

PUBLIC PROMTPRESS REPORT

Channel audit

Aviasalon MAKS



@aviasalonmaks

MAKS – aerospace expo showcasing products. News, deals, trends, companies & leaders. <https://aviasalon.com> Contact: @privetaviasalonbot RKN...

SUBSCRIBERS

12 086

-60 per month

ERR (% SEE POSTS)

9.0%

in 24 hrs **4.0%**

REACH / POST

1K

ad reach **487**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 12 086 —	 SUBSCRIBER REACH 8.38% avg % subs see post	 VIEWS / POST 1K median 658 · 29 days	 POSTS / DAY 9.2 ~65 per week
 7D TREND -9.4% vs previous week	 REACTIONS / POST 5.6 only 1,551 reactions, 1,502 reposts, 0 comments	 POST LENGTH 882 chars median 1000 · 29 days	 POSTS ANALYZED 276 29 days
 AD REACH 487 24h avg	 CHURN / MONTH -60 last month	 CITATION RATE 370 citation index · 1,049 channels mentioned ever	 CHANNEL AGE 5 years 4 months created Feb 26, 2021

AI EDITOR SUMMARY

Channel «Aviasalon MAKs» – 12 086 subs. Each post averages 1K people (8% of subs), reach is low – consider growing audience. Publishes 65 posts per week (~9/day) – active posting. Week Jul 6–12 reach dropped -9.4% by week Jun 29 – Jul 5 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **276** posts in 29 days.
- 02 Dominant format – **Photo** (212/276 posts).
- 03 Avg post length – **882** chars (median 1000).
- 04 Peak audience activity – **Tue**, 19:00 MSK.
- 05 Top posts get **21×** more views than the weakest (9.5K avg for top vs 442 for worst) – among 276 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.07 · 16:32 VIDEO "Tango" with domestic engine makes maiden flight S7 Group reports its subsidiary Spectra Aircraft successfully...	VIEWS	REACTIONS
	12 173	26
	REPOSTS	ER
	49	100.7%
Nº2 05.07 · 11:01 VIDEO Footage of demonstration flights at the US 250th anniversary celebration Here's a brief overview of the air parade...	VIEWS	REACTIONS
	8 647	2
	REPOSTS	ER
	23	71.5%
Nº3 01.07 · 08:01 PHOTO FAA proposes lifting 53-year ban on civilian supersonic flights over US The Federal Aviation Administration...	VIEWS	REACTIONS
	7 565	8
	REPOSTS	ER
	29	62.6%

Nº4

06.07 · 07:01

PHOTO

IT outage disrupted Boeing plants across the US The company faced a massive information systems failure that...

VIEWS

5 055

REPOSTS

14

REACTIONS

2

ER

41.8%

Nº5

19.06 · 11:01

VIDEO

US Air Force selects two manufacturers for unmanned loyal wingmen After successful prototype testing...

