

PUBLIC REPORT BY PROMTPRESS

Channel audit

atorus.ru



@atorus

! All about tourism — accurate, timely, and to the point. News, figures, and expert analysis from ATOR for tourists and industry pros. Notice of inclusion in the Roskomnadzor register No. 051280
? For questions...

SUBSCRIBERS

45 535

+202 per month

ERR (% SEE POSTS)

10.0%

last day 6.7%

REACH/POST

4.4K

ad reach 3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 45 535 —	 SUBS REACH 9.74% avg % of subs see post	 VIEWS/POST 4.4K median 4.1K · 29 days	 POSTS/DAY 10.5 ~74 per week
 7D TREND -15.1% vs prev week	 REACTIONS/POST 21.2 total 6,574 reactions, 10,353 reposts, 193 comments	 POST LENGTH 858 chars median 999 · 29 days	 POSTS ANALYZED 310 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH +202 last month	 CITATION RATE 505 citation index · 2,247 channels mentioned all time	 CHANNEL AGE 9 years 3 months created 12.03.2017

AI EDITOR SUMMARY

Channel «atorus.ru» — 45 535 subs. Each post averages 4.4K people (10% of subs), reach is low — consider expanding audience. Publishes 74 posts per week (~11/day) — very active. Week Jun 29 — Jul 5 reach dropped -15.1% by week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **310** posts over 29 days.
- 02 Dominant format – **Photo** (164/310 posts).
- 03 Avg post length – **858** chars (median 999).
- 04 Peak audience activity – **Sunday**, 18:00 MSK.
- 05 Top posts get **7x** more views than the weakest (19.7K avg for top vs 3K for worst) – among 310 posts over 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 19.06 · 16:50 TEXT  Tours to UAE and other Gulf countries can now be sold without restrictions The Ministry of Economic Development, following the Russian Foreign Ministry...	VIEWS 30 506 REACTIONS 70 REPOSTS 538 ER 67.0%
Nº2 19.06 · 15:54 TEXT  Russia's Foreign Ministry lifts recommendation to avoid tourist travel to Gulf countries The ministry said the decision...	VIEWS 18 191 REACTIONS 67 REPOSTS 360 ER 39.9%
Nº3 21.06 · 15:04 TEXT  Attention to travel agents and tourists of tour operator FUN&SUN At the end of this week, a technical failure occurred in the IT infrastructure of FUN&SUN...	VIEWS 10 494 REACTIONS 78 REPOSTS 122 ER 23.0%

N⁴21.06 · 18:01TEXT ⚠ Temporary restrictions introduced in Sevastopol Following the Operational Staff meeting due to recent events on the peninsula and...	VIEWS 9 214 REPOSTS 138	REACTIONS 123 ER 20.2%
N⁵24.06 · 17:39TEXT !! Tour operator FUN&SUN announces gradual IT infrastructure recovery In their social media, the tour operator reported...	VIEWS 8 976 REPOSTS 104	REACTIONS 83 ER 19.7%

