

PROMTPRESS PUBLIC REPORT

Channel audit editors on vacation



@editorsonvacation

Channel of two editors — @asviridovskaya Alexandra Sviridovskaya and @christin17 Kristina Manucharyan Application number: № 5197446141 Subscribe to our newsletter: <https://editorsonvacation.substack.com/>

SUBSCRIBERS

20 654

-64 per month

ERR (% SEE POSTS)

18.0%

in 24 hours 3.7%

REACH/POST

3.2K

ad reach 755/24h

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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 20 654 —	 SUBSCRIBER REACH 15.61% avg % of subs see post	 VIEWS/POST 3.2K median 3.2K · —	 POSTS/WEEK 1.0 over period
 7D TREND — no data for period	 REACTIONS/POST 35.0 only 35 reactions, 8 reposts, 0 comments	 POST LENGTH 824 chars median 824 · —	 POSTS ANALYZED 1 —
 AD REACH 755 24h average	 CHURN / MONTH -64 last month	 CITATION RATE 559 citation index · 1,029 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 14.03.2022

AI EDITOR SUMMARY

Channel «editors on vacation» — 20 654 subs. Each post gets on average 3.2K people (16% of subs), this is average reach — room to grow. Publishes 1 posts per week (~0 per day) — rare publications.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 1 posts for –.
- 02 Dominant format – **Photo** (1/1 posts).
- 03 Avg post length – **824** chars (median 824).
- 04 Peak Audience Activity – **Tuesday**, 15:00 MSK.
- 05 Top Posts Get **by 0x** more views than the weakest (1.1K avg for top vs 3.2K for worst) – among 1 posts for –. Analyze what top posts share: topic, format, timing.

TOP 1 POSTS

Nº1 16.06 · 12:56 PHOTO Latest purchase editor Sasha is wild about – a sequin-embroidered turban from the Marisa Berenson X Zara collab. Love...	VIEWS	REACTIONS
	3 224	35
	REPOSTS	ER
	8	15.6%

WORST 1

↓ 16.06 · 12:56 PHOTO Latest purchase editor Sasha is wild about – a sequin-embroidered turban from the Marisa Berenson X Zara collab. Love...	VIEWS	REACTIONS
	3 224	35
	REPOSTS	ER
	8	15.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

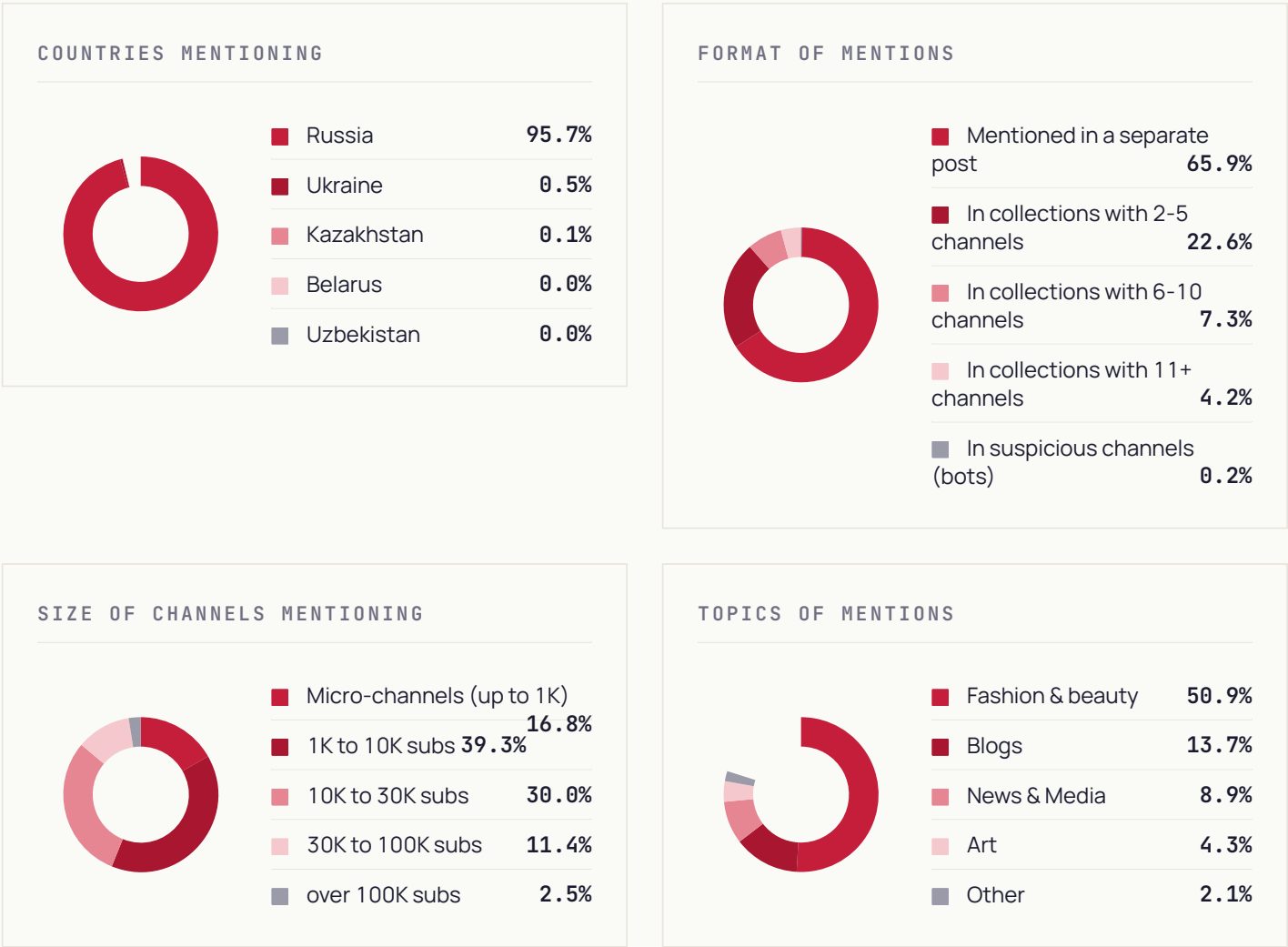
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

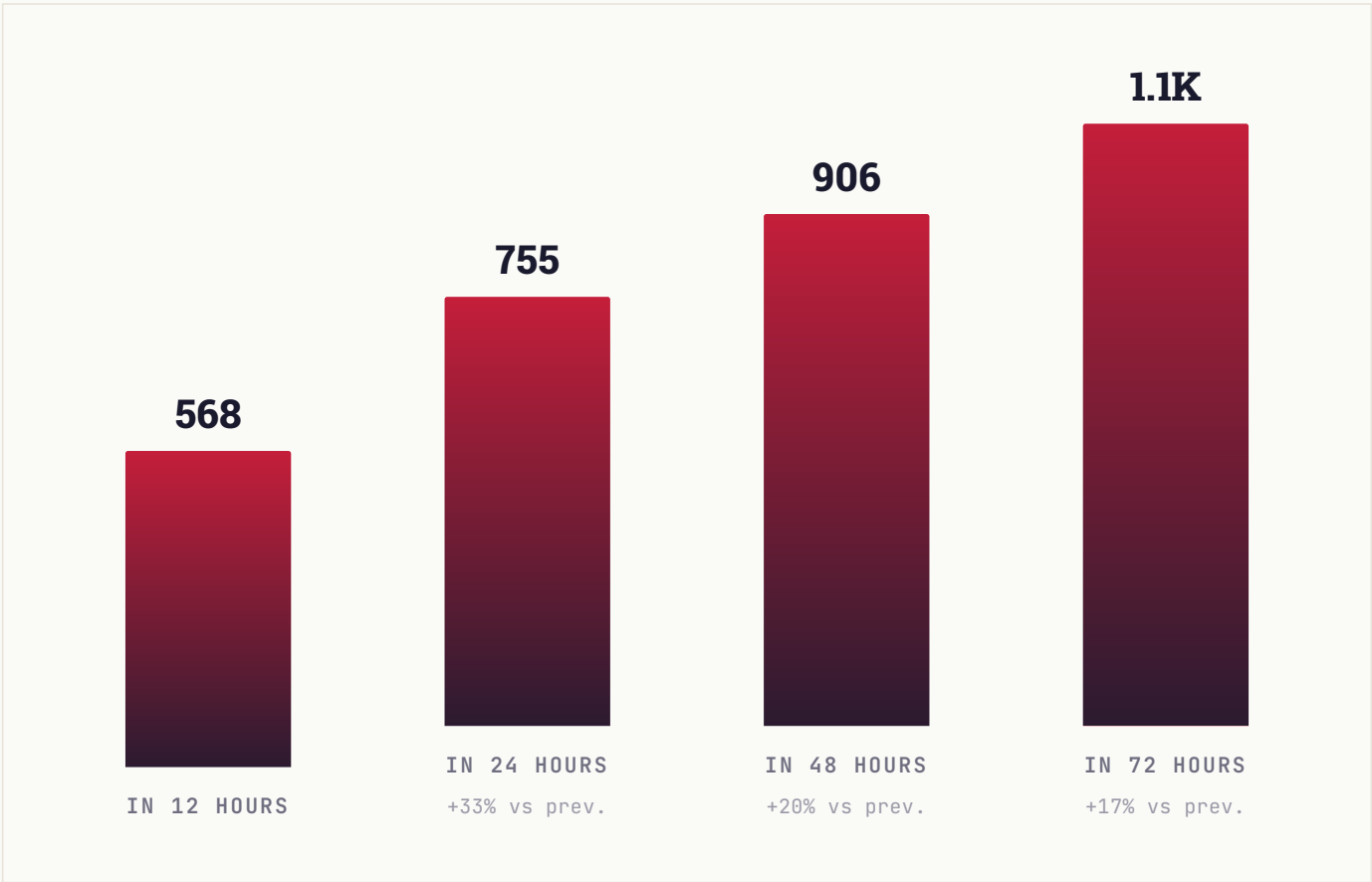
Citation index **559** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 029** different channels.



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 relevant.



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	SUBSCRIBERS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Wildberries / WB Finds	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON Finds	393.5K
EO editors on vacation YOU	20.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top-96 — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal: enter top-96 through systematic traffic and content work.

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 **26**, they brought **2 430** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
January 2026	6	5	123
Dec 2025	5	5	370
Nov 2025	3	3	21
Oct 2025	4	4	1 822
Sep 2025	2	2	40
August 2025	6	6	54

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
26	6	2 430

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of values. A vertical line marks the median, and a red dot indicates the channel's position. The channel's name and value are displayed below the bar.

SUBSCRIBERS

88% below median

median 171.1K

58.4K 20 654 — your channel 512.2K

AVG REACH / POST

76% below median

median 13.4K

836 3 224 — your channel 109.1K

CITATION INDEX

better than 62% of niche

median 136

0 559 — your channel 1.9K

— 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 1.0 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

Consistency > Volume
- 02

Top post of the week — Tuesday

Audience most active at this day and 15:00 MSK.

EFFECT

Best window for important post
- 03

Increase video post share

Video in Telegram retains audience longer and is algorithm-friendly. Recommend increasing share to 15-25%.

EFFECT

Video holds audience better
- 04

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
- 05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

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

02 Contact Manager t.me/PromptPress_manager
