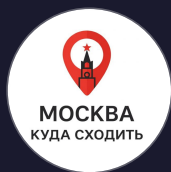


PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow - where to go | Poster



@kuda_v_moskva

📍 Best Moscow spots: from quiet courtyards to lively festivals. Daily tips on where to go, what to see, and where to get inspired. Ads: @evo_milena @evoanna Channel registered:...

SUBSCRIBERS

1 174 329

+12296 per month

ERR (% SEE POSTS)

4.0%

per day 2.8%

REACH/POST

46.3K

ad reach 32.9K/24h

— CONTENTS · 2026

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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 1 174 329 —	 SUBSCRIBER REACH 3.94% avg % of subs see post	 VIEWS/POST 46.3K median 47.8K · 29 days	 POSTS/WK 40.8 over period
 7D TREND -2.7% vs previous week	 REACTIONS/POST 171.1 total 29,769 reactions, 24,487 reposts, 0 comments	 POST LENGTH 258 chars. median 228 · 29 days	 POSTS ANALYZED 174 29 days
 AD REACH 32.9K 24h avg	 CHURN / MONTH +12296 last month	 CITATION RATE 23 citation index · 52 channels mentioned ever	 CHANNEL AGE 8 months 29 days created 04.10.2025

AI EDITOR SUMMARY

Channel 'Moscow - Where to Go | Poster' — 1 174 329 subs. Each post averages 46.3K people (4% from subs), reach is low — need to grow audience. Publishes 41 posts per week (~6/day) — active posting. For week Jun 22–28 reach stable (-2.7% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 174 posts over 29 days.
- 02 Dominant format – Photo (140/174 posts).
- 03 Avg post length – 258 chars (median 228).
- 04 Peak audience activity – Friday, 20:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (58.9K avg for top vs 34.1K for worst) – among 174 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 19:25 PHOTO Strogino ✨ Photo: Lena Medvedeva Subscribe to us on Max	VIEWS 60 859 REPOSTS 103	REACTIONS 391 ER 5.2%
Nº2 04.06 · 07:05 PHOTO Swans at Patriarch's Ponds 🦢 Photo: Aristova Yana Subscribe to us on Max	VIEWS 58 133 REPOSTS 99	REACTIONS 296 ER 5.0%
Nº3 13.06 · 15:32 PHOTO Free concert on June 28 🔥 Lineup: Люся Чеботина, Акmal', MILANA STAR, Аня Покров, Артур Бабиц, БИС, TENDERLYBAE, MARGO...	VIEWS 57 775 REPOSTS 765	REACTIONS 454 ER 4.9%

Nº4 12.06 · 18:08 PHOTO Italian summer at Solyanka: Pasta × SOKOLOV Beauty 🥰 At 'Pasta na Solyanke' restaurant, the love of the Russian soul for...	VIEWS 57 554 REPOSTS 71	REACTIONS 100 ER 4.9%
Nº5 25.06 · 13:03 PHOTO Free entry to Huaming Chinese Park on June 26 and 27 🇨🇳 Enjoy spring views, take great photos...	VIEWS 57 276 REPOSTS 334	REACTIONS 191 ER 4.9%

|

WORST 3

↓ 30.06 · 15:07 PHOTO Going to a free go-kart festival with Timati on July 7 🏎️ This is a large-scale event featuring an exhibition of unusual cars, a show...	VIEWS 34 461 REPOSTS 360	REACTIONS 130 ER 2.9%
↓ 30.06 · 09:25 PHOTO 📖 A cozy 'Forest Library' opened in 50th Anniversary of October Park — a free space for quiet and reading on...	VIEWS 34 319 REPOSTS 78	REACTIONS 116 ER 2.9%
↓ 30.06 · 13:34 VIDEO Moscow cinemas are showing the sequel to the comedy about reforming spoiled brats 😊 Over a million viewers have already watched 'Kholop 3', and their reviews...	VIEWS 33 495 REPOSTS 30	REACTIONS 193 ER 2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

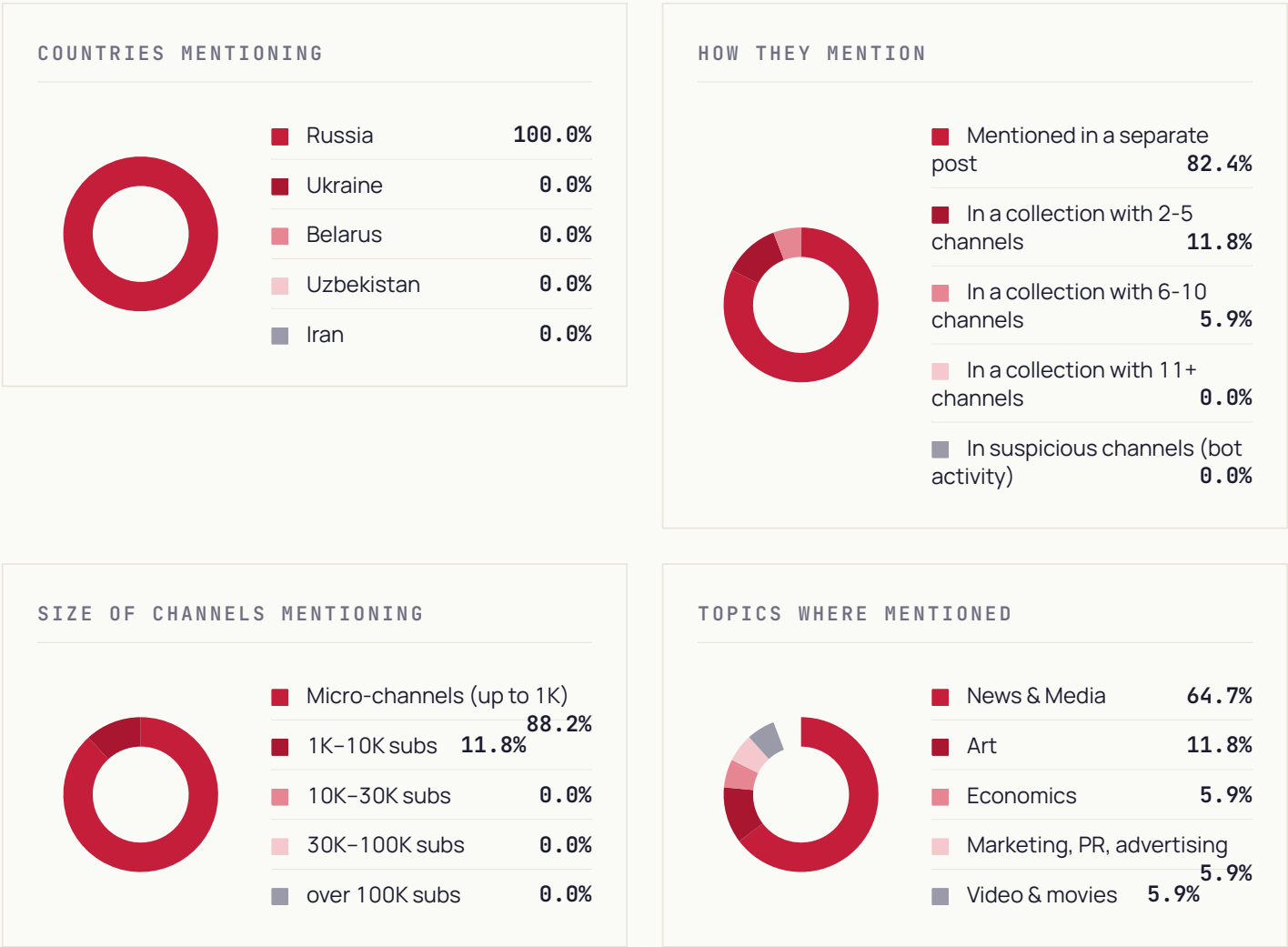
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

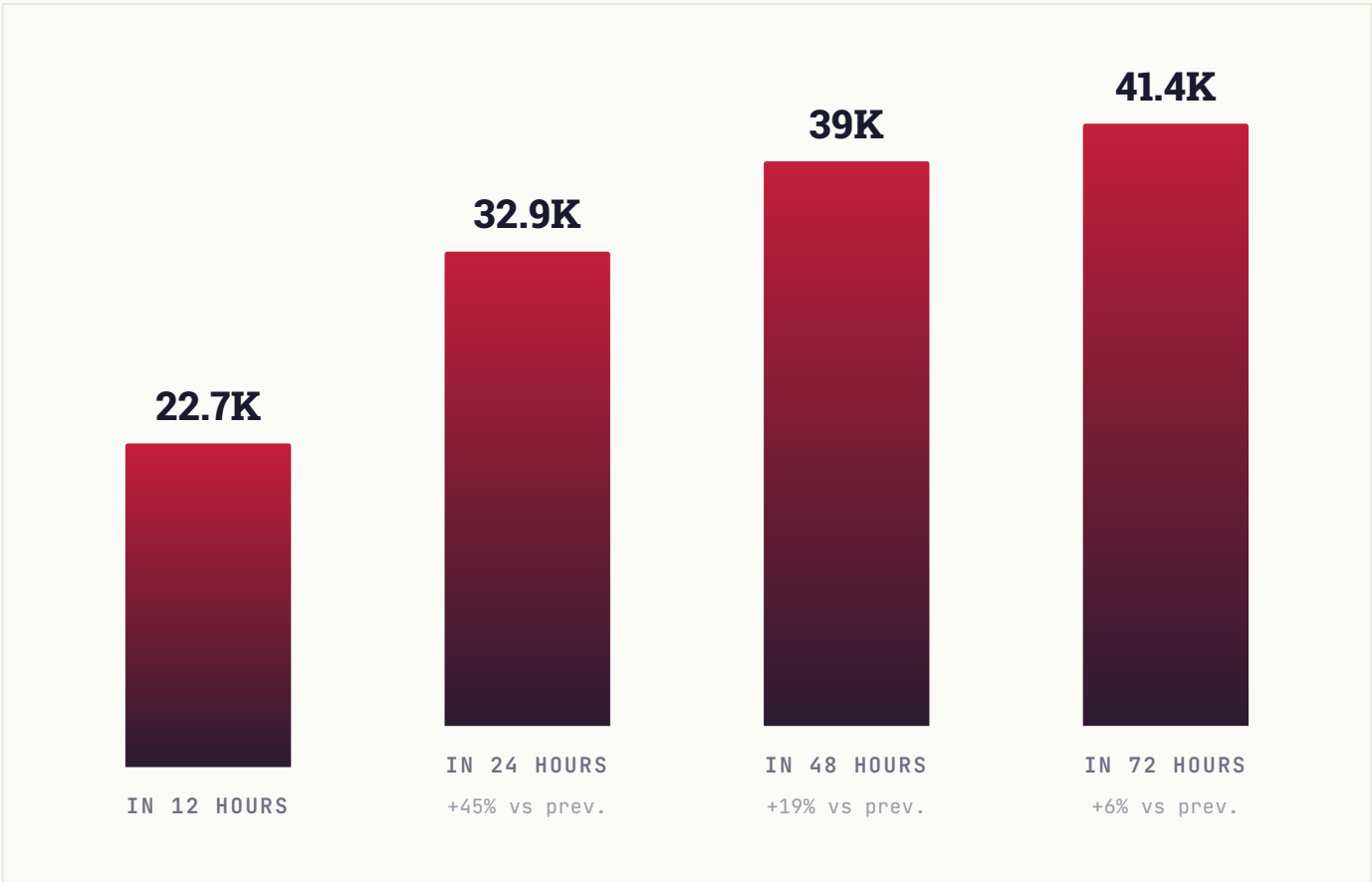
Citation index **23** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **52** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster YOU	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AЭ AEROFLOT	525.6K
MO Moscow Girl	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K

COMPARATIVE CONCLUSION

Channel in top-1 in niche (#1 of 97 channels in category). One of the leaders — client-partners can cross-promote as equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **4 months** such mentions were **2**, they brought **573 055** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	23 927
December 2025	2	2	63 935
November 2025	0	0	265 931
October 2025	0	0	219 262
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBSCRIBERS
2	4		573 055

SECTION 08 · NICHE COMPARISON

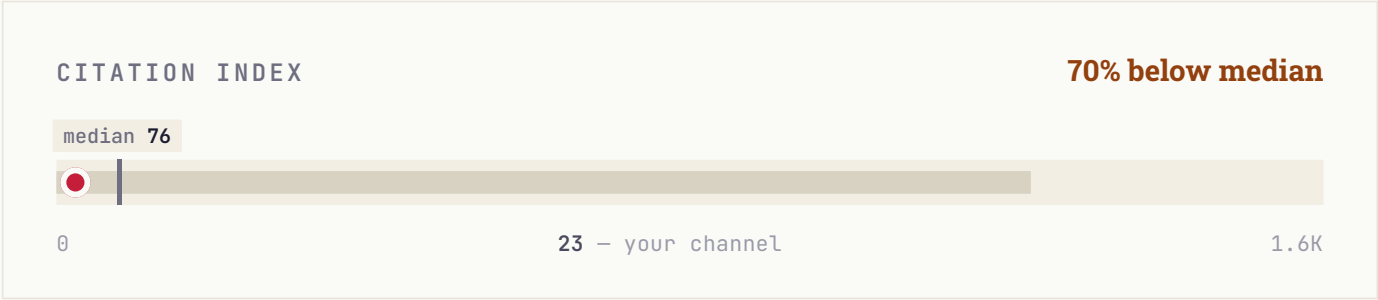
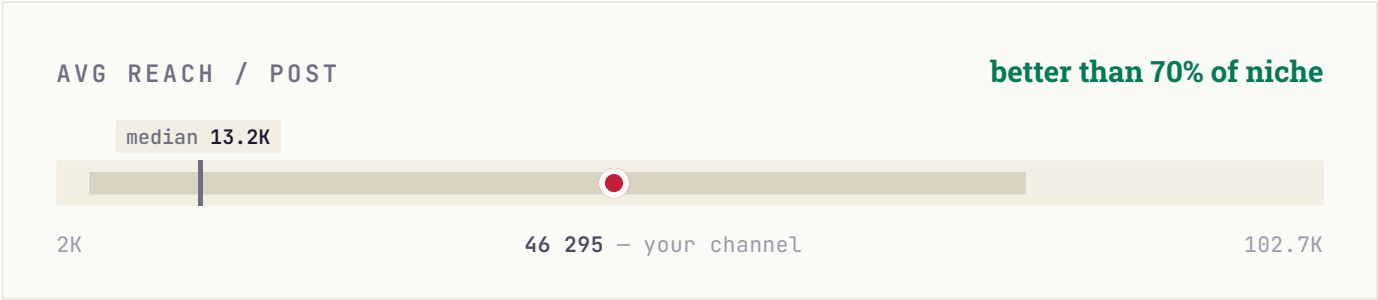
Where the channel stands in its league

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

#1/100

POSITION IN NICHE

Channel in top 1% Russia travel



— 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

Top post of the week — on Friday

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

EFFECT

Best window for a key post
- 02

ER below niche benchmark — rethink formats

Current ER 3.94% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+3.6pp ER
- 03

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
- 04

Test polls and interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Cross-post 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 ad

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

02

Contact manager

t.me/PromptPress_manager