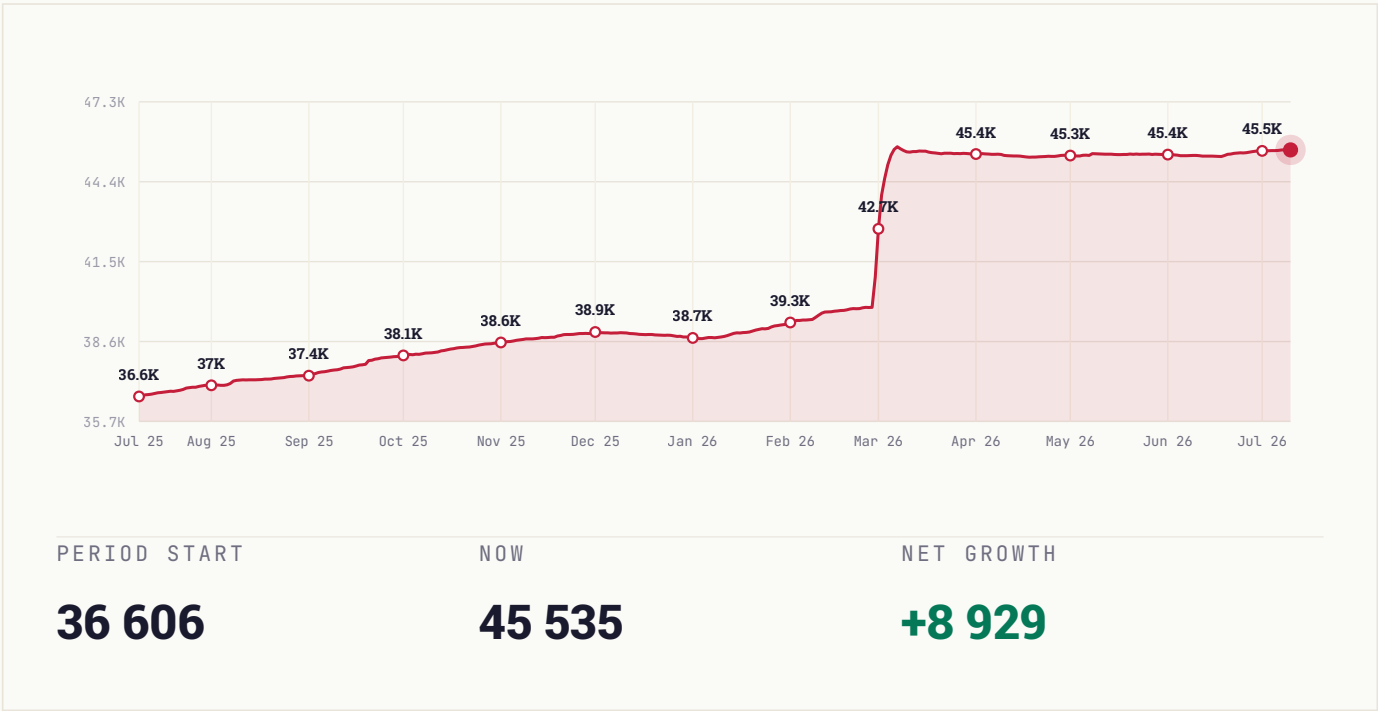
WORST 3

↓ 11.06 · 12:05TEXT 🌊 Anapa prepares to open beach season: 49 beaches already approved Anapa continues preparations for the summer season after...	VIEWS 3 100 REPOSTS 11	REACTIONS 35 ER 6.8%
↓ 07.07 · 15:33PHOTO 📰 ATOR Bulletin: Top stories of the day New flights to Maldives and Turkey, growing interest in Abkhazia, recovery of demand for UAE, and good...	VIEWS 2 999 REPOSTS 6	REACTIONS 4 ER 6.6%
↓ 11.06 · 05:11POLL (post without caption – poll)	VIEWS 2 893 REPOSTS —	REACTIONS — ER 6.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

