

PROMTPRESS PUBLIC REPORT

Channel audit

Куда в Москве



@kuda_vmsk

Moscow never sleeps — and neither do we. We gather the best city events: music, culture, parties, new places. All you have to do is choose where to go. Collaboration: @maximvpotok RKN: <https://clck.ru/3ST5wy>

SUBS

108 227

+11233 per month

ERR (% SEE POSTS)

40.0%

per day **34.0%**

REACH/POST

48.9K

ad reach **39.3K/24h**

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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.

 SUBS 108 227 —	 SUBSCRIBER REACH 45.16% avg % subs see post	 VIEWS/POST 48.9K median 46.2K · 29 days	 POSTS/WK 10.0 over period
 7D TREND -5.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 635 chars median 622 · 29 days	 POSTS ANALYZED 42 29 days
 AD REACH 39.3K 24h avg	 CHURN / MONTH +11233 last month	 CITATION RATE 4 citation index · 896 channels mentioned ever	 CHANNEL AGE 4 months 18 days created 23.02.2026

AI EDITOR SUMMARY

Channel «Куда в Москве» — 108 227 subs. Each post averages 48.9K people (45% of subs), wide reach for a channel this size. Publishes 10 posts per week (~1/day) — regular schedule. For week June 29 – July 5 reach dropped by -5.9% to week of June 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **42** posts over 29 days.
- 02 Dominant format — **Photo** (36/42 posts).
- 03 Avg post length — **635** chars (median 622).
- 04 Audience peak activity — **Sat**, 10:00 MSK.
- 05 Top posts get **4 times** more views than the weakest (103.4K avg for top vs 26.2K for worst) — among 42 posts in 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 07:35 PHOTO  Golitsyn Ponds One of Gorky Park's most scenic spots, easy to forget city noise. Surrounded by sprawling...	VIEWS 116 461 REPOSTS 4	REACTIONS — ER 107.6%
Nº2 17.06 · 07:35 PHOTO  Olympic Village Park A cozy southwest Moscow retreat. Its history tied to the Summer Olympics...	VIEWS 109 150 REPOSTS 9	REACTIONS — ER 100.9%
Nº3 18.06 · 07:34 PHOTO  Forest Library in 50th Anniversary of October Park An unusual reading and relaxation space in the park...	VIEWS 84 623 REPOSTS 6	REACTIONS — ER 78.2%

Nº4

16.06 · 07:30

PHOTO

 Tropics in Central Moscow Manezhnaya Square turned into a green oasis this summer. Palm trees, exotic...

VIEWS

67 829

REACTIONS

—

REPOSTS

12

ER

62.7%

Nº5

12.06 · 12:02

PHOTO

 Interactive exhibition 'Factory of Wonders' at VDNKh for Soyuzmultfilm's anniversary Celebrating the legendary studio's anniversary...

VIEWS

60 016

REACTIONS

—

REPOSTS

2

ER

55.5%

WORST 3

↓

02.07 · 15:40

PHOTO

 'Pavlova' at Dr. Zhivago For an unusual seasonal dessert, check out Dr. Zhivago restaurant. This summer...

VIEWS

33 055

REACTIONS

—

REPOSTS

—

ER

30.5%

↓

14.06 · 07:30

PHOTO

 Ryabushinsky Mansion on Malaya Nikitskaya Among Moscow streets hides one of the most expressive Art Nouveau houses...

VIEWS

31 228

REACTIONS

—

REPOSTS

3

ER

28.9%

↓

15.06 · 07:35

VIDEO

 Birthday Drama, 18+ Late 1970s. On a private Mediterranean island, billionaire Marcos throws...

