

PUBLIC REPORT BY PROMTPRESS

Channel audit

Dear passengers



@dearpassengers

Russian travel news dearpassengers.ru 💬 Suggest news, send photos or discuss ads: @ranarod_admin Registered in RKN: clck.ru/3GYJGH

SUBSCRIBERS

23 412

+32 per month

ERR (% SEE POSTS)

25.0%

per day 8.2%

REACH/POST

6.3K

ad reach 1.9K/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 23 412 —	 SUBS REACH 26.84% avg % of subs see post	 VIEWS/POST 6.3K median 2.8K · 29 days	 POSTS/WEEK 23.6 over period
 7D TREND -41.5% vs previous week	 REACTIONS/POST 16.5 only 1,632 reactions, 4,264 reposts, 28 comments	 POST LENGTH 703 chars median 710 · 29 days	 POSTS ANALYZED 99 29 days
 AD REACH 1.9K 24h avg	 CHURN / MONTH +32 last month	 CITATION RATE 380 citation index · 1,440 channels mentioned all time	 CHANNEL AGE 4 years 10 months created 31.08.2021

AI EDITOR SUMMARY

Channel "Dear Passengers" — 23 412 subs. Each post averages 6.3K people (27% of subs), that's good reach. Publishes 24 posts per week (~3/day) — active posting. For week Jun 29 – Jul 5, reach dropped -41.5% to week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **99** posts over 29 days.
- 02 Dominant format – **Photo** (70/99 posts).
- 03 Avg post length – **703** chars (median 710).
- 04 Peak audience activity – **Sunday**, 11:00 MSK.
- 05 Top posts get **12x** more views than the weakest (24.5K avg for top vs 2.1K for worst) – among 99 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 07:37 TEXT ⚡ Aeroflot and Rossiya canceled over 170 flights from Moscow and over 90 to Moscow. Over 250 flights delayed at Moscow airports...	VIEWS 27 054 REPOSTS 263	REACTIONS 17 ER 115.6%
Nº2 24.06 · 13:00 PHOTO Grozny Airport temporarily moves all flights to Magas (IGT) – June 28 to July 1 for scheduled construction. For...	VIEWS 24 646 REPOSTS 48	REACTIONS 8 ER 105.3%
Nº3 18.06 · 07:01 TEXT ✈️ ! Aeroflot asks passengers whose flights were canceled not to come to the airport The carrier's press service explains: exchange...	VIEWS 21 829 REPOSTS 92	REACTIONS 19 ER 93.2%

Nº4 26.06 · 10:41 **TEXT**

⚡ **State of emergency declared in Crimea and Sevastopol** 🇷🇺
The decision was made primarily to streamline issues...

VIEWS
20 309

REPOSTS
217

REACTIONS
28

ER
86.7%

Nº5 15.06 · 10:39 **PHOTO**

Russian Railways suspended ticket sales from Sochi, Adler, Anapa and Novorossiysk to Moscow and other cities from September 8 At the same time, tickets to...

VIEWS
20 273

REPOSTS
174

REACTIONS
20

ER
86.6%

WORST 3

↓ 29.06 · 11:35 **PHOTO**

A high-speed boat "Kolva" started running from Perm to Ust-Kachka along the Kama River In Perm Krai, a new water route: from Perm to Ust-Kachka now...

VIEWS
2 077

REPOSTS
15

REACTIONS
14

ER
8.9%

↓ 02.07 · 16:00 **TEXT**

Ticket booking window for trains to Crimea will be reduced from 90 to 45 days starting September, according to GSE. Officially, this is due to...

VIEWS
2 060

REPOSTS
2

REACTIONS
6

ER
8.8%

↓ 19.06 · 08:33 **PHOTO**

Art debuts at Krasnoyarsk WD Fest. Anna Naumova's objects placed right in the middle of the Narva marble quarry. Tomorrow...

VIEWS
2 019

REPOSTS
3

REACTIONS
9

ER
8.6%

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.



PERIOD START

22 981

NOW

23 412

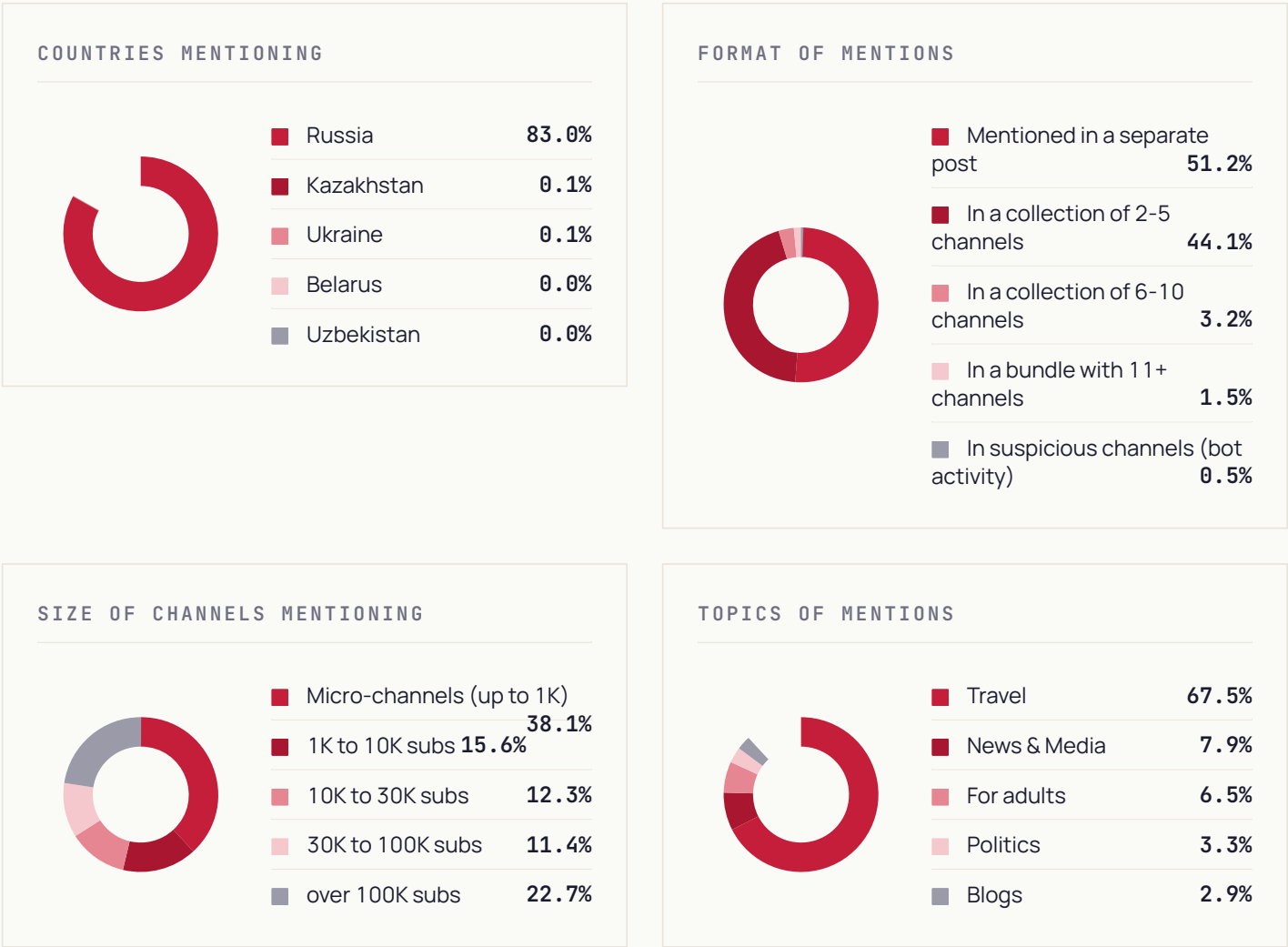
NET GROWTH

+431

SECTION 04 · MENTIONS

Who mentions the channel and how

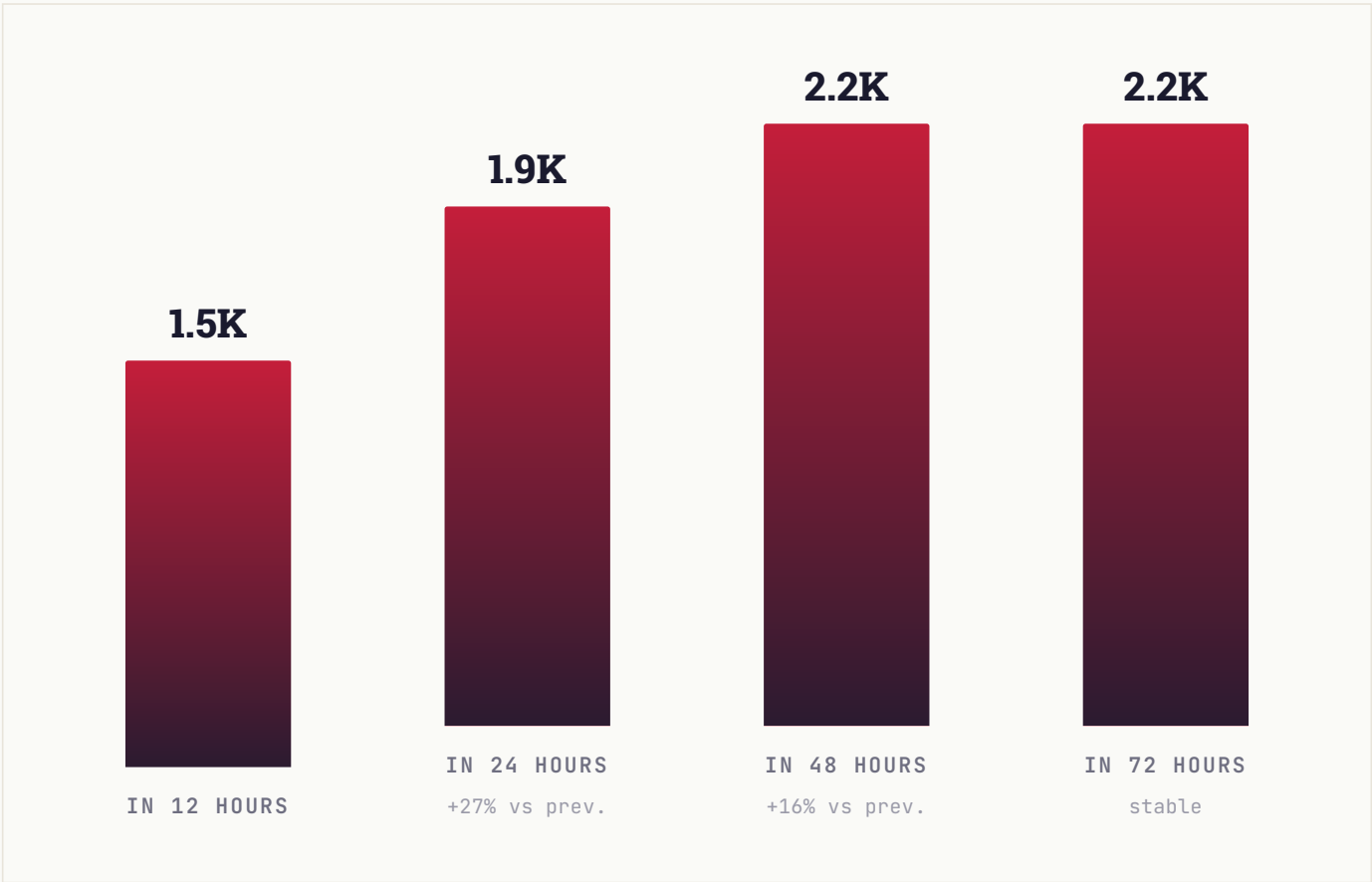
Citation index **380** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 440** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — 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
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
CPM Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
UP Dear passengers YOU	23.4K

COMPARATIVE INSIGHT

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 DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **722**, they brought **540** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Jan 2026	85	33	76	
December 2025	141	40	66	
November 2025	102	43	74	
October 2025	108	40	68	
Sep 2025	162	55	90	
August 2025	124	38	166	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
722	6	540

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 with a darker beige segment indicating the median. A red dot marks the channel's performance, and a vertical line marks the median. The channel's performance is consistently below the median across all three metrics.

Metric	Channel Value	Median Value	Comparison
SUBSCRIBERS	23,412	149.8K	84% worse than median
AVG REACH / POST	6,284	12.5K	50% below median
CITATION INDEX	380	128	better than 59% of niche

SUBSCRIBERS 84% worse than median

median 149.8K

48.1K 23 412 — your channel 427.5K

AVG REACH / POST 50% below median

median 12.5K

1.7K 6 284 — your channel 112.3K

CITATION INDEX better than 59% of niche

median 128

0 380 — your channel 1.6K

— 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 Sunday

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 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

Exchange posts with channels in the same segment once a quarter. 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 using public data. To go further — run ads through us and close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

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