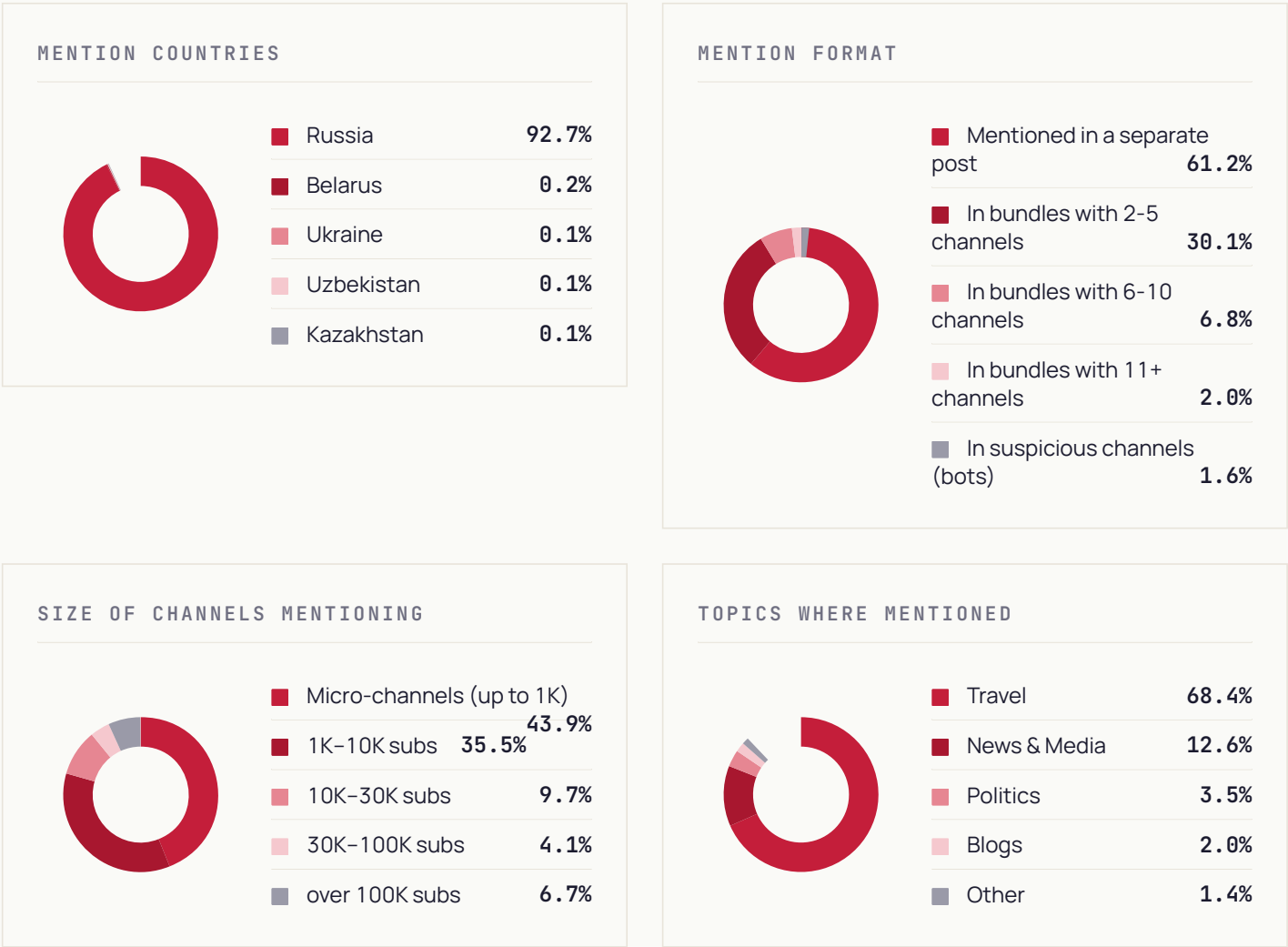
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