VIEWS

4 117

REPOSTS

31

REACTIONS

1

ER

34.1%

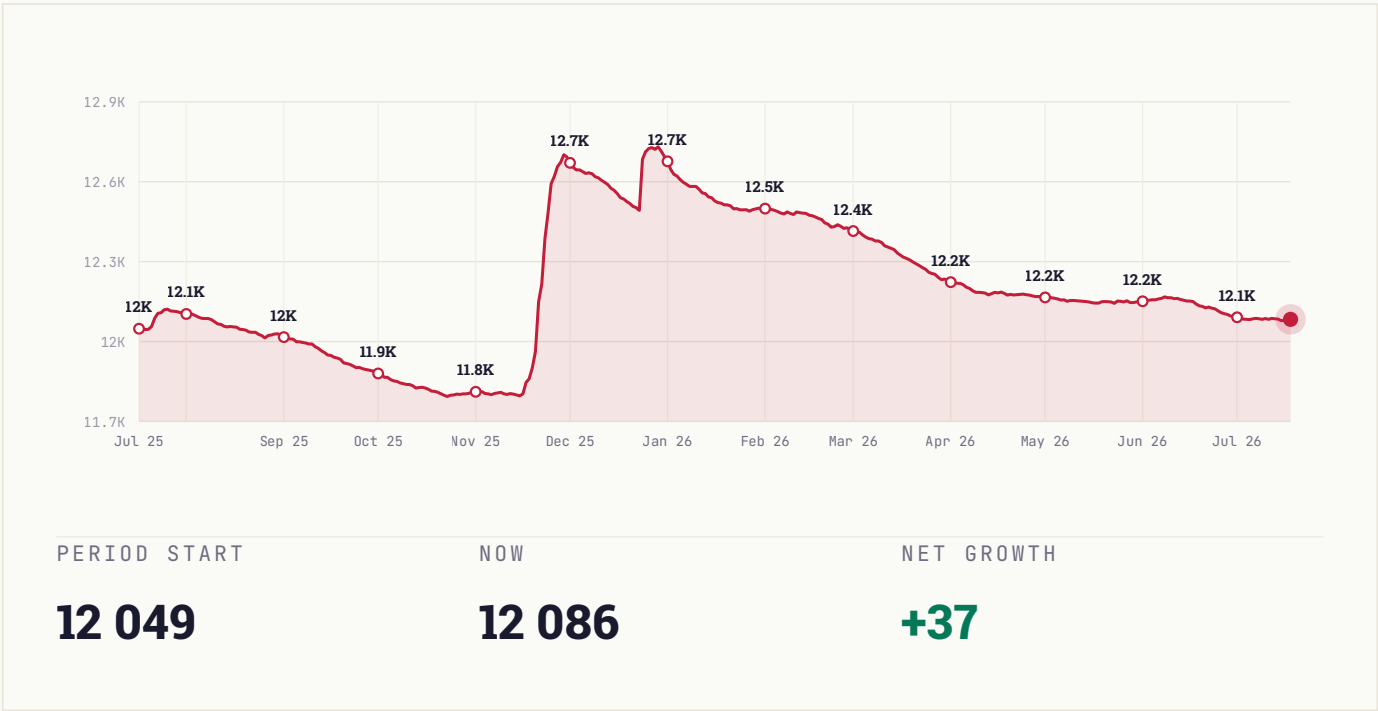
WORST 3

↓ 05.07 · 14:01 PHOTO Alexander Pokryshkin: ace who changed air combat tactics The name of Alexander Ivanovich Pokryshkin holds a special place in history...	VIEWS 458 REPOSTS 6 REACTIONS 14 ER 3.8%
↓ 12.07 · 10:54 PHOTO  United Airlines sued for 'window seats' without windows Ever picked a window seat only to find...	VIEWS 448 REPOSTS 4 REACTIONS 3 ER 3.7%
↓ 05.07 · 12:01 PHOTO Factory air show with Su-34, I-16 and Yak-40 for the 95th anniversary of Novosibirsk Aviation Plant named after V.P. Chkalov	VIEWS 422 REPOSTS 4 REACTIONS 18 ER 3.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

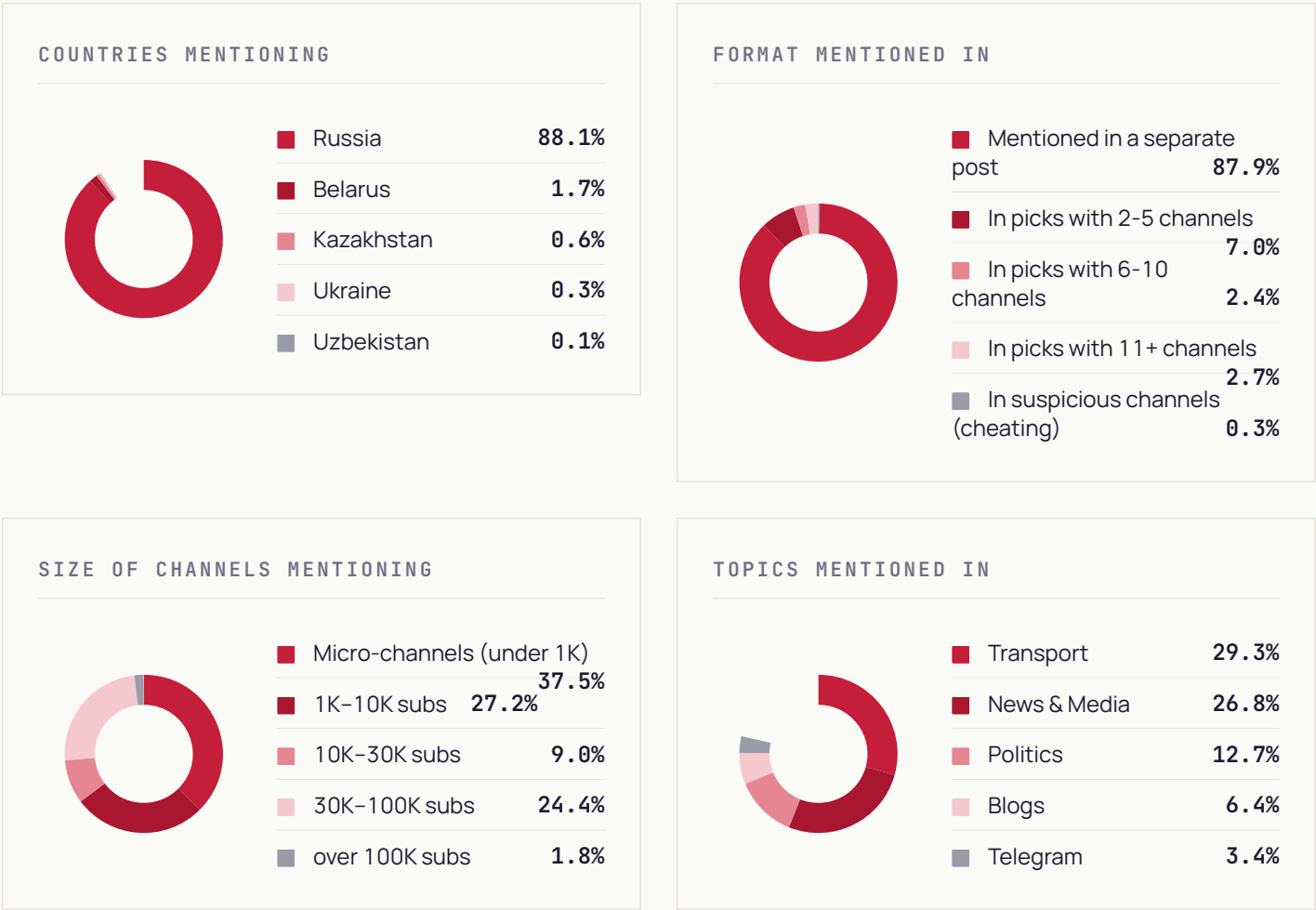
Subscriber growth chart for the year. Key months show exact sub count. Shows which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

