

PROMTPRESS PUBLIC REPORT

Channel audit

E1.RU | Афиша | Куда сходить в Екатеринбурге



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SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
96 354	10.0%	7.7K
25.06.2026 ⁻¹⁶⁵ per month HTTPS://PROMTPRESS.COM/AUDIT/E1_AFISHA	per day ^{3.6%}	ad reach ^{3.5K} /24h

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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.

 SUBSCRIBERS 96 354 —	 SUBSCRIBER REACH 8.0% avg % subs see post	 VIEWS/POST 7.7K median 4.4K · 22 days	 POSTS/DAY 15.9 ~112 per week
 7D TREND — no data for period	 REACTIONS/POST 31.1 total 11,381 reactions, 14,344 reposts, 31 comments	 POST LENGTH 368 chars median 300 · 22 days	 POSTS ANALYZED 366 22 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH -165 last month	 CITATION RATE 183 citation index · 505 channels mentioned all time	 CHANNEL AGE 2 years 10 months created 16.08.2023

AI EDITOR SUMMARY

Channel «E1.RU | Афиша | Куда сходить в Екатеринбурге» — 96 354 subs. Each post averages 7.7K people (8% of subs), reach is low — consider expanding audience. Publishes 112 posts per week (~16 per day) — very active posting schedule.

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 **366** posts over 22 days.
- 02 Dominant format — **Photo** (186/366 posts).
- 03 Avg post length — **368** chars (median 300).
- 04 Peak audience activity — **Monday**, 07:00 MSK.
- 05 Strongest posts get **18x** more views than the weakest (52.7K avg top vs 2.9K worst) — among 366 posts over 22 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 06:13 PHOTO The «Kolyada-Plays» festival is taking place in Ekaterinburg for the 19th time! It will last 10 days, until June 30. Best performances will be shown at various venues...	VIEWS 55 748 REP. 86	REACTIONS 29 ER 57.9%
Nº2 10.06 · 06:13 PHOTO A quirky restaurant with rebel chef dishes opens in central Yekaterinburg The project was kept secret for 9 months! Only recently on the street...	VIEWS 54 159 REP. 273	REACTIONS 29 ER 56.2%
Nº3 13.06 · 06:19 PHOTO Actress and star of «Ural Pelmeni» Ksenia Korneva is from Novosibirsk. Flying here, she decided to stay not at a five-star...	VIEWS 48 094 REP. 13	REACTIONS 16 ER 49.9%

Nº4 06.06 · 18:18 VIDEO Ekaterinburg has a very busy day today! In the morning roads were closed for the «Dvizhenie» festival. Bikers gathered in Verkhnyaya...	VIEWS 47 267 REP. 211	REACTIONS 27 ER 49.1%
Nº5 14.06 · 12:49 PHOTO We've got you a Sunday evening treat – watch a movie! These series were named «BEST» at the TEFI-2026 awards. We're sure that...	VIEWS 47 005 REP. 82	REACTIONS 8 ER 48.8%

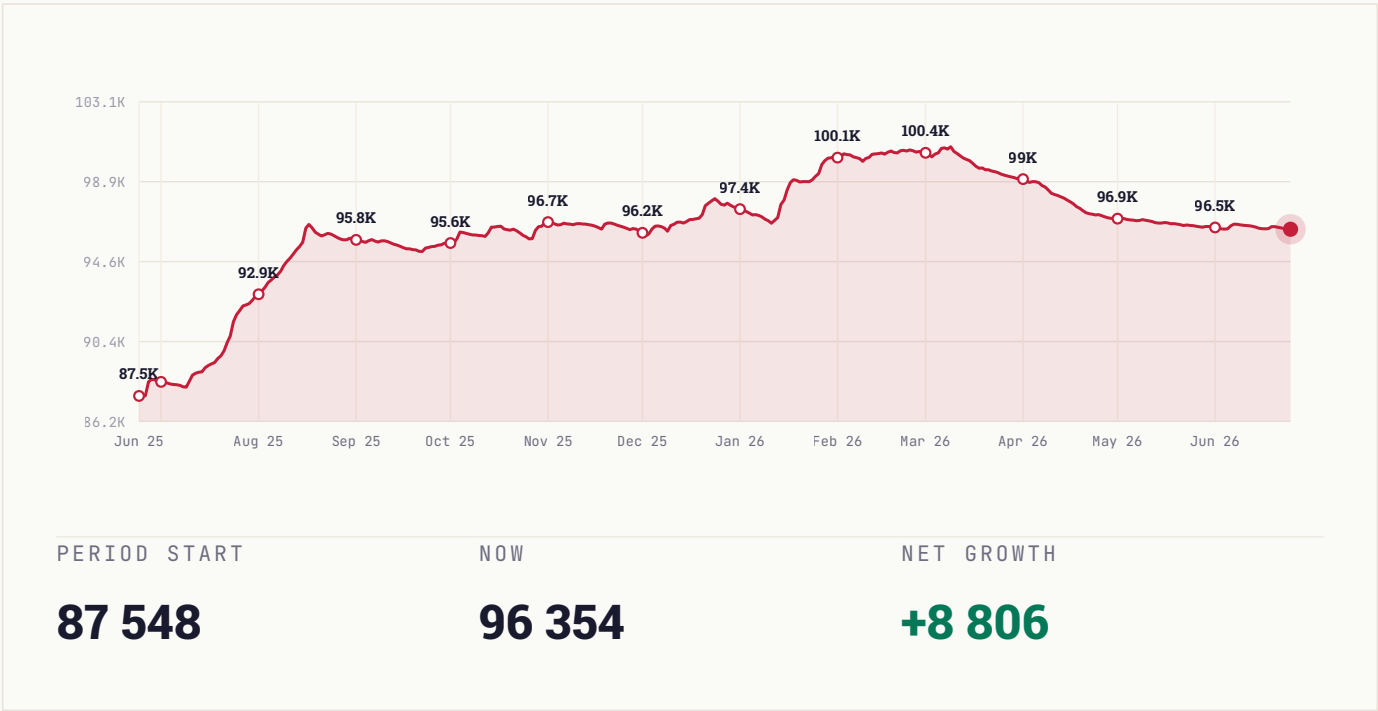
WORST 3

↓ 07.06 · 13:43 TEXT While this post was publishing, the rain stopped downtown and the sun came out☺️ Ural weather still hasn't decided what kind of...	VIEWS 2 974 REP. —	REACTIONS 10 ER 3.1%
↓ 16.06 · 10:11 VIDEO People keep taking photos at director Alexei Balabanov's monument. Look at the line. ☒ We're always here...	VIEWS 2 915 REP. 3	REACTIONS 14 ER 3.0%
↓ 19.06 · 17:44 PHOTO Lenin street blocked. ☒ We're always here. Subscribe!	VIEWS 2 883 REP. 1	REACTIONS 14 ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