VIEWS

14 259

REACTIONS

—

REPOSTS

3

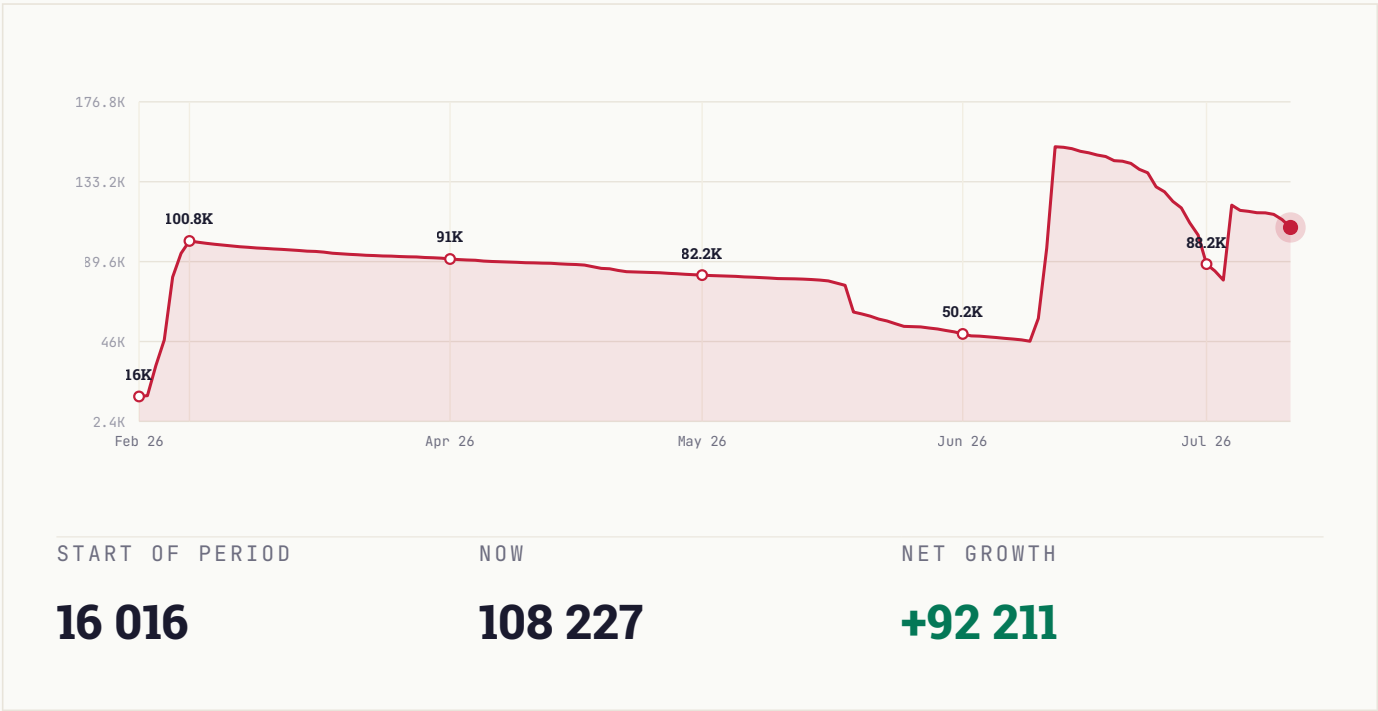
ER

13.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

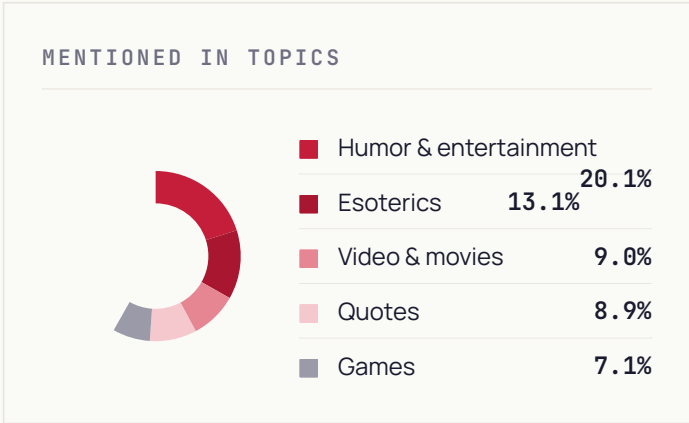
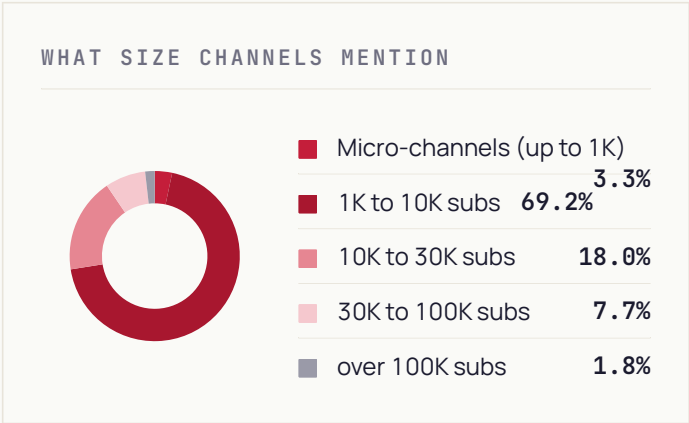
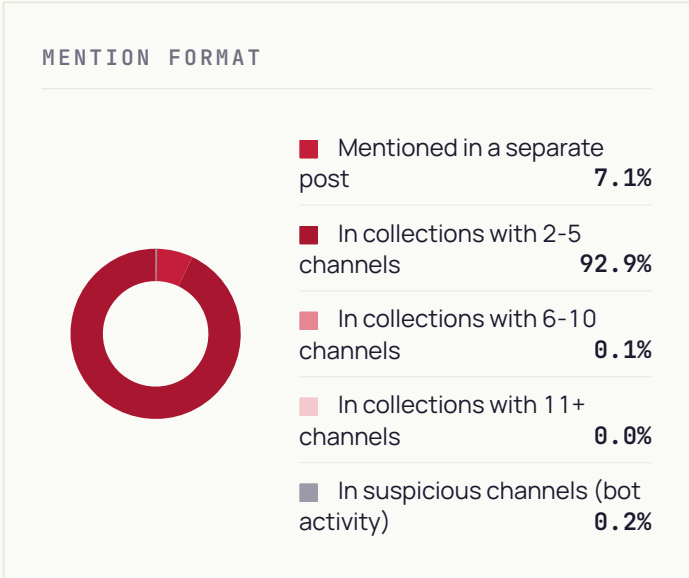
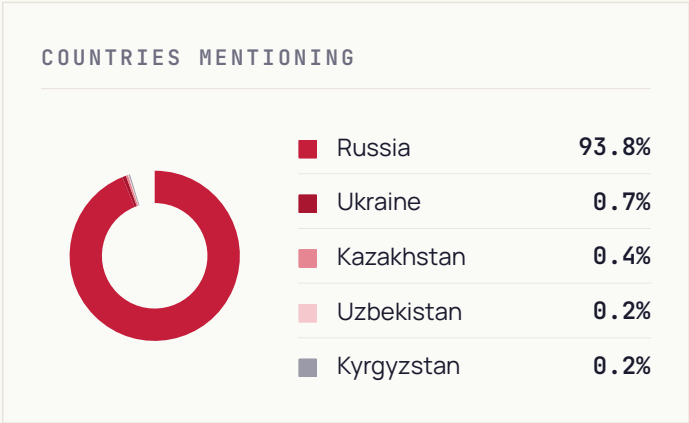
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

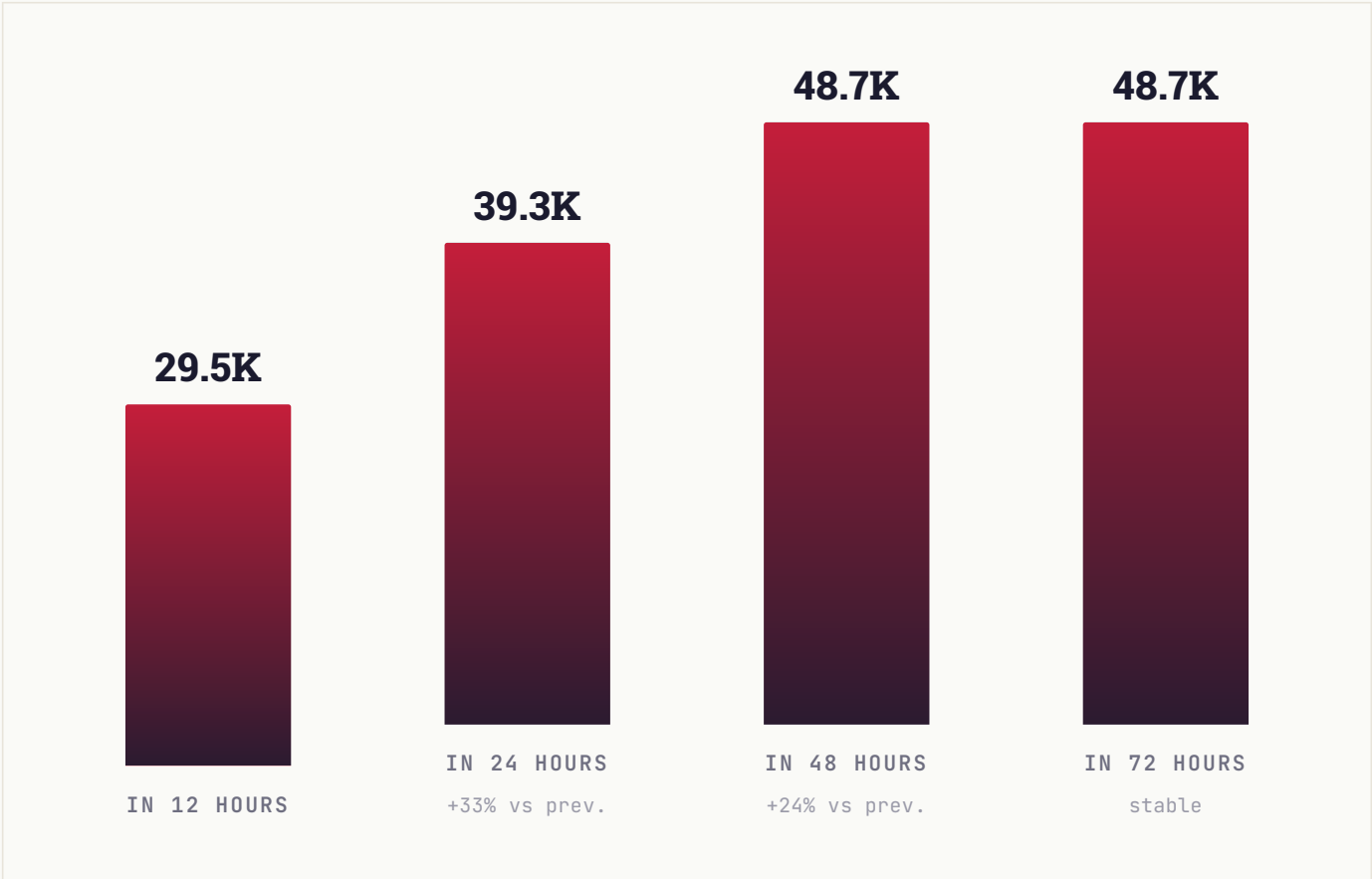
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: **896** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate placement lifespan.



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	SUBS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
کا کانال اخبارفوری خبرفوری	4.4M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡ Ukraine	3.1M
ER Куда в Москве YOU	108.2K

COMPARATIVE INSIGHT

Channel yet outside top-97 of niche — early growth stage. Niche leader — اخبارفوری (6M), median top-97: 1.3M. First goal: enter top-97 through systematic traffic & content work.

SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band: range where 80% of niche channels fall (p10-p90). Black vertical: median. Red dot: your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

01**Top post of the week — on Saturday**

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase share of video posts**

Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% share.

EFFECT

**Video retains
audience
better****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 by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

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

Swap posts quarterly with similar channels. 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth**

★ 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 with us and hit your growth plan in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