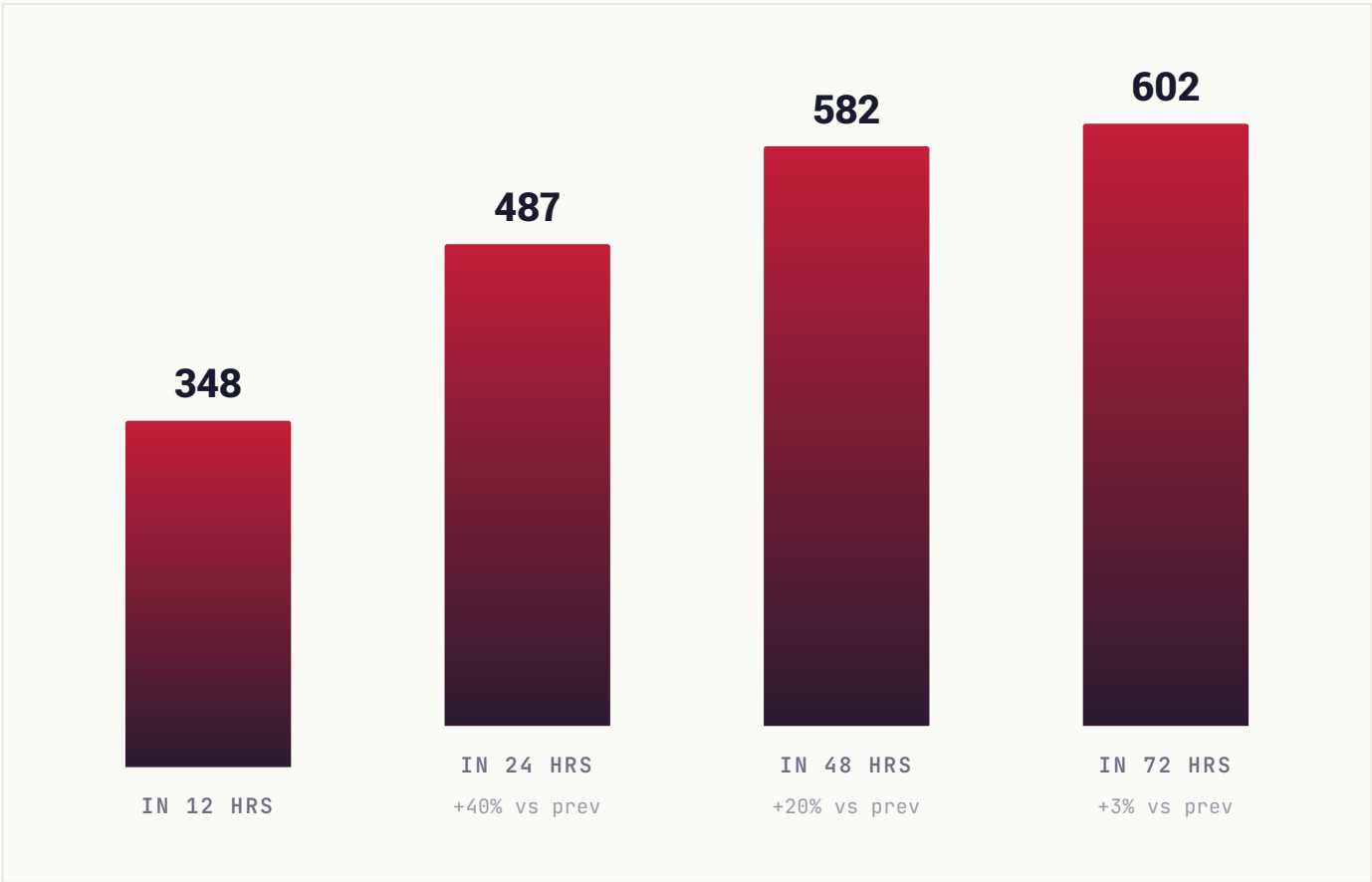
Citation index **370** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 049** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of a promo post by time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL		SUBSCRIBERS
TI	Cars & Dot	3.5M
AV	Avtomanya	1.9M
WE	WENGALLBI	1M
VM	Vodiy Moshina Bozor	996.3K
DS	Dubrovsky Syndicate Zhekich Dubrovsky	689.3K
UN	Un Normal	583.6K
FI	Fighterbomber	521.6K
AV	Auto.ru	500K
AV	AVTOZAKAZ.RU	481.4K
GA	Garage	481.4K
AM	Aviasalon MAKS	12.1K

COMPARATIVE SUMMARY

Channel not yet outside niche top 98 — early growth stage. Niche leader — Cars & Dot (3.5M), median top-98: 208.1K. First goal — enter top-98 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 085**, they brought **1 280** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
January 2026	176	42	14
December 2025	184	47	260
Nov 2025	215	61	963
Oct 2025	162	45	20
September 2025	163	43	1
August 2025	185	43	22

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
1 085	6	1 280

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Transport» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 19:00 MSK.

EFFECT

Best time for important posts
- 02

Systematic 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
- 03

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with similar channels

Swap posts quarterly with channels in the same niche. 2-3 collabs give relevant growth — no need for daily.

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. 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>

02 **Contact manager** t.me/PromptPress_manager