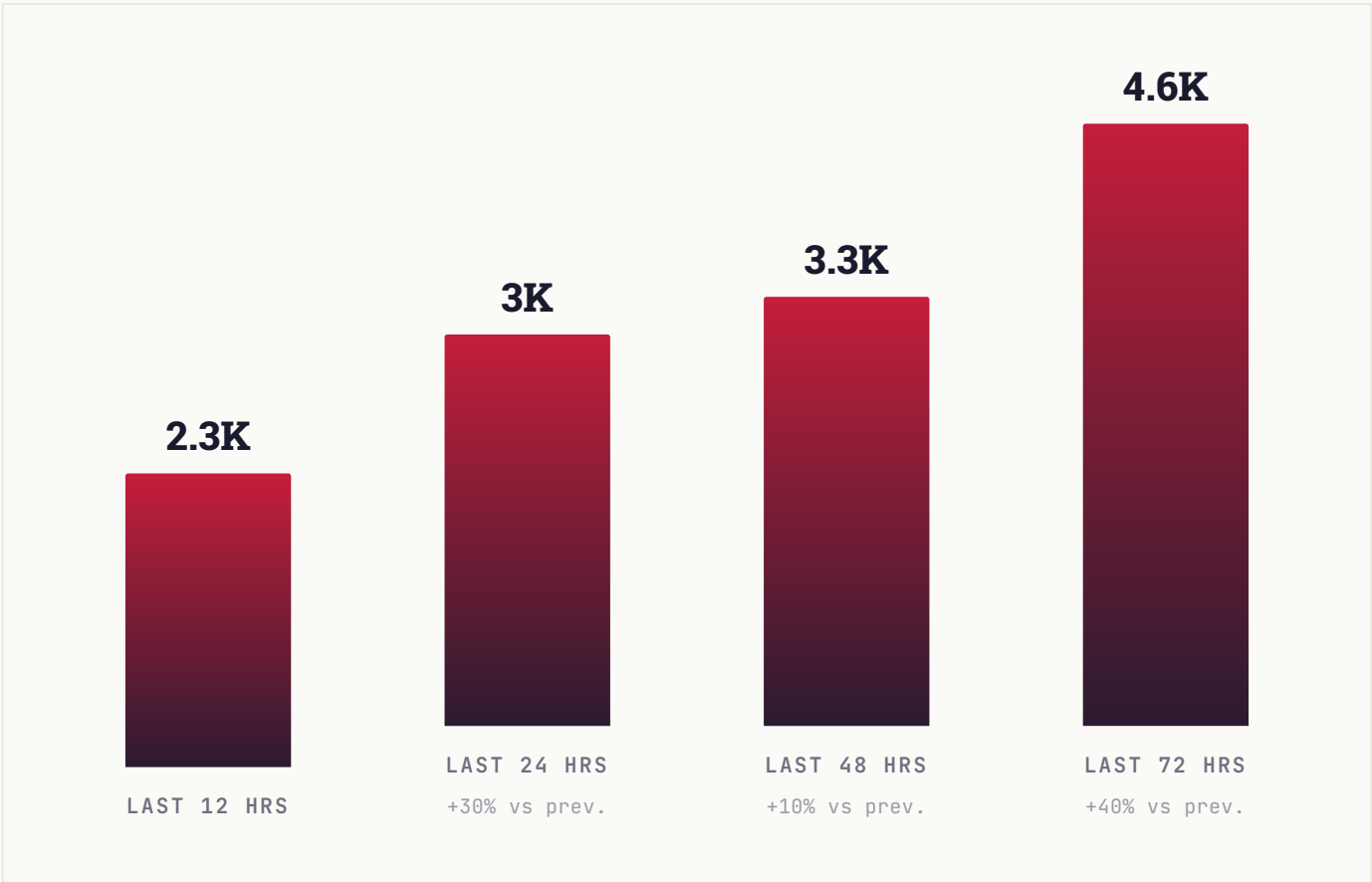
Citation index **505** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 247** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow events Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
Mon Moskvichka	502.6K
JP Yandex Travels	498.7K
TU Tutu	497.1K
Sun Discount train	432.2K
ER Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
AT atorus.ru YOU	45.5K

COMPARATIVE SUMMARY

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Moscow events | Poster (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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 433**, they brought **2 576** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	328	178	559
December 2025	238	117	75
Nov 2025	221	110	365
Oct 2025	207	87	489
Sep 2025	247	106	710
August 2025	192	78	378

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1 433	6	2 576

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 in the niche. A vertical line marks the median value. A red dot indicates the channel's performance, and a grey dot marks the average of all channels. The channel's name and subscriber count are displayed below the bar.

SUBSCRIBERS

70% below median

median 149.8K

48.1K 45 535 — your channel 427.5K

AVG REACH / POST

65% below median

median 12.5K

1.7K 4 436 — your channel 112.3K

CITATION INDEX

better than 63% of niche

median 128

0 505 — your channel 1.6K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited next month.

- | | | |
|----|---|--|
| 01 | Top post of the week — Sunday
Audience most active on this day at 18:00 MSK. | EFFECT
Best window
for important
posts |
| 02 | Increase share of video posts
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains
audience
better |
| 03 | System traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | EFFECT
+1000-3000
subs |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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