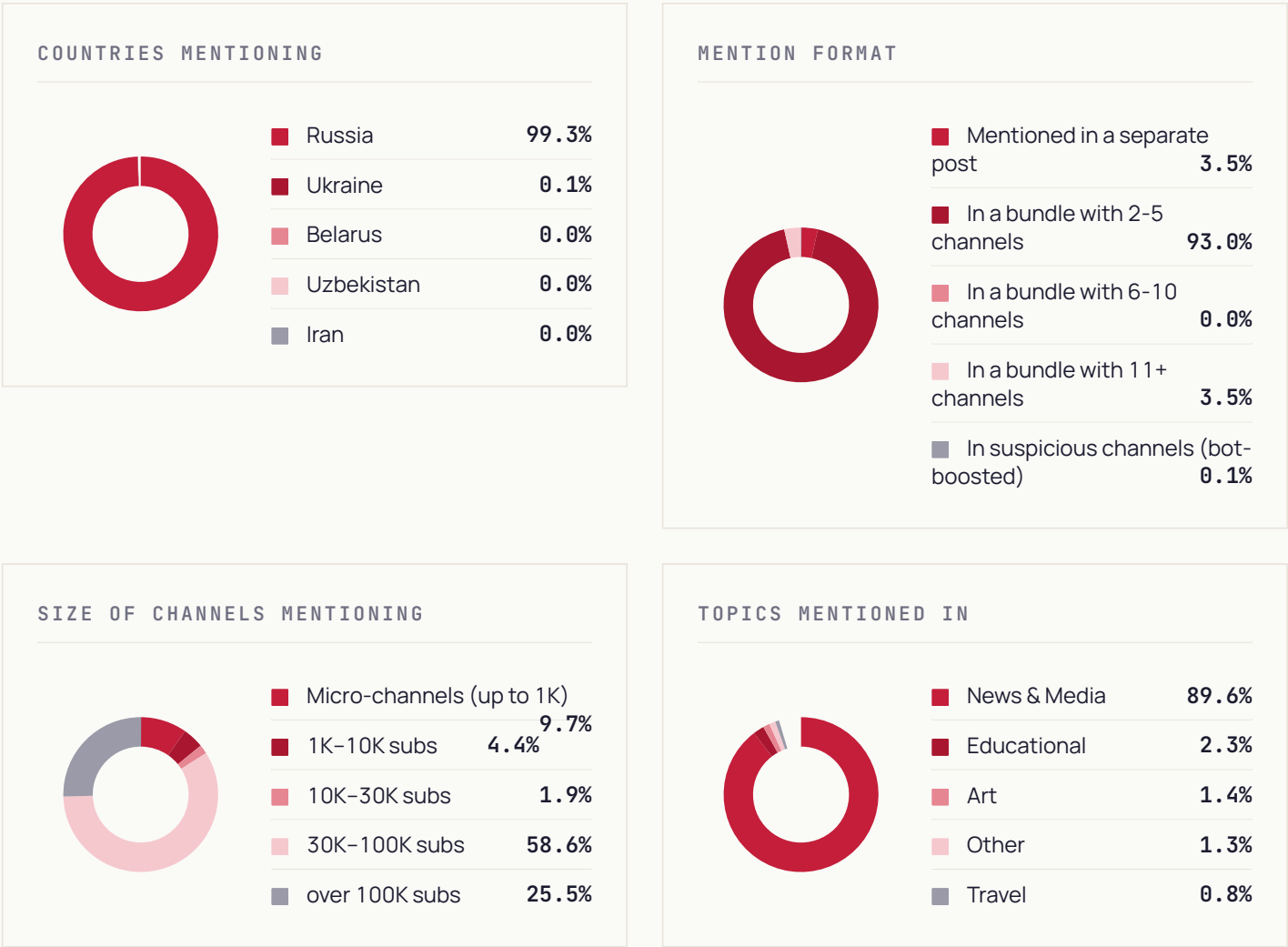
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · CITATIONS

Who and how mentions the channel

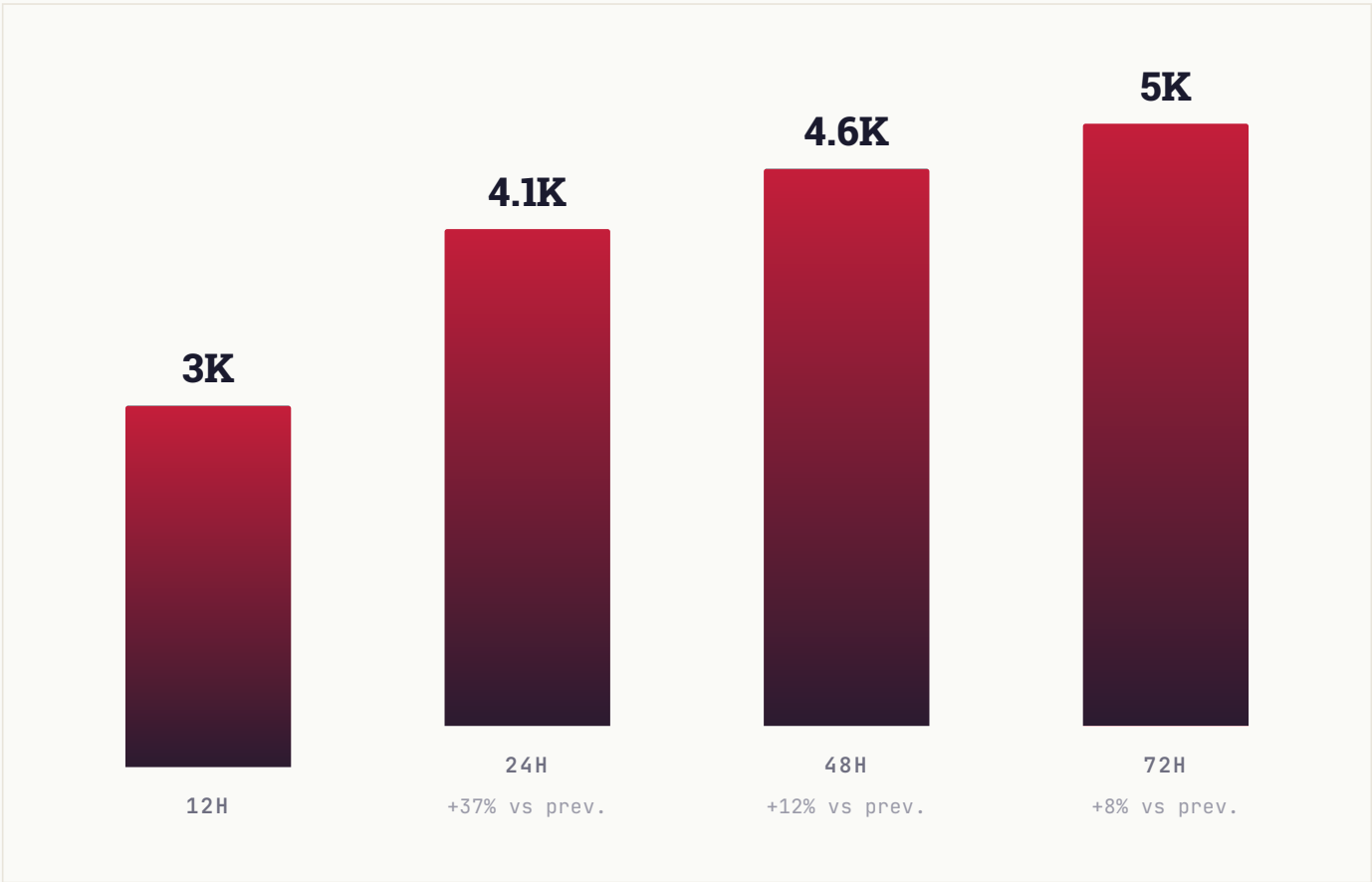
Citation index **99** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **480** different channels.



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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	569.1K
AE AEROFLOT	526.1K
MO Moskvichka	510.9K
TU Tutu	505.7K
YP Yandex Travel	502.4K
Sun Discount wagon	433.7K
OT Ozon Travel	407.8K
SP How to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.8K
AB Афиша бесплатных событий Петербурга YOU	92K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#94 of 94). Niche median — 153.9K subs. First growth KPI — reach the median. Leader: Moscow - where to go | Poster (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **403**, they brought **20 992** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	105	23	16 986	
Nov 2025	56	11	2 405	
Oct 2025	54	9	662	
September 2025	48	11	319	
August 2025	78	10	224	
July 2025	62	13	396	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
403	6	20 992

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

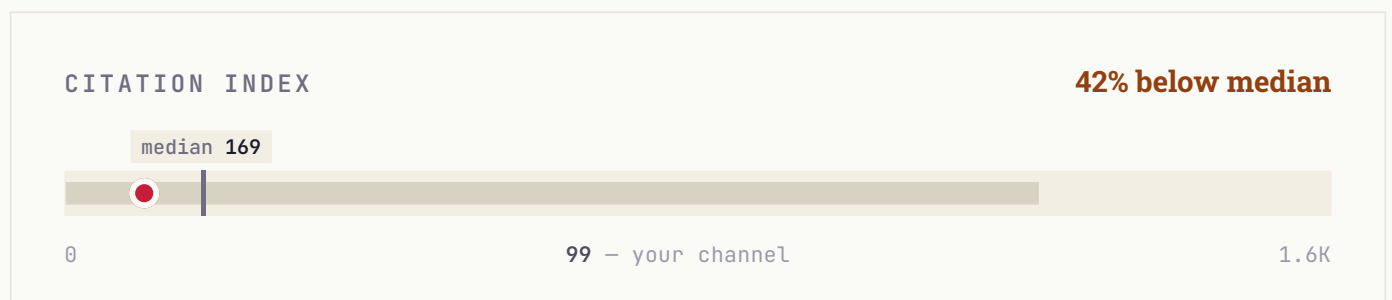
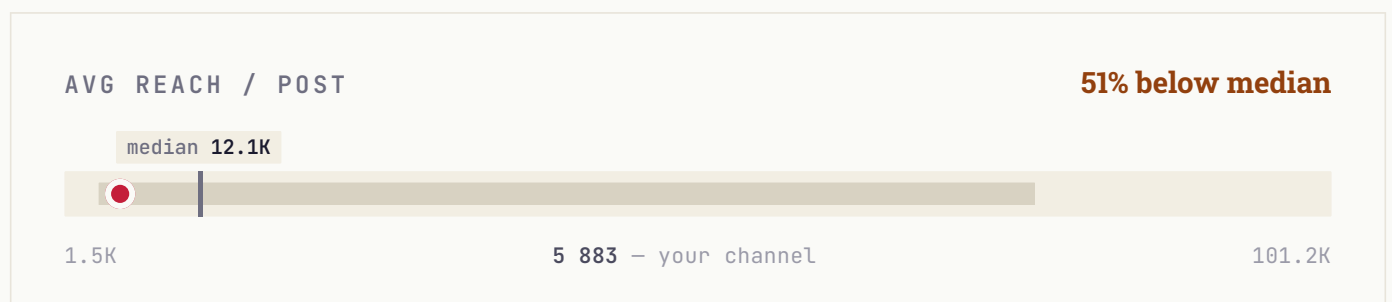
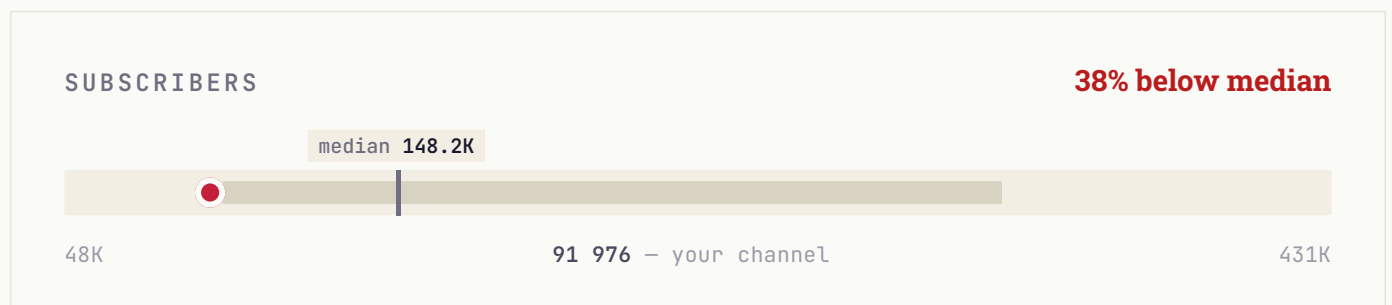
Took top-**100** channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#94

/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 as done and revisit this report in a month.

01

Top post of the week — on Wednesday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 6.4% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+1.1pp ER

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

+1K-3K subs

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want us to do this **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

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager