

PROMTPRESS PUBLIC REPORT

# Channel audit

## Дети Москвы | Афиша



@detimsc

Announcements and top events in Moscow for kids and their  
Parents For ads: <https://clck.ru/3RJXrM> Roskomnadzor: No.  
6414703166 Link: <https://t.me/+dMUcswimT59kMmYy>

SUBS

**79 640**

+25826 per month

ERR (% SEE POSTS)

**10.0%**

per day 9.9%

REACH/POST

**7.5K**

ad reach 6.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number says for which period it was calculated.

|                                                                                                                                                              |                                                                                                                                                                 |                                                                                                                                                                                           |                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBS</div><div>79 640</div><div>—</div></div>                    | <div><div> SUB REACH</div><div>9.37%</div><div>avg % subs see post</div></div> | <div><div> VIEWS/POST</div><div>7.5K</div><div>median 8.8K · 29 days</div></div>                         | <div><div> POSTS/WK</div><div>14.4</div><div>for period</div></div>                          |
| <div><div> TREND 7D</div><div>+15.4%</div><div>vs previous week</div></div> | <div><div> REACTS/POST</div><div>—</div><div>MTPROTO only</div></div>          | <div><div> POST LENGTH</div><div>471 chars.</div><div>median 496 · 29 days</div></div>                   | <div><div> POSTS ANALYZED</div><div>61</div><div>29 days</div></div>                         |
| <div><div> AD REACH</div><div>6.8K</div><div>avg 24h</div></div>           | <div><div> CHURN / MONTH</div><div>+25826</div><div>last month</div></div>    | <div><div> CITATIONS</div><div>3</div><div>citation index · 234 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>11 months 17 days</div><div>created 06.09.2025</div></div> |

AI EDITOR SUMMARY

Channel «Дети Москвы | Афиша» – 79 640 subs. Avg views/post 7.5K people (9% from subs), low reach – expand audience. Publishes 14 posts per week (~2 per day) – regular. Week Aug 10–16 reach up +15.4% by week Aug 3–9 – positive trend.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **61** posts over 29 days.
- 02 Dominant format – **Photo** (52/61 posts).
- 03 Average post length – **471** chars (median 496).
- 04 Peak audience activity – **Thu, 20:00 MSK**.
- 05 Strongest posts get **by 2x** more views than the weakest (9.5K avg for top vs 5K for worst) – among 61 posts over 29 days. Worth analyzing what the top posts share – topic, format, timing.

TOP-5 POSTS

|                                                                                                                                                                                                                                                                                                                 |                                                                    |                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------|
| <div><div>Nº1</div><div>07.08 · 07:30</div><div>PHOTO</div></div> <div> Free «Atelier» reopened at GES-2 Clay sculpting, drawing, and crafts from wood, paper, fabric. Everything...</div>                                   | <div>VIEWS</div> <div>9 504</div> <div>REPOSTS</div> <div>80</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>11.9%</div> |
| <div><div>Nº2</div><div>06.08 · 07:35</div><div>PHOTO</div></div> <div> Finally! Smeshariki have arrived at «Вкусно – и точка» A collection of nine cartoon characters is now available in restaurants. On the menu...</div> | <div>VIEWS</div> <div>9 467</div> <div>REPOSTS</div> <div>73</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>11.9%</div> |
| <div><div>Nº3</div><div>07.08 · 17:33</div><div>PHOTO</div></div> <div> Sharing free tickets to the Russian football legends match At Khimki Arena, «CSKA Family» and «National...» face off.</div>                          | <div>VIEWS</div> <div>9 462</div> <div>REPOSTS</div> <div>86</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>11.9%</div> |

## Nº4

09.08 • 07:32

VIDEO

 Jurassic World has arrived at TsDM on Lubyanka A real dinosaur-world journey awaits. At the venue, you can see...

VIEWS

9 436

REACTS

—

REPOSTS

33

ER

11.8%

## Nº5

10.08 • 07:33

PHOTO

After a walk with the kids, we stopped by Teremok and were absolutely delighted! It's the perfect place for a family lunch: quick ordering...

VIEWS

9 412

REACTS

—

REPOSTS

54

ER

11.8%

### WORST 3



30.07 • 13:31

PHOTO

 Weasley family car from 'Harry Potter' spotted at VDNKh Run to see it!  Moscow Kids | Poster

VIEWS

5 078

REACTS

—

REPOSTS

80

ER

6.4%



03.08 • 07:32

VIDEO

 Dinosaurs have arrived at Sosenki Park Guests can see realistic tyrannosaurus, velociraptors, stegosaurus, triceratops, and...

VIEWS

5 036

REACTS

—

REPOSTS

56

ER

6.3%



27.07 • 07:30

VIDEO

 Ninja obstacle course (6+) At «Doaflip», a huge 11-challenge obstacle course awaits...

VIEWS

5 002

REACTS

—

REPOSTS

78

ER

6.3%

SECTION 03 • SUBSCRIBER DYNAMICS

# How the channel grew over the year

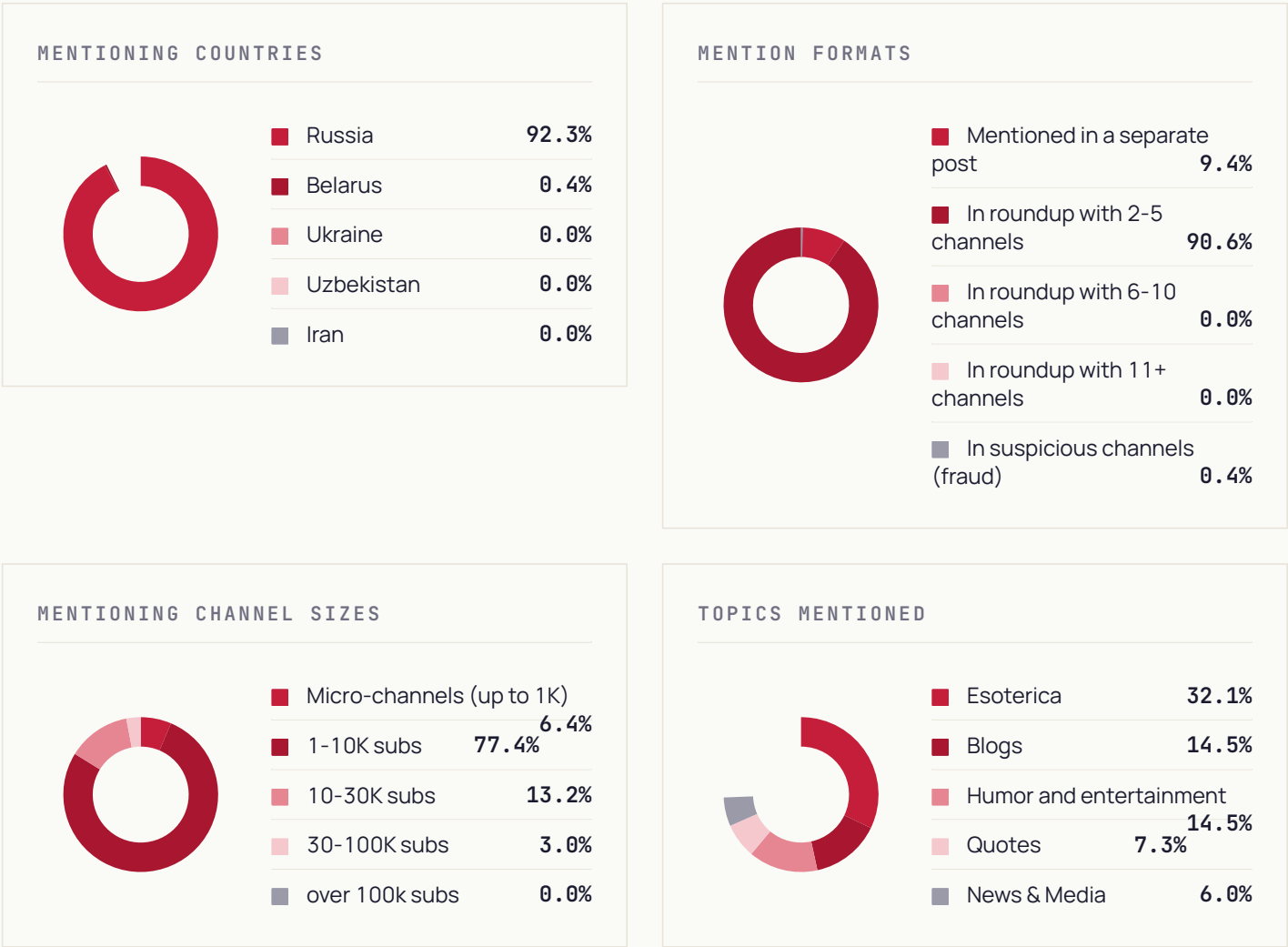
Subscriber growth chart for the year. Key months show exact counts. See in which months the channel gained and when subscribers left.



SECTION 04 · CITATIONS

# Who and how mentions the channel

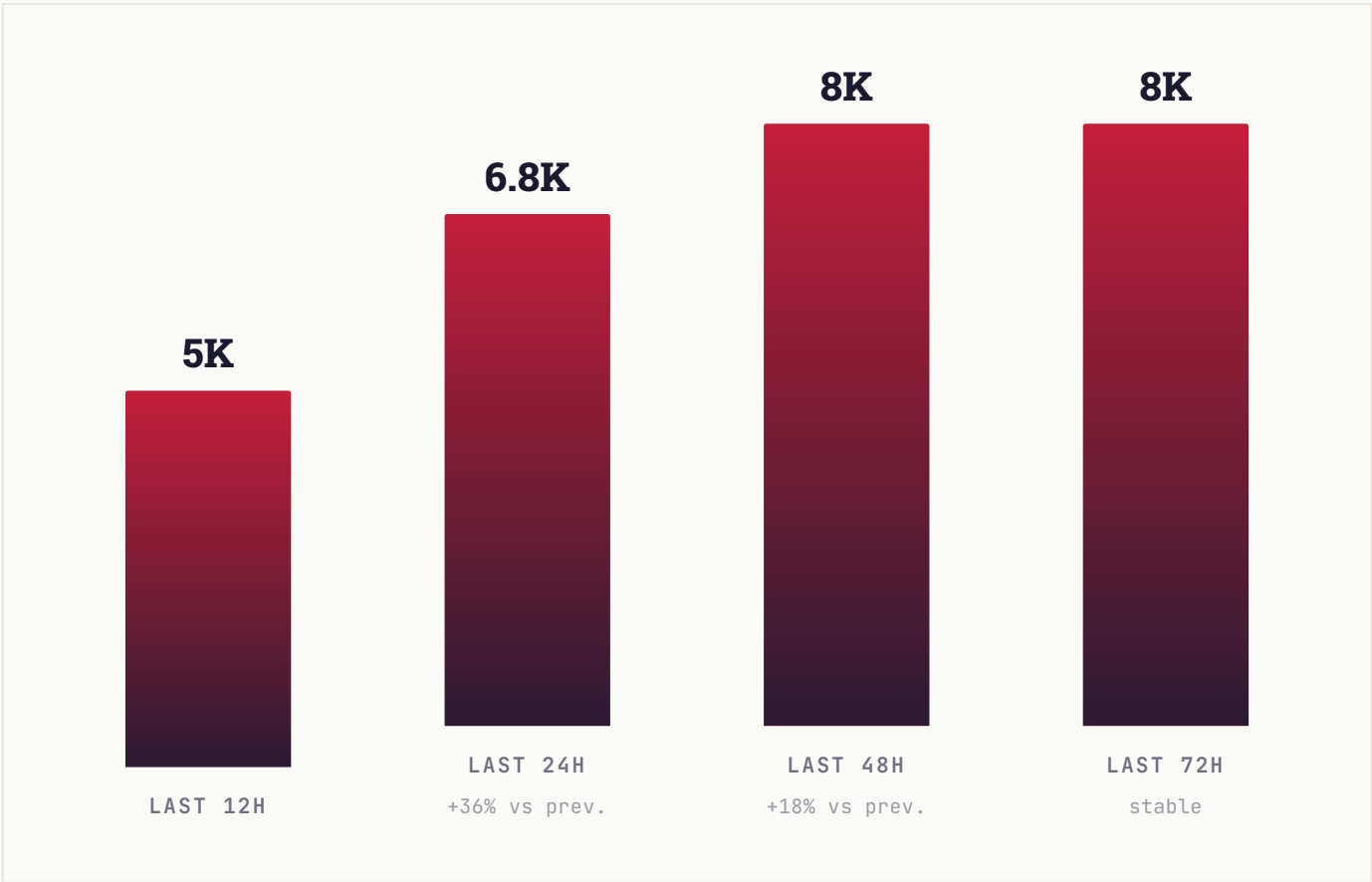
Citation index **3** – channel popularity rating based on mentions. Considers not only their number, but also the weight of mentioners: a post from a channel with 100 K 'weighs' more than from a channel with 1 K. Over all time the channel has been mentioned **234** unique channels.



