

PROMTPRESS PUBLIC REPORT

Channel audit

Куда в Новосибирске



@kuda_vnsk

Novosibirsk doesn't stand still — and neither do we. We gather the best city events: concerts, festivals, parties, interesting spots. All you have to do is choose where to go. Collaboration: @maximvpotok
RKN:...

SUBS

81 588

+42970 per month

ERR (% SEE POSTS)

30.0%

per day 23.7%

REACH/POST

25.5K

ad reach 19.8K/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 81 588 —	 SUBSCRIBER REACH 31.31% avg % of subs see post	 VIEWS/POST 25.5K median 28.7K · 29 days	 POSTS/WEEK 9.1 over period
 7D TREND -4.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 583 chars. median 618 · 29 days	 POSTS ANALYZED 38 29 days
 AD REACH 19.8K 24h avg	 CHURN / MONTH +42970 over last month	 CITATION RATE 4 citation index · 895 channels mentioned all time	 CHANNEL AGE 4 months 18 days created 23.02.2026

AI EDITOR SUMMARY

Channel «Куда в Новосибирске» — 81 588 subs. Each post averages 25.5K people (31% of subs), that's good reach. Publishes 9 posts per week (~1/day) — regular pace. For week Jun 29 – Jul 5 reach stable (-4.2% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **38** posts over 29 days.
- 02 Dominant format — **Photo** (35/38 posts).
- 03 Avg post length — **583** chars (median 618).
- 04 Audience peak activity — **Wed**, 10:00 MSK.
- 05 Top posts get **3×** more views than the weakest (31.3K avg for top vs 10.2K for worst) — among 38 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 07:31 PHOTO  RomaAntica Cozy stylish restaurant offering classic Italian pizza and a special homey atmosphere...	VIEWS 31 738 REPOSTS 1	REACTIONS — ER 38.9%
Nº2 26.06 · 08:29 PHOTO  Medvedsky waterfall Natural landmark on the Shipunikha river near Medvedskoye village. The waterfall originates...	VIEWS 31 559 REPOSTS 3	REACTIONS — ER 38.7%
Nº3 21.06 · 08:33 PHOTO  Museum of Communications Permanent exhibition features vintage telephone and telegraph sets, first Soviet TV sets...	VIEWS 30 638 REPOSTS —	REACTIONS — ER 37.6%

Nº4 27.06 · 08:32 PHOTO  Captain Dick World rock hits Deep Purple, Queen, Scorpions, Aerosmith, Rolling Stones, Pink Floyd etc performed by rock scene maestros...	VIEWS 30 620 REPOSTS —	REACTIONS — ER 37.5%
Nº5 20.06 · 08:32 PHOTO  Botanical Garden SB RAS in Akademgorodok Central Siberian Botanical Garden founded in 1946 on the basis of one of the city parks. In 1964...	VIEWS 30 444 REPOSTS 2	REACTIONS — ER 37.3%

|

WORST 3

↓ 12.06 · 07:31 PHOTO  Tvishi Tvishi menu reflects diverse Georgian cuisine trends. They make khinkali, pata-khinkali, penovani, khachapuri...	VIEWS 12 139 REPOSTS 1	REACTIONS — ER 14.9%
↓ 15.06 · 07:30 PHOTO  Street house concert 'Na Etazhe' Event takes place at the main entrance of DK Progress — an open concert venue. Program includes...	VIEWS 11 567 REPOSTS 1	REACTIONS — ER 14.2%
↓ 11.06 · 07:34 PHOTO  Monument to Heroes of the Great Patriotic War In this building during the harsh years of WWII 1941–1945 a hospital was located...	VIEWS 7 027 REPOSTS —	REACTIONS — ER 8.6%

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 gained or lost subs.

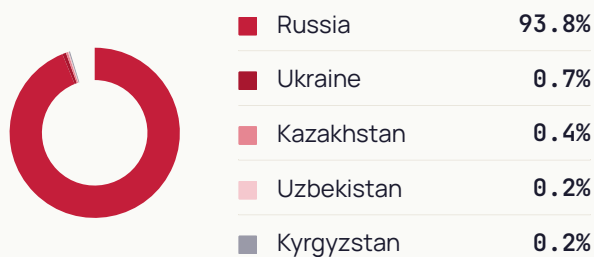


SECTION 04 • MENTIONS

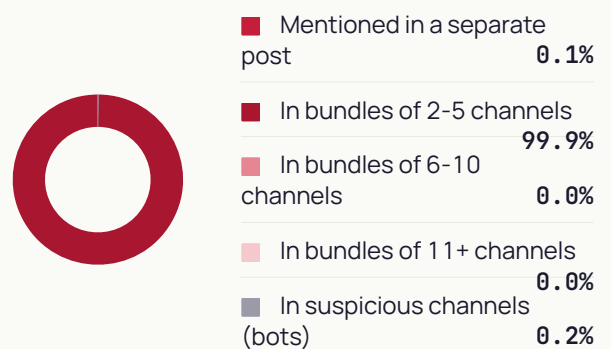
Who mentions the channel and how

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 a 1k subs one. All-time mentions: **895** different channels.

MENTIONS BY COUNTRY



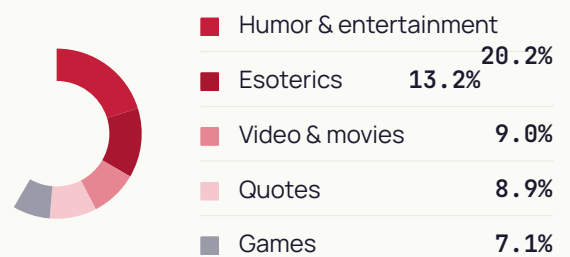
MENTION FORMAT



SIZE OF CHANNELS THAT MENTION



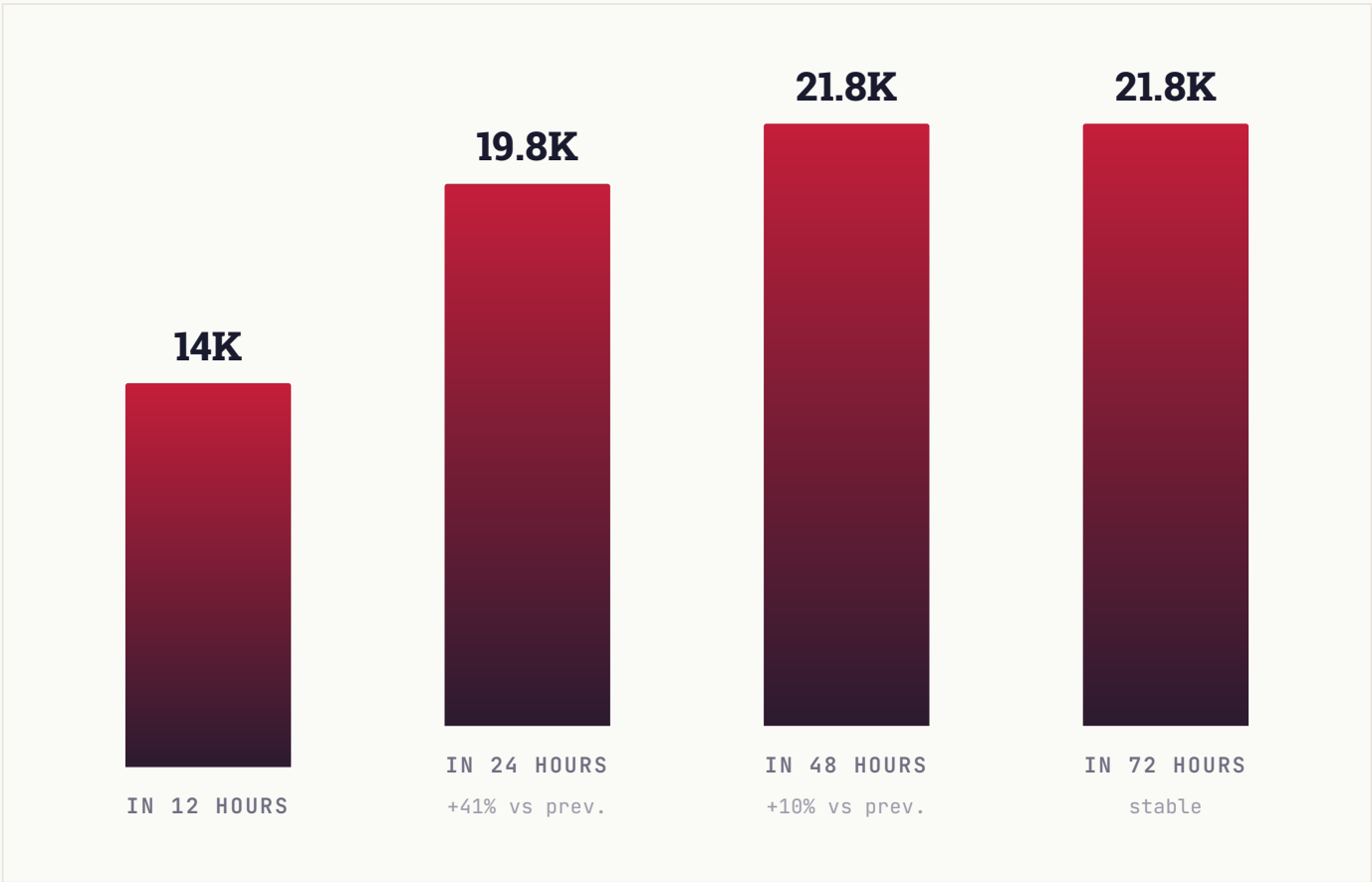
MENTIONED TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long placement stays effective.



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 اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.5M
ک ا کانال اخبار فوری خبر فوری	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 Новосибирске YOU	81.6K

COMPARATIVE INSIGHT

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

— SECTION 07 • NICHE COMPARISON

Where the channel stands 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 to 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 this report in a month.

- 01

Top post of the week — on Wednesday

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** (organic 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 with same-segment channels quarterly.
2-3 collabs give relevant growth — no need daily.

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 ad in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager