

— PUBLIC PROMTPRESS REPORT

Channel audit

Бесплатный Санкт- Петербург 1 Афиша



@afishaspbnews

✨Free events poster ✨Interesting events ✨Beautiful places in St. Petersburg & Leningrad region #beautifulplaces We are on VK: vk.com/afishaspbnews RKN: <https://clc.li/bWqHG> Ads: @spb reklame

SUBSCRIBERS

37 287

ERR (% SEE POSTS)

7.0%

REACH/POST

2.9K

+20541 per month

daily 4.8%

ad reach 1.8K/24h

— 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 Niche comparison

Position in «News & Media» category

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 37 287 —	 SUBSCRIBER REACH 7.76% avg % subs see post	 VIEWS/POST 2.9K median 2.6K · 29 days	 POSTS/WEEK 7.7 over period
 7D TREND -13.7% vs previous week	 REACTIONS/POST 0.1 only 2 reactions, 36 reposts, 0 comments	 POST LENGTH 553 chars median 532 · 29 days	 POSTS ANALYZED 32 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH +20541 last month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 6 months 1 day created Jan 10, 2026

AI EDITOR SUMMARY

Channel «Free Saint Petersburg l Events» – 37 287 subs. Each post avg views 2.9K people (8% from subs), reach low – need to expand audience. Publishes 8 posts/week (~1/day) – regular schedule. For week Jun 29 – Jul 5 reach dropped -13.7% to week Jun 22–28 – worth analyzing reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 32 posts over 29 days.
- 02 Dominant format — Photo (31/32 posts).
- 03 Avg post length — 553 chars (median 532).
- 04 Audience peak activity — Sunday, 14:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.9K avg top vs 2K worst) — among 32 posts over 29 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 28.06 · 11:34 PHOTO Live Cinema Festival «Kinoles» Screenings take place in the evening under the open sky on the picturesque shore of the Gulf of Finland. In the center...		VIEWS 4 656	REACTIONS —
		REPOSTS 1	ER 12.5%
Nº2 25.06 · 12:28 PHOTO  Big holiday for kids at the Museum of Money History At the Peter and Paul Fortress Cathedral Square, little guests will be greeted by...		VIEWS 3 679	REACTIONS —
		REPOSTS 1	ER 9.9%
Nº3 21.06 · 08:39 PHOTO Vitebsky Railway Station becomes a theater June 28-29, 2026 in St. Petersburg — festival 'Theater Train' dedicated to the 150th anniversary of the Union...		VIEWS 3 288	REACTIONS —
		REPOSTS 1	ER 8.8%

Nº4 23.06 · 10:19 PHOTO Montgolfier Festival Program: theatrical procession, circus performances and master classes, swap, creative activities and...	VIEWS 3 257 REPOSTS 1	REACTIONS — ER 8.7%
Nº5 23.06 · 09:52 PHOTO Gala concert of 'White Night Swing' festival Climax event — final Gala concert at Mikhailovsky Castle. On...	VIEWS 3 086 REPOSTS 1	REACTIONS — ER 8.3%

|

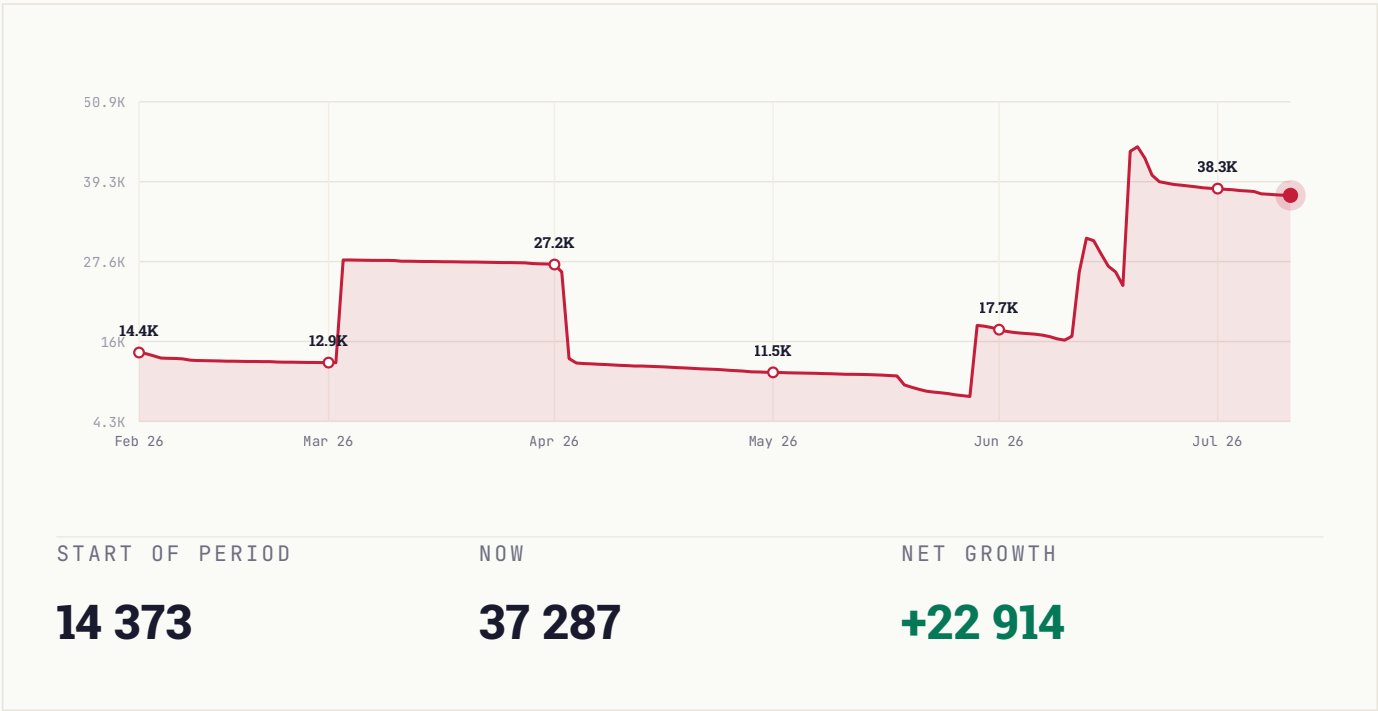
WORST 3

↓ 11.06 · 08:05 PHOTO June 17 free entry to Castle Island and Vyborg Castle museum Great chance to stroll ancient halls and courtyards and...	VIEWS 2 341 REPOSTS 1	REACTIONS — ER 6.3%
↓ 16.06 · 07:47 PHOTO Registration opens for top summer sap festivals! Today registration opens for two brightest and most summer festivals — «Fountain...	VIEWS 2 171 REPOSTS 1	REACTIONS — ER 5.8%
↓ 24.06 · 07:19 PHOTO Festival «Motostolitsa» July 18-19, 2026 in the heart of the city — on Manezhnaya Square — one of the brightest events...	VIEWS 1 497 REPOSTS 1	REACTIONS — ER 4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

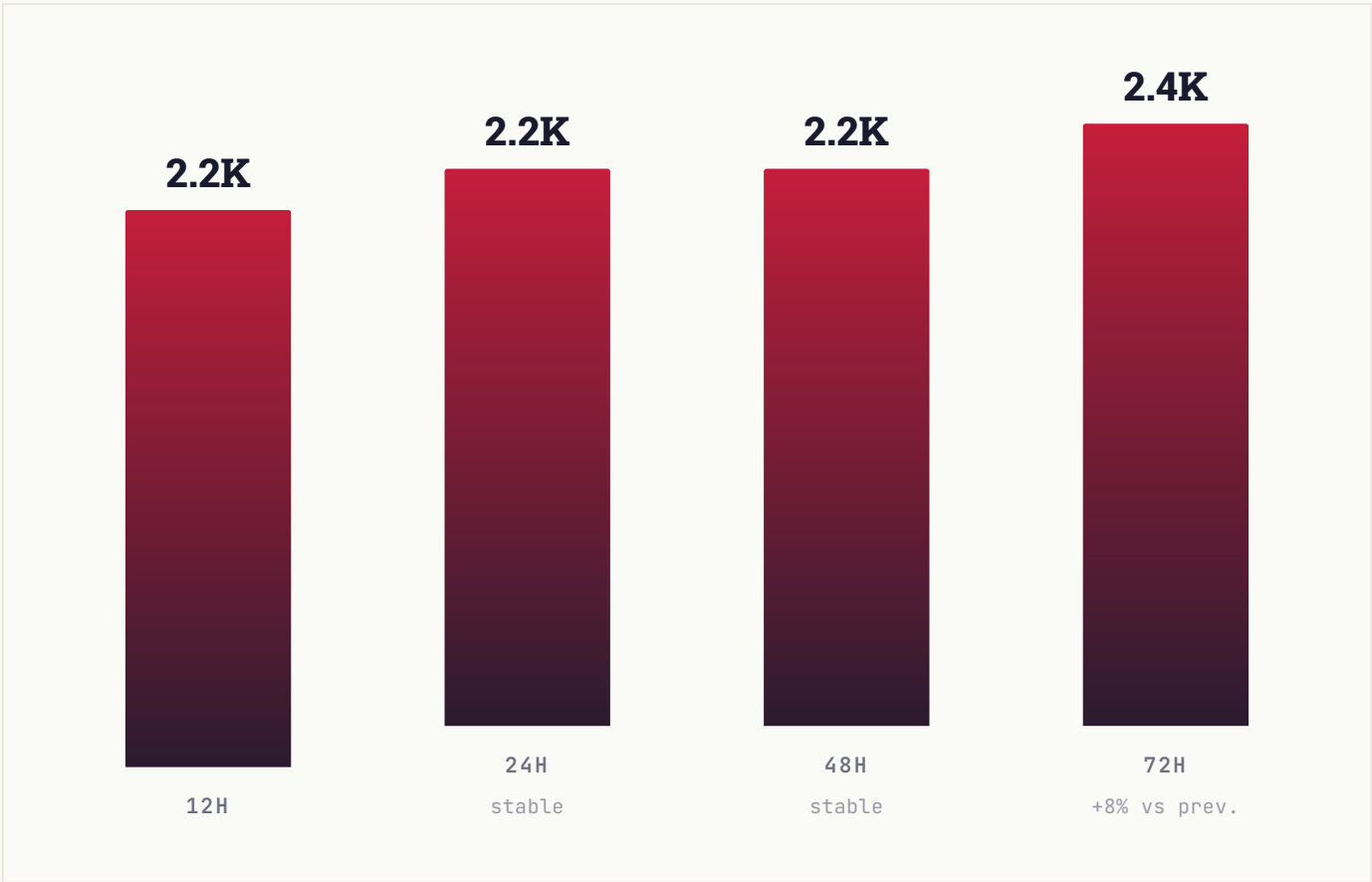
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained and which it lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
ک ا کانال اخبارفوری خبرفوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡ Ukraine	3.1M
BS Бесплатный Санкт-Петербург l Афиша YOU	37.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a vertical line indicating the target value. A red dot on the left of each chart indicates the current channel value.

- SUBSCRIBERS:** The median is 1.3M. The target value is 37,287. The current channel value is 501K, which is 97% below the median. The scale ranges from 501K to 4.1M.
- AVG REACH / POST:** The median is 85.3K. The target value is 2,895. The current channel value is 744, which is 97% below the median. The scale ranges from 744 to 438.6K.
- CITATION INDEX:** The median is 1.8K. The target value is 0. The current channel value is 0, which is 99% below the median. The scale ranges from 0 to 11.2K.

Metric	Median	Target	Current Value	Performance Gap
SUBSCRIBERS	1.3M	37,287	501K	97% below median
AVG REACH / POST	85.3K	2,895	744	97% below median
CITATION INDEX	1.8K	0	0	99% below median

— SECTION 07 · STRATEGY

What to do right now

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

- 01

Top post of the week — Sunday

Audience most active on this day at 14:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds audience longer and is algorithm-friendly. Aim for 15-25% share.

EFFECT

Video holds 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 poll per week on a hot topic — easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need 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 a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01

Launch ad in Telegram

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

02

Contact manager

t.me/PromptPress_manager