

PROMTPRESS PUBLIC REPORT

Channel audit

Family & Kids



@familytotal

Ads <https://gosuslugi.ru/snet/698e1810b5f657694bf7581b> Here — me and my kid 📺Playing, laughing, exploring the world together. Kids' events, fun, games, leisure ideas & honest reviews. Pr -...

SUBSCRIBERS

87 149

-11091 per month

ERR (% SEE POSTS)

67.0%

per day **34.6%**

REACH/POST

78.9K

ad reach **30.3K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly growth chart

04 Ad potential

How long a post brings reach

05 Competitors

Niche neighbors · your place

06 Niche comparison

Position in «Travel» category

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 87 149 —	 SUBSCRIBER REACH 90.49% avg % subs see post	 VIEWS/POST 78.9K median 79.7K · 19 days	 POSTS/WEEK 1.4 for the period
 7D TREND — no data for period	 REACTIONS/POST 808.5 only 3,234 reactions, 314 reposts, 0 comments	 POST LENGTH 674 chars median 694 · 19 days	 POSTS ANALYZED 4 19 days
 AD REACH 30.3K 24h avg	 CHURN / MONTH -11091 last month	 CITATIONS 0 citation index · 1 channel mentioned ever	 CHANNEL AGE 4 years 4 months created 10.02.2022

AI EDITOR SUMMARY

Channel «Family & Kids» – 87 149 subs. Each post avg views 78.9K people (90% from subs), wide reach for a channel this size. Publishes 1 posts per week (~0/day) – rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 4 posts in 19 days.
- 02 Dominant format — Video (2/4 posts).
- 03 Avg post length — 674 chars (median 694).
- 04 Audience peak activity — Tuesday, 20:00 MSK.
- 05 Top posts get 1x more views than the weakest (86.4K avg top vs 71.9K worst) — among 4 posts in 19 days. Worth analyzing what top posts share: topic, format, timing.

TOP 4 POSTS

Nº1 16.06 · 17:54 VIDEO Kids need rest: run barefoot on sand, swim in the sea, bask in the sun, and soak up bright emotions. Real childhood is...	VIEWS 99 859 REP. 69	REACTIONS 714 ER 114.6%
Nº2 20.06 · 05:25 PHOTO Kids quickly learn boundaries. If you say 'no' today and give in five minutes later due to tears, screams, or...	VIEWS 80 511 REP. 90	REACTIONS 767 ER 92.4%
Nº3 31.05 · 05:47 VIDEO For me, a child's birthday is the most important holiday of the year. It's the day my life changed forever and filled with new...	VIEWS 78 813 REP. 136	REACTIONS 1 006 ER 90.4%

Nº4 02.06 · 05:42 PHOTO Why Omega-3 for Kids? Omega-3 are healthy fats crucial for growing bodies. ✓ Support brain development and...	VIEWS	REACTIONS
	56 277	747
	REP. 19	ER 64.6%