— SECTION 05 · AD POTENTIAL

# How long a post drives reach

Average reach of an ad post by time since publication. Helps gauge how long a placement should 'live'.





SECTION 06 · COMPETITORS

# Who you compete with

11 Closest channels by topic and audience. We highlighted your channel — you can see what place it holds among niche peers.

| CHANNEL                           | SUBS  |
|-----------------------------------|-------|
| M• <b>Москвач • Moscow News</b>   | 4.3M  |
| TL <b>Топор Live</b>              | 4.1M  |
| PE <b>Live • News</b>             | 4M    |
| M- <b>Москва - это интересно</b>  | 3.3M  |
| PM <b>First Moscow</b>            | 3.2M  |
| MA <b>Mash</b>                    | 3.1M  |
| RN <b>RIA Novosti</b>             | 3M    |
| HM <b>Moscow News</b>             | 2.7M  |
| MC <b>Москва сегодня</b>          | 2.7M  |
| SR <b>Media Russia non-Moscow</b> | 2.6M  |
| DM <b>Дети Москвы   Афиша</b> YOU | 79.6K |

COMPARATIVE INSIGHT

Channel is still outside top-99 niche — early growth stage. Niche leader — **Москвач • Moscow News** (4.3M), median top-99: 776.9K. Primary goal — to break into top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **226**, they brought **45 603** new subs.

| PERIOD         | MENTIONS | CHANNELS | REFERRED | SUBS        |
|----------------|----------|----------|----------|-------------|
| February 2026  | 0        | 0        | 0        | <div></div> |
| January 2026   | 0        | 0        | 0        | <div></div> |
| Декабрь 2025   | 0        | 0        | 0        | <div></div> |
| November 2025  | 0        | 0        | 0        | <div></div> |
| October 2025   | 226      | 226      | 45 594   | <div></div> |
| September 2025 | 0        | 0        | 9        | <div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 226            | 6              | 45 603        |

SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

Selected top-100 channels of category «News & Media» (Russia) and looked at how the channel compares to them. The gray bar — the range where 80% of niche channels fall (from p10 to p90). The black vertical line — median. Red dot — your channel.



## — SECTION 09 · STRATEGY

# What to do right now

5 priority actions, ordered by expected impact. Check them off as a checklist and come back to this report in a month.

01

## Main post of the week — Thursday

Audience peaks on this day at 20:00 MSK.

EFFECT

**Best window  
for a key post**

02

## Increase share of video posts

Video in Telegram keeps audiences engaged longer and boosts algorithmic reach. Aim for 15-25%.

EFFECT

**Video holds  
audience  
better**

03

## Systematic ad buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress matches sources to the niche.

EFFECT

**+1000-3000  
subs.**

04

## Test polls and interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a 'hot' topic is an easy win.

EFFECT

**+5-15% ER**

05

## Cross-promo with neighboring channels

Quarterly post swaps with same-segment channels.  
2-3 collabs enough for relevant growth.

EFFECT

**Relevant  
audience  
growth**

★ WHAT'S NEXT

# Want this done? **PromptPress?**

This audit — is what we can do in a few minutes from public data.

If you want to go further — launch ads with us and hit your  
growth plan in a month.

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01

**Run ads in  
Telegram**

<https://panel.promptpress.com/register>

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02

**Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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