SECTION 04 · MENTIONS

Who mentions the channel and how

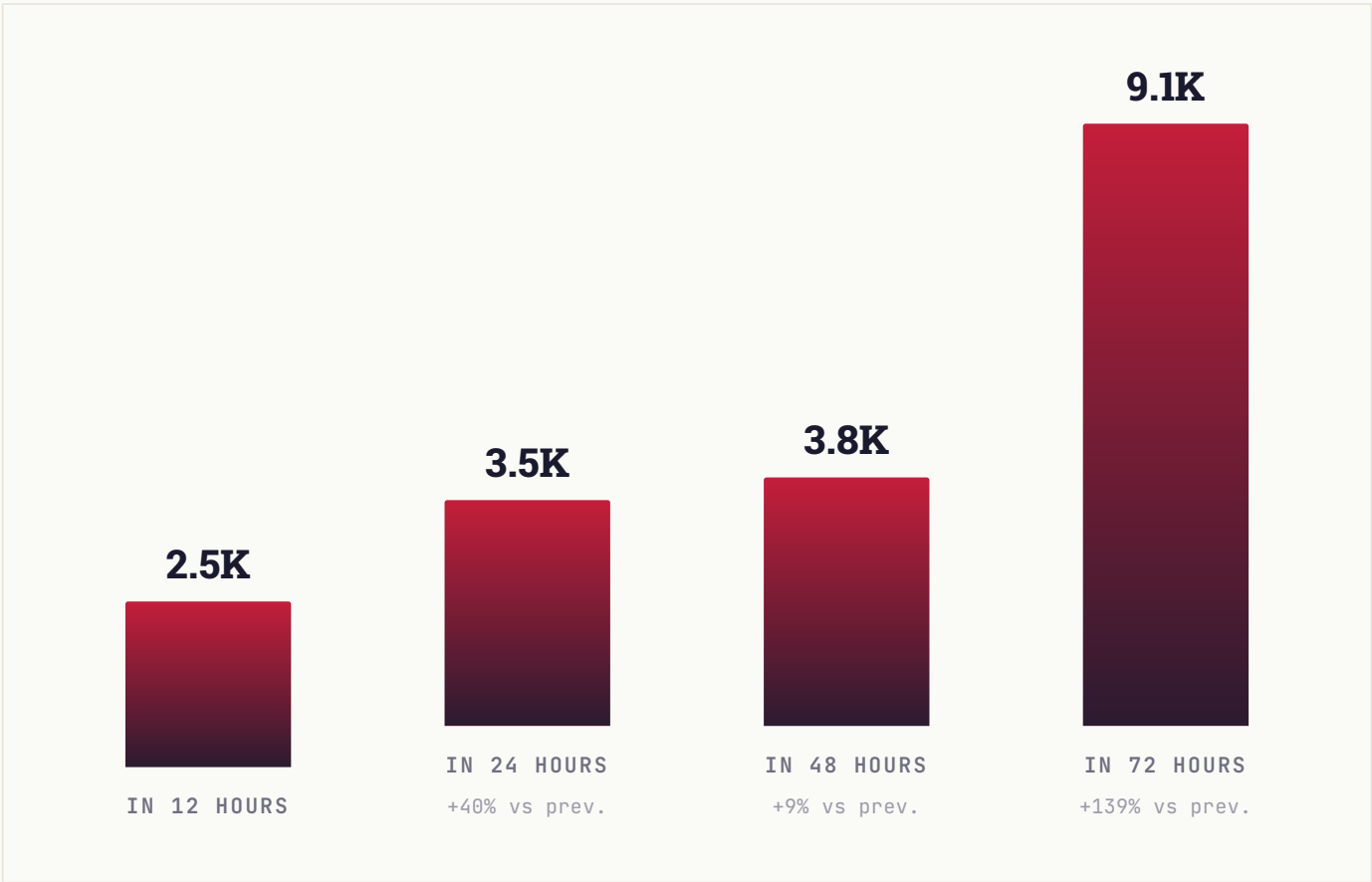
Citation index **183** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **505** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should «live».



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 - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	569.1K
AE AEROFLOT	526.1K
MO Moscow Girl	510.9K
TU Tutu	505.7K
JP Yandex Travel	502.4K
Sun Discount galore	433.7K
OT Ozon Travel	407.8K
JV Travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.8K
E E1.RU Афиша Куда сходить в Екатеринбурге YOU	96.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#89 of 94). Niche median — 153.9K subs. First growth KPI — reach the median. Leader: Moscow - Where to Go | Events (1.2M).

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 **841**, they brought **14 495** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	92	36	2 392	
Nov 2025	132	44	557	
Oct 2025	158	48	2 050	
September 2025	123	37	677	
August 2025	207	38	4 028	
July 2025	129	27	4 791	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
841	6	14 495

SECTION 08 · NICHE COMPARISON

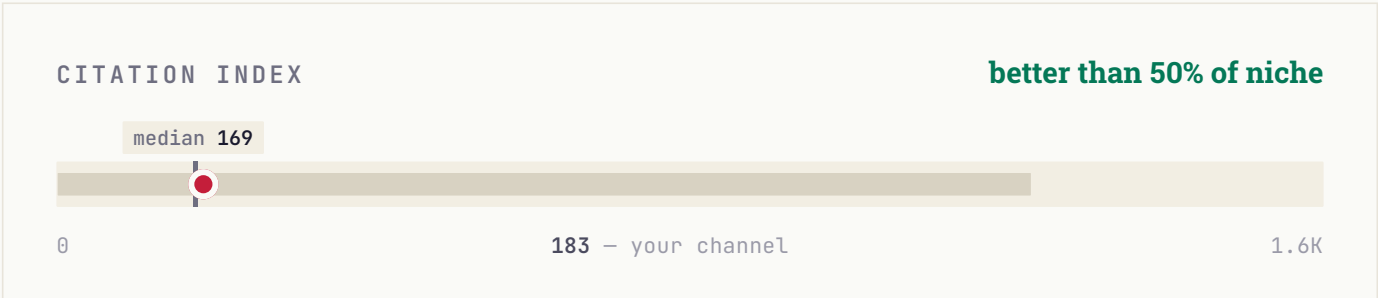
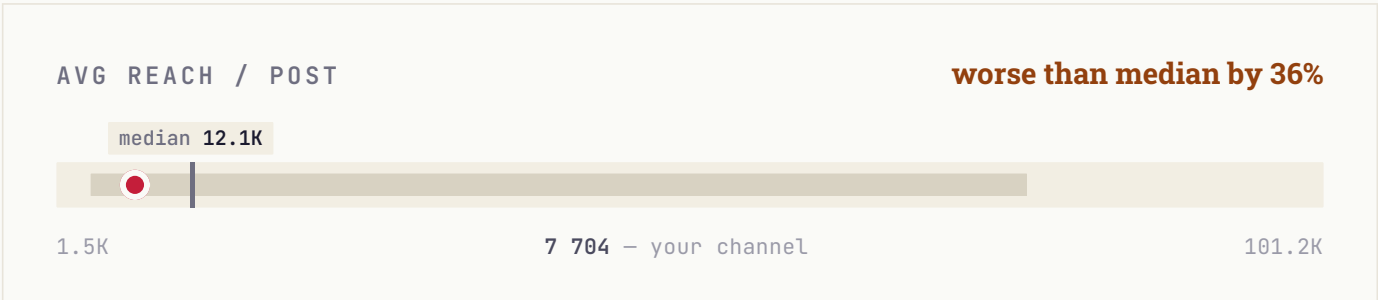
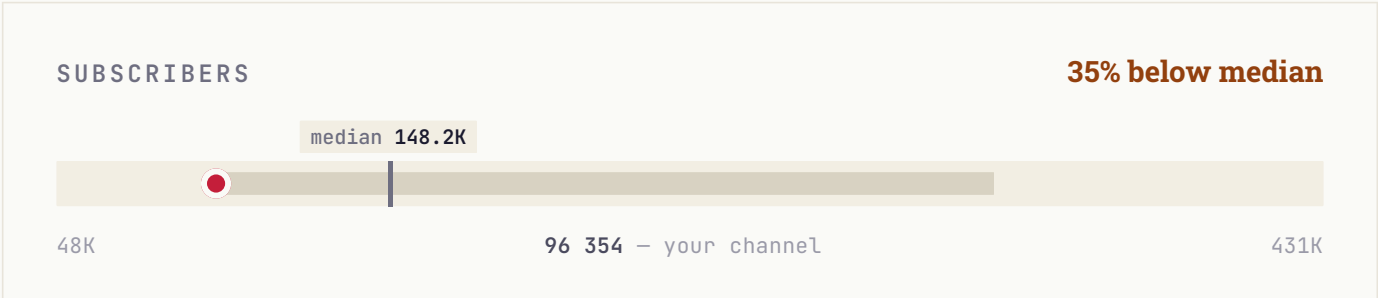
Where the channel ranks in its league

Top-100 channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#89/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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

Main post of the week — on Monday

Audience is most active on this day and at 07:00 MSK.

EFFECT

**Best window
for a key post**

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 usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

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