
PUBLIC PROMTPRESS REPORT

Channel audit

Бесплатная Столица – афиша бесплатных мероприятий Москвы и области



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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 15 536 —	 SUBS REACH 103.89% avg % subs see post	 VIEWS/POST 16.1K median 16.4K · 29 days	 POSTS/WEEK 4.1 for period
 7D TREND +14.1% vs previous week	 REACTIONS/POST 184.6 only 3,139 reactions, 197 reposts, 0 comments	 POST LENGTH 677 chars median 661 · 29 days	 POSTS ANALYZED 17 29 days
 AD REACH 13.2K 24h avg	 CHURN / MONTH -2955 last month	 CITATION RATE 1 citation index · 78 channels mentioned ever	 CHANNEL AGE 3 years 3 months created 29.03.2023

AI EDITOR SUMMARY

Channel "Free Capital – free events in Moscow and region" – 15 536 subs. Each post avg views 16.1K people (104% from subs), wide reach for a channel this size. Publishes 4 posts per week (~1/day) – rare. Week Jun 29 – Jul 5 reach grew +14.1% by week Jun 22–28 – positive trend.

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 17 posts over 29 days.
- 02 Dominant format — Photo (16/17 posts).
- 03 Avg post length — 677 chars (median 661).
- 04 Peak audience activity — Monday, 12:00 MSK.
- 05 Top posts get the most 1x more views than the weakest (top avg 18.4K vs worst 14.9K) — among 17 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1

06.07 · 09:30

PHOTO

Meshchersky Park online 🌳

VIEWS	REACTIONS
18 488	179
REPOSTS	ER
3	119.0%

Nº2

05.07 · 07:01

PHOTO

Sokolniki 🌳 "Folkovo" New Russian Style Festival 🌸 July 11 A family festival blending folk traditions with modern...

VIEWS	REACTIONS
18 422	187
REPOSTS	ER
37	118.6%

Nº3

09.07 · 18:21

PHOTO

Summer open-air cinemas 🌳 Pick any and spend time watching your favorite movie 🎬 Summer cinema in the landscape...

VIEWS	REACTIONS
18 290	160
REPOSTS	ER
7	117.7%

Nº4

21.06 · 08:06

PHOTO

Gorky Park 🌳 Sports club: lectures & workouts 🏃🏃 Year-round sports activities & master classes...

VIEWS

17 731

REPOSTS

18

REACTIONS

206

ER

114.1%

Nº5

20.06 · 06:10

PHOTO

Vorontsovo Estate 🌳 "Park Symphony" ⭐ June 20 7:30–9:00 PM Moscow parks launch the second season of the "Park Symphony" festival. In...

VIEWS

17 383

REPOSTS

6

REACTIONS

196

ER

111.9%

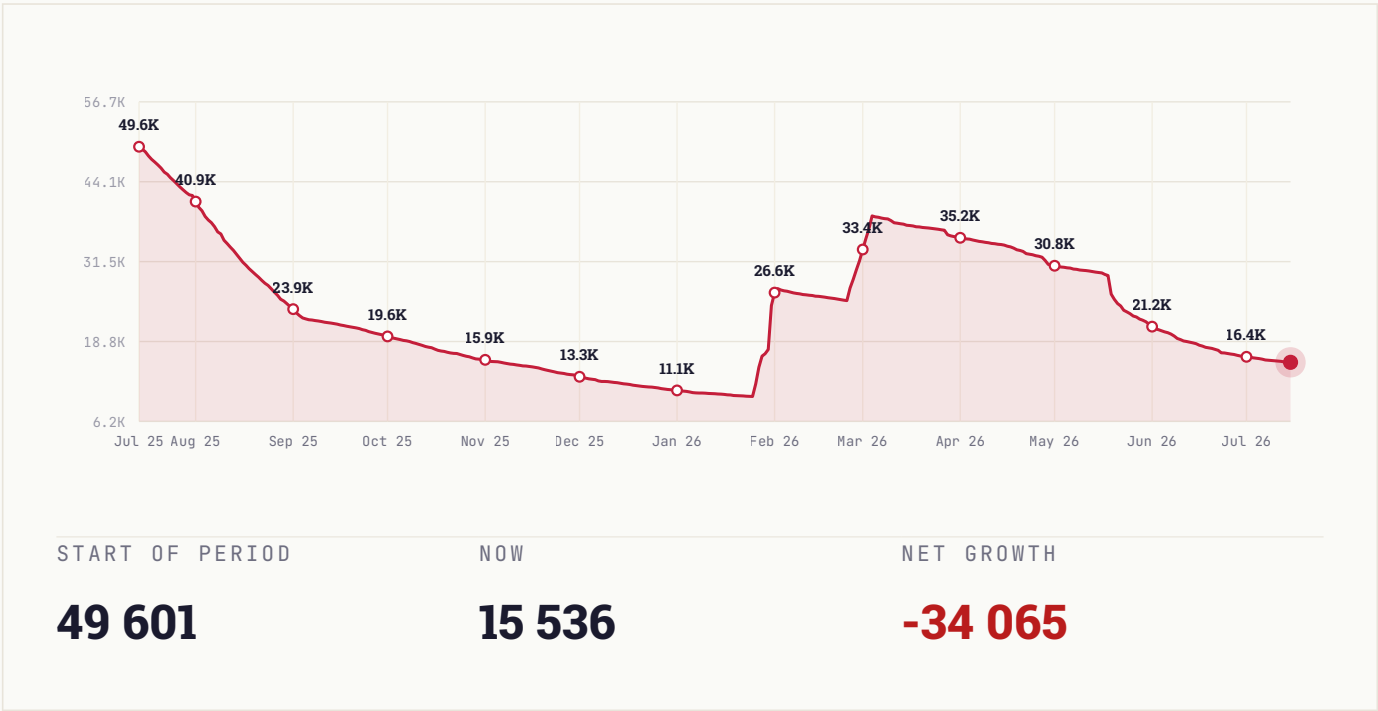
WORST 3

↓ 28.06 · 07:06 PHOTO Gorky Park 🌳 Concert «Theremin: Music of the Spheres» June 28, today, at 3:00 PM Unique daytime cosmic session under the open sky...	VIEWS 15 747 REPOSTS 31 REACTIONS 143 ER 101.4%
↓ 17.06 · 08:11 TEXT Giving away 2 tickets to the hit play "Madame Bovary" by Anton Fedorov! ✨ June 29 at 19:00 Mask Theater Director Anton Fedorov creates...	VIEWS 15 625 REPOSTS 9 REACTIONS 193 ER 100.6%
↓ 24.06 · 11:13 PHOTO VDNKh 🌳 Udmurt holiday Gerber ⭐ July 4 at 13:00 Area near the fountain "Stone Flower" "Valche" means "Together". And that's how in...	VIEWS 13 260 REPOSTS 4 REACTIONS 182 ER 85.4%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

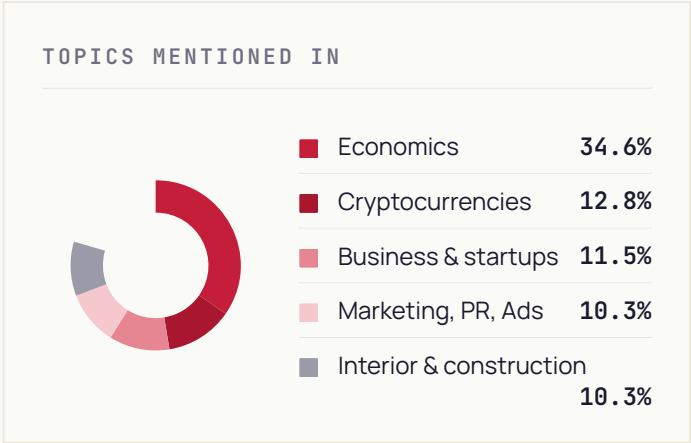
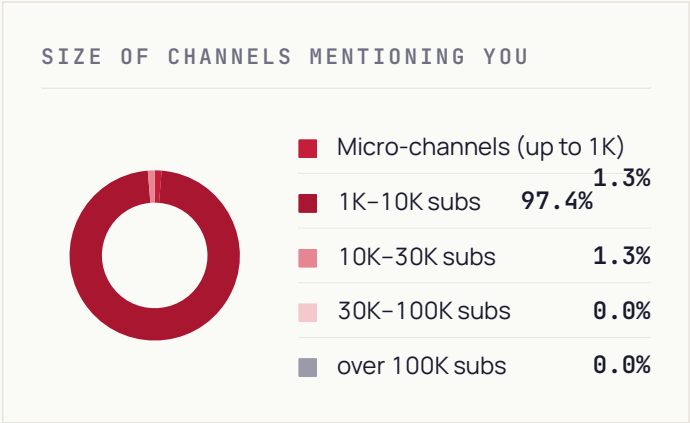
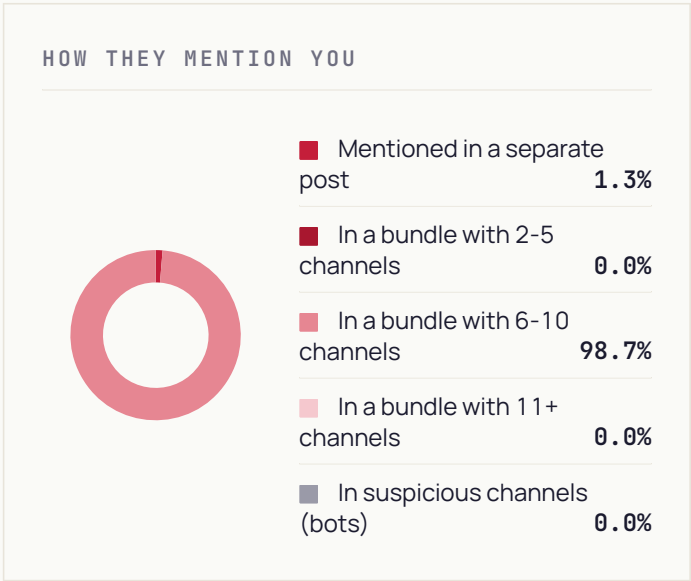
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

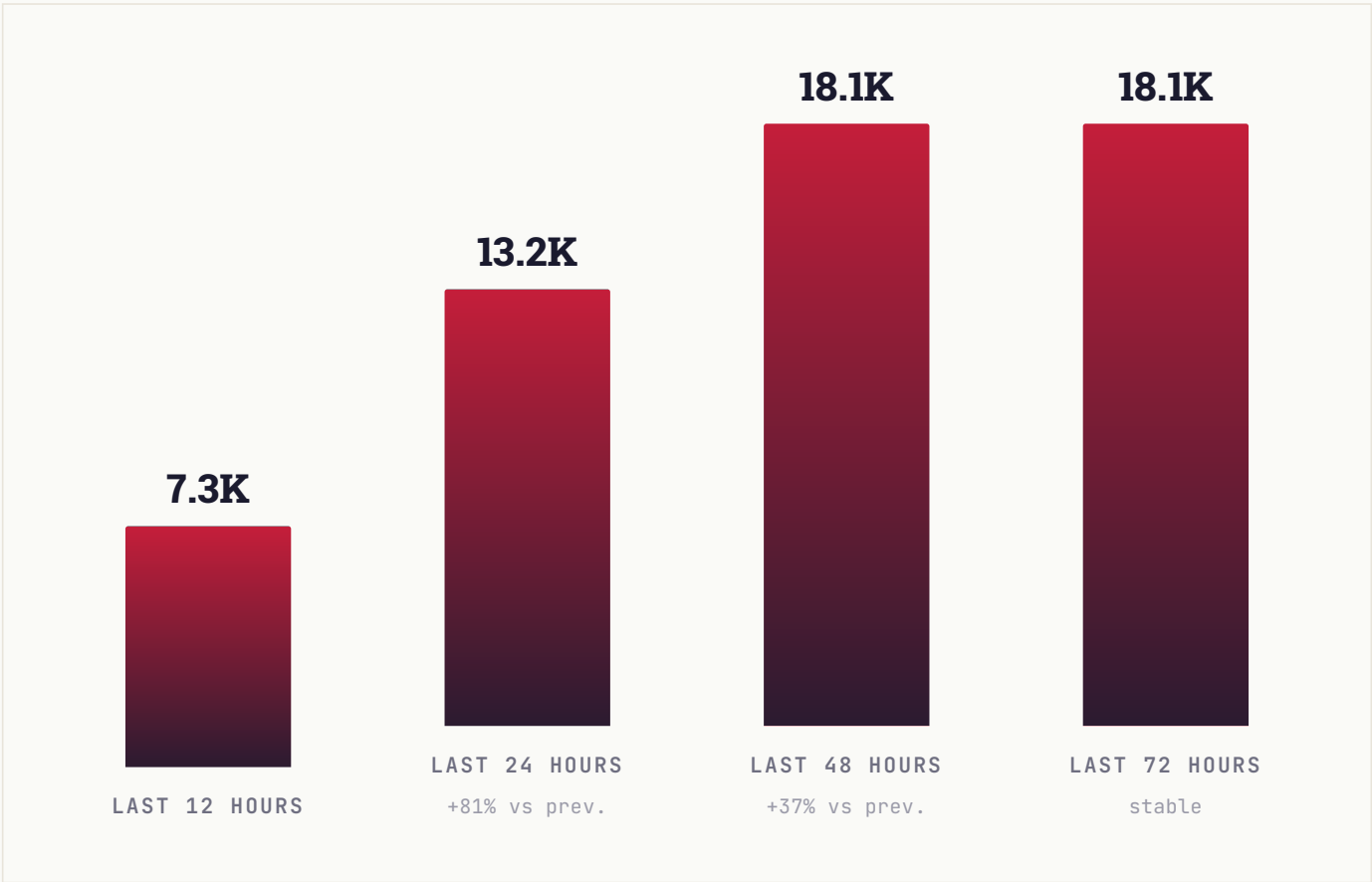
Citation index 1 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned 78 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AЭ AEROFLOT	524.9K
MO Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount train	431.6K
OT Ozon Travel	413.5K
SP Ways to travel almost free (RU) Vandrouki, Vandrouki, vandroki — that's us	401.7K
BC Бесплатная Столица – афиша бесплатных мероприятий Москвы и области YOU	15.5K

COMPARATIVE CONCLUSION

Channel not yet outside top 95 of niche — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-95 median: 157K. First goal — enter top-95 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

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 **0**, they brought **14 360** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	14 360	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	14 360

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 where 80% of niche channels fall (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 | Increase posting frequency
Now 4.1 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Best post of the week – on Monday
Audience is most active on this day at 12:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls and interactive formats
Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a 'hot' topic — easy growth point. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. 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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