

PUBLIC REPORT BY PROMTPRESS

Channel audit

Aviatorshina



@aviatorshina

✈ Новостной ресурс про российскую гражданскую авиацию
 Контакт для инсайдов, предложений, замечаний → <https://t.me/AviatorshchinaBot>
 Registration in Roskomnadzor registry:...

SUBSCRIBERS

118 845

+775 per month

ERR (% SEE POSTS)

45.0%

per day **21.5%**

REACH/POST

47.6K

ad reach **25.5K/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 118 845 —	 SUBS REACH 40.04% avg % subs see post	 VIEWS/POST 47.6K median 46.5K · 29 days	 POSTS/WEEK 7.2 for period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 993 chars. median 1000 · 29 days	 POSTS IN ANALYSIS 30 29 days
 AD REACH 25.5K 24h avg	 CHURN / MONTH +775 last month	 CITATION RATE 1 148 citation index · 2,896 channels mentioned ever	 CHANNEL AGE 6 years 5 months created 12.01.2020

AI EDITOR SUMMARY

Channel «Aviatorshchina» — 118 845 subs. Each post avg views 47.6K people (40% of subs), wide reach for channel this size. Publishes 7 posts/week (~1/day) — regular schedule.

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 **30** posts in 29 days.
- 02 Dominant format — **Text** (17/30 posts).
- 03 Avg post length — **993** chars (median 1000).
- 04 Audience peak — **Monday**, 11:00 MSK.
- 05 Top posts get **2x** more views than weakest (80.1K avg top vs 38.5K worst) — among 30 posts in 29 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 08:40 PHOTO «Sky locked»: private pilots banned from flying over most of Central Russia. In early June, Moscow air zone (Moscow...	VIEWS 82 542 REPOSTS 1 600	REACTIONS — ER 69.5%
Nº2 17.06 · 20:23 PHOTO Smartavia plane suffered engine failure after takeoff from Sochi. The Boeing 737-800 crew en route to Arkhangelsk...	VIEWS 82 375 REPOSTS 1 363	REACTIONS — ER 69.3%
Nº3 29.05 · 14:33 TEXT Vnukovo dispatcher allowed 7 near-collisions of two firefighting Ka-32 with six planes in half an hour while the flight director sat in...	VIEWS 75 475 REPOSTS 799	REACTIONS — ER 63.5%

Nº4

03.06 · 03:55

TEXT

Azur Air cleared: Rosaviatsia restored operator certificate, but three planes remain grounded. Rosaviatsia lifted...

VIEWS

69 471

REPOSTS

230

REACTIONS

—

ER

58.5%

Nº5

05.06 · 14:00

TEXT

T2 and Aeroflot will develop in-flight connectivity and digital services. Companies signed a cooperation agreement in...

VIEWS

66 717

REPOSTS

102

REACTIONS

—

ER

56.1%

WORST 3

↓ 17.06 · 11:16 TEXT Saved by presidential order, Komiaviatrans is again on the brink. Four years ago it was pulled out of...	VIEWS 39 676 REPOSTS 138 REACTIONS — ER 33.4%
↓ 17.06 · 12:42 PHOTO Sky around Moscow cleared of small aircraft: Rosaviatsia banned light planes and drones. Three weeks after the appearance...	VIEWS 38 744 REPOSTS 446 REACTIONS — ER 32.6%
↓ 17.06 · 16:12 TEXT «Safe haven» for ASEAN: Iraero offered Asian airlines wet lease of its aircraft. Iraero...	VIEWS 36 960 REPOSTS 94 REACTIONS — ER 31.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



START OF PERIOD

NOW

NET GROWTH

115 125

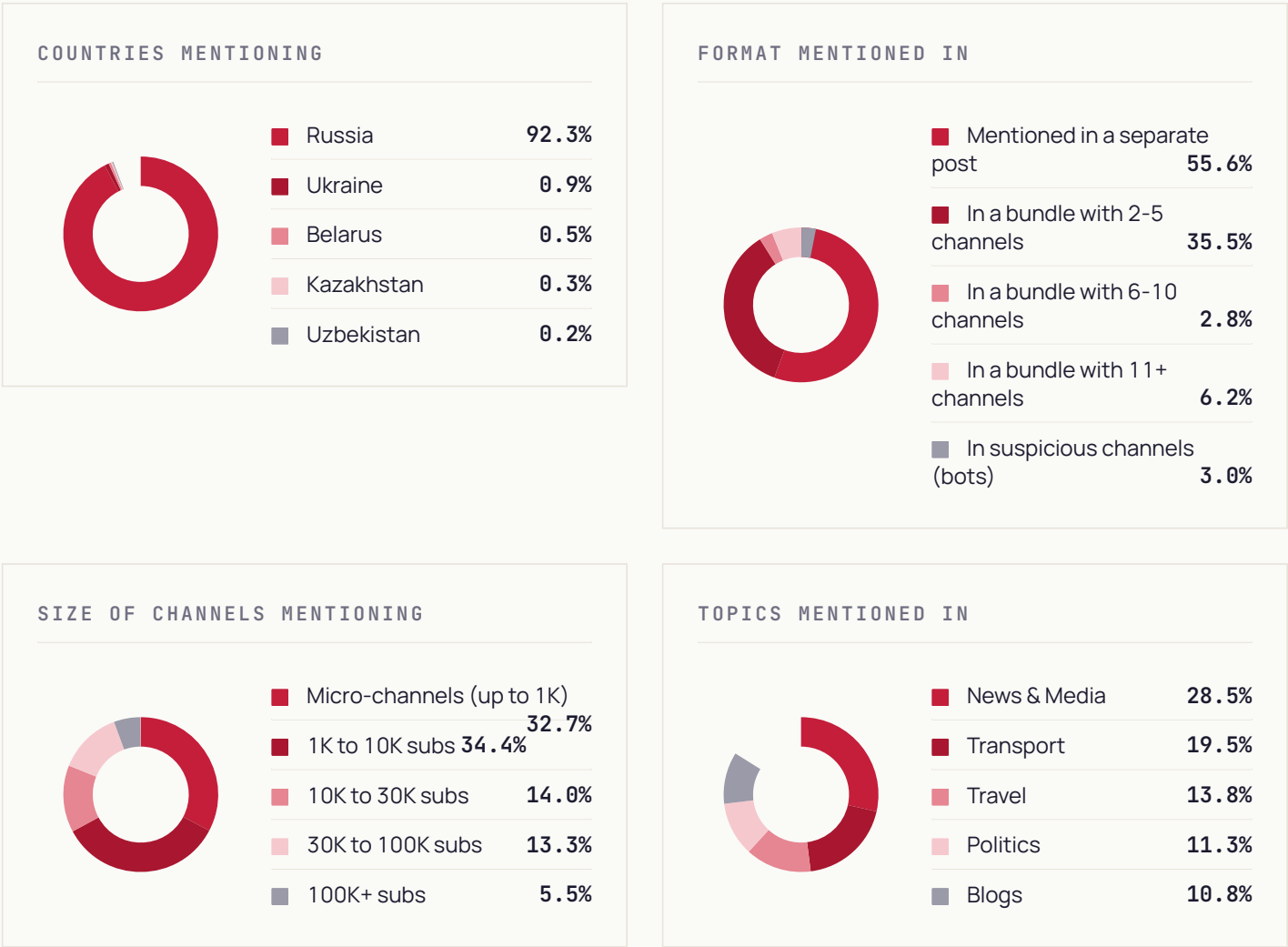
118 843

+3 718

SECTION 04 · CITATIONS

Who & how mentions the channel

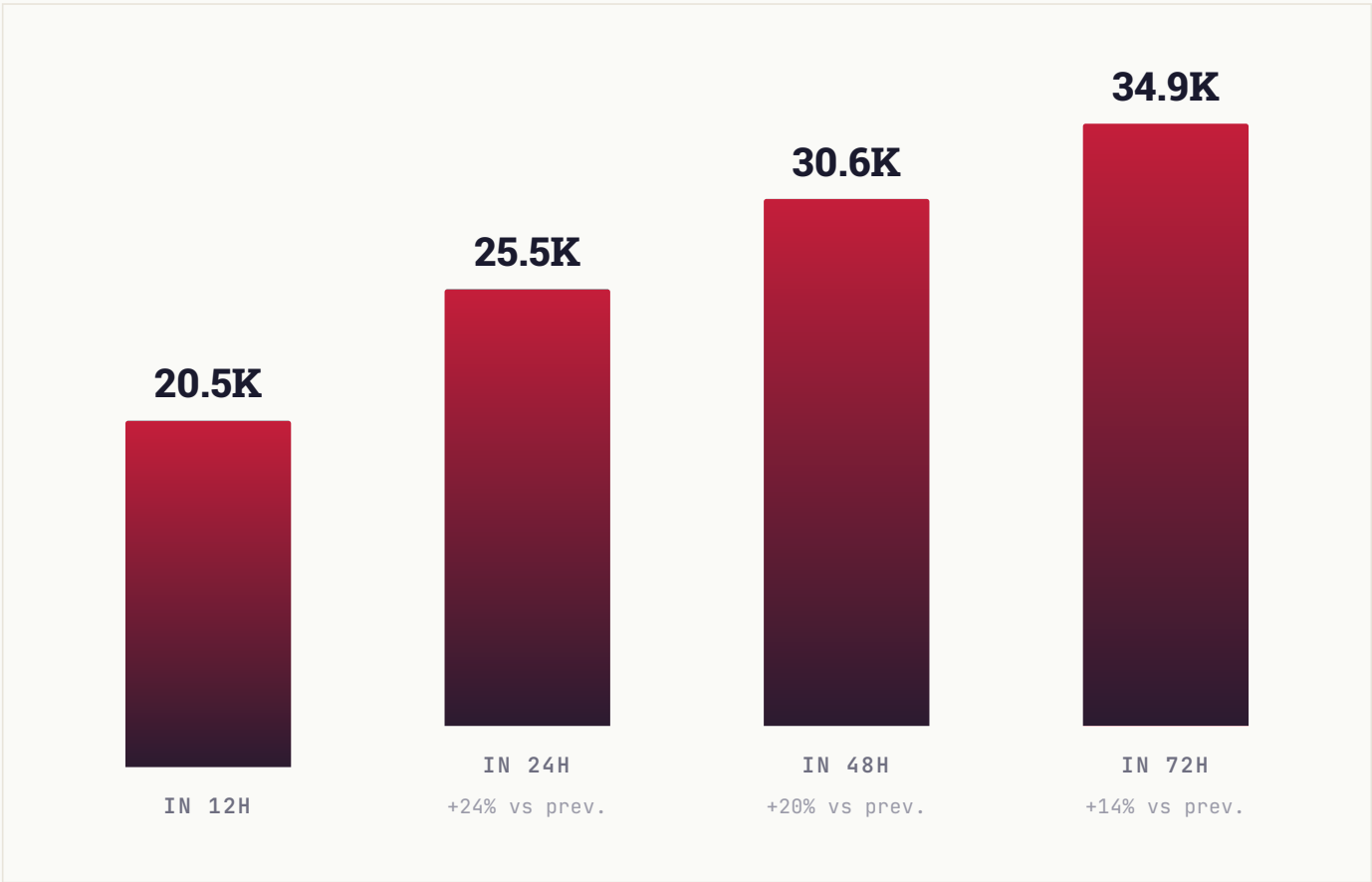
Citation index **1 148** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 896** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL		SUBSCRIBERS
TI	Cars & Dot	3.4M
AV	Avtomanya	1.8M
WE	WENGALLBI	1M
DS	Dubrovsky Syndicate Zhekich Dubrovsky	694K
FI	Fighterbomber	520.8K
AV	Auto.ru	497.5K
GA	Garage	487K
AV	AVTOZAKAZ.RU	479.8K
ZR	Behind the Wheel	473.8K
AV	Driving instructor	466.8K
AV	Aviatorshina YOU	118.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#74 of 98). Niche median — 166K subs. First KPI goal — reach median. Leader: Cars & Dot (3.4M).

SECTION 07 · MENTION DYNAMICS

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 **664**, they brought **7 299** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	67	54	575
Nov 2025	39	35	236
Oct 2025	102	53	453
Sep 2025	137	77	913
August 2025	116	83	1 283
July 2025	203	156	3 839

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
664	6	7 299

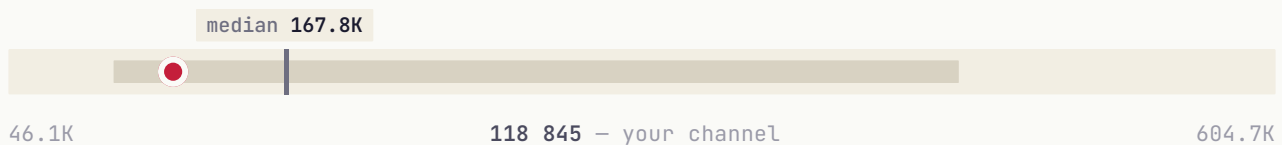
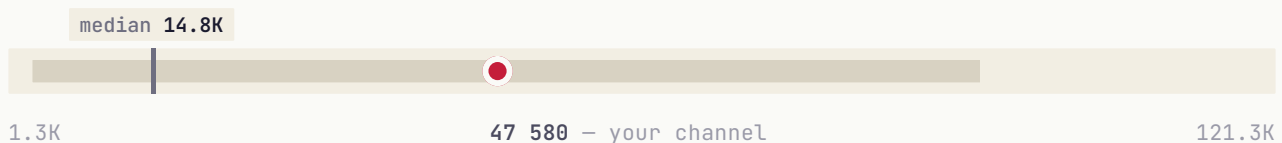
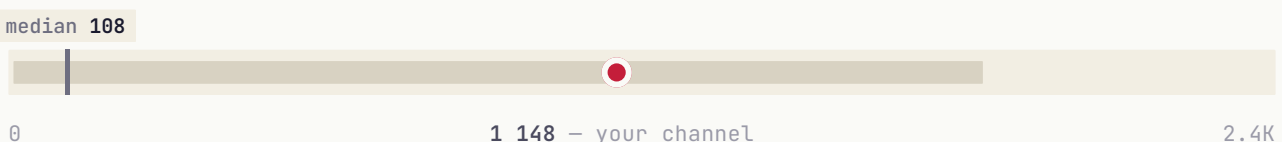
— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#74 /100

POSITION IN NICHE

Channel in the bottom half of the ranking**SUBSCRIBERS****29% below median****AVG REACH / POST****better than 66% niche****CITATION INDEX****better than 74% niche**

— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|----|---|---|
| 01 | Main post of the week — on Monday
Audience is most active on this day at 11:00 MSK. | EFFECT
Best window
for important
post |
| 02 | Increase share of video posts
Video in Telegram holds audience longer and is algorithm-friendly. 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 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 growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with nearby 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 minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

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