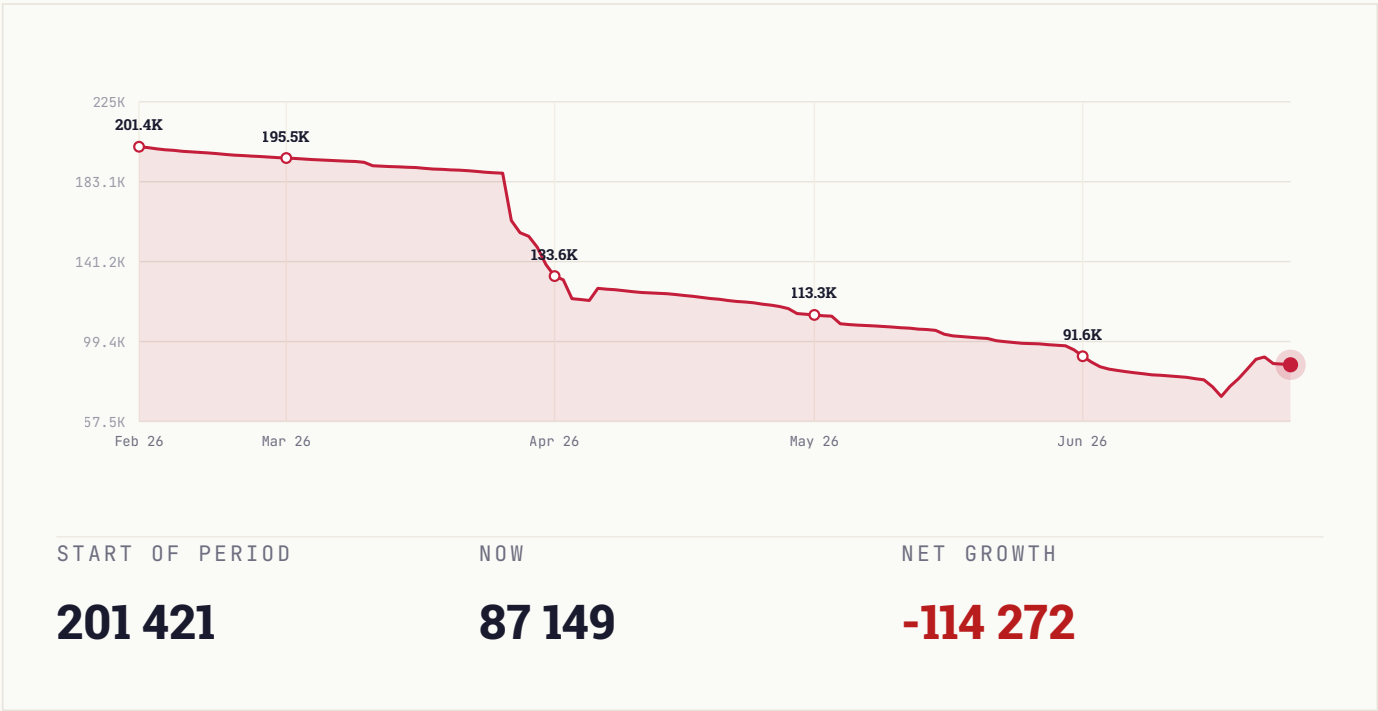
WORST 3

↓ 20.06 · 05:25 PHOTO Kids quickly learn boundaries. If you say 'no' today and give in five minutes later due to tears, screams, or...	VIEWS	REACTIONS
	80 511	767
	REP. 90	ER 92.4%
↓ 31.05 · 05:47 VIDEO For me, a child's birthday is the most important holiday of the year. It's the day my life changed forever and filled with new...	VIEWS	REACTIONS
	78 813	1 006
	REP. 136	ER 90.4%
↓ 02.06 · 05:42 PHOTO Why Omega-3 for Kids? Omega-3 are healthy fats crucial for growing bodies. ✓ Support brain development and...	VIEWS	REACTIONS
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

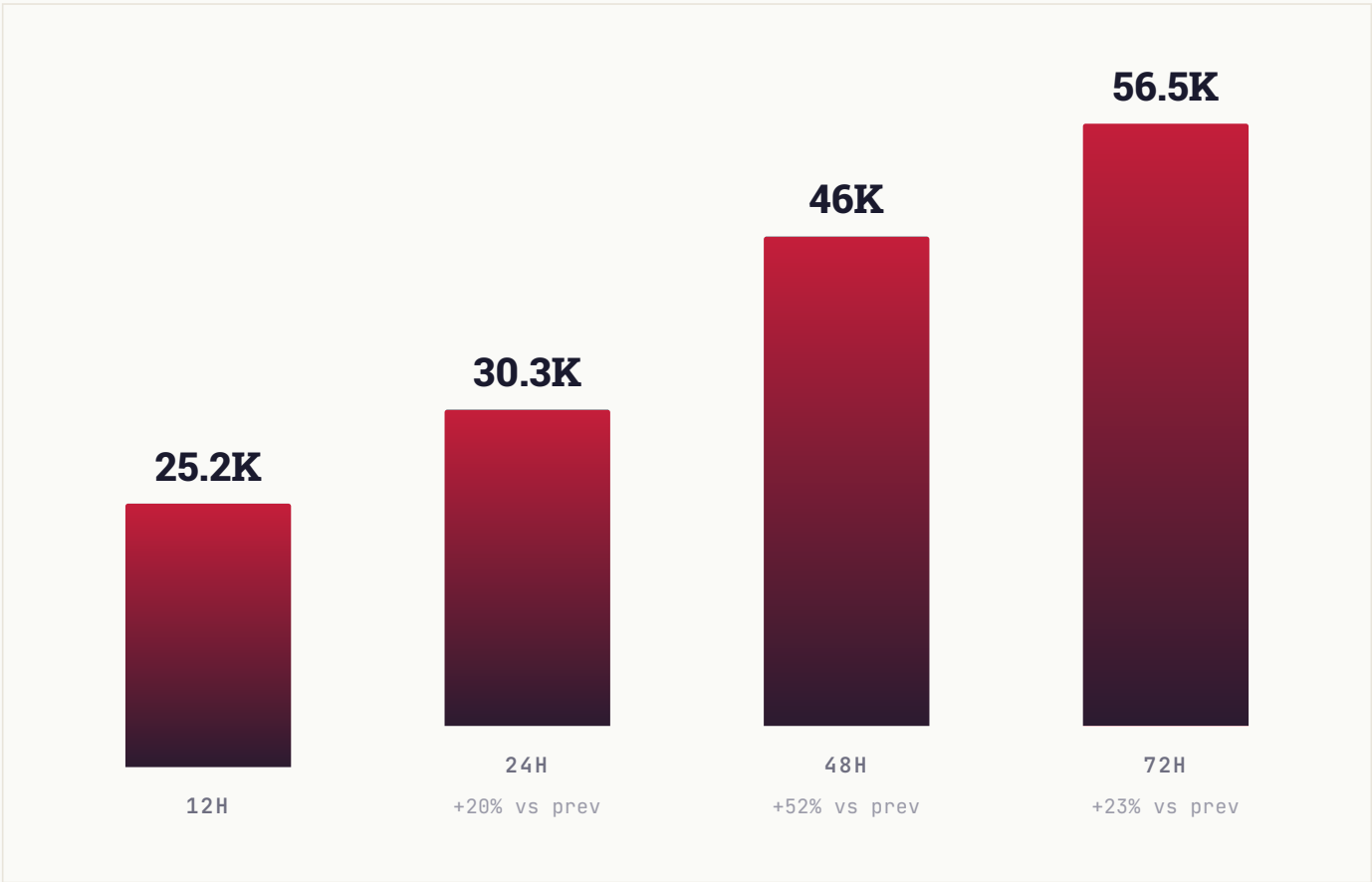
Subscriber growth chart over the year. Key months show exact subs added. See which months the channel grew and which lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time from publication. Helps estimate how long placement stays relevant.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Highlighted your channel — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	569.1K
AE AEROFLOT	526.1K
MO Moskvichka	510.9K
TU Tutu	505.7K
яп Yandex Travel	502.4K
Sun Discount train	433.7K
OT Ozon Travel	407.8K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.8K
SI Family & Kids YOU	87.1K

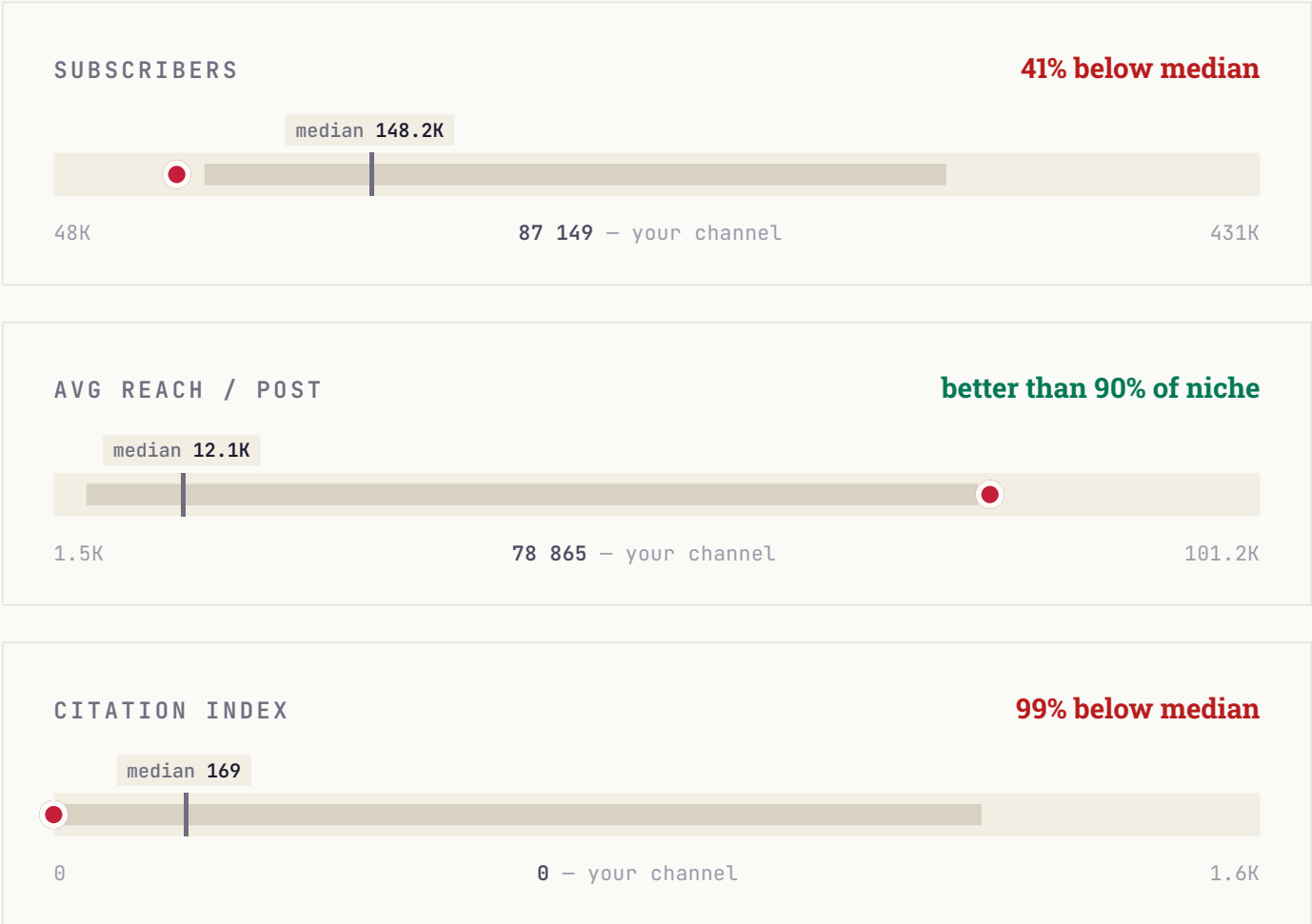
COMPARATIVE INSIGHT

Channel yet outside top 94 of niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-94 median: 153.9K. First goal — enter top-94 via systematic traffic & content work.

SECTION 06 · NICHE COMPARISON

Where your channel ranks in its league

Took top-100 channels in category "Travel» (Russia) and compared your channel.
Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



— SECTION 07 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off & revisit next month.

01**Increase posting frequency**

Now 1.4 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

Consistency > volume**02****Top post of the week — on Tuesday**

Audience most active on this day at 20:00 MSK.

EFFECT

Best window for an important post**03****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**04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER +5-15%.
One weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with same-segment channels 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 from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager