

— PROMTPRESS PUBLIC REPORT

Channel audit

Афиша Хабаровск | Туризм | Куда пойти?



@kudap_khv

Interesting places and events in Khabarovsk. For advertising:
wa.me/79003423501.

SUBSCRIBERS

12 307

ERR (% SEE POSTS)

202.0%

REACH/POST

19.9K

-1677 per month

per day 49.9%

ad reach 6.2K/24h

— CONTENTS · 2026

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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 12 307 —	 SUBSCRIBER REACH 161.6% avg % subs see a post	 VIEWS/POST 19.9K median 7.3K · 27 days	 POSTS/WK 1.0 over period
 7D TREND — no data for period	 REACTIONS/POST 107.0 only 428 reactions, 350 reposts, 0 comments	 POST LENGTH 706 chars median 640 · 27 days	 POSTS ANALYZED 4 27 days
 AD REACH 6.2K 24h avg	 CHURN / MONTH -1677 last month	 CITATION RATE 13 citation index · 12 channels mentioned ever	 CHANNEL AGE 6 years 4 months created 15.03.2020

AI EDITOR SUMMARY

Channel «Afisha Khabarovsk | Tourism | Where to go?» — 12 307 subs. Each post averages 19.9K people (162% from subs), wide reach for a channel this size. Publishes 1 posts/week (~0/day) — rare posts.

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 over 27 days.
- 02 Dominant format — **Photo** (4/4 posts).
- 03 Avg post length — **706** chars (median 640).
- 04 Peak audience activity — **Friday**, 06:00 MSK.
- 05 Top posts bring **4x** more views than the weakest (24.8K avg for top vs 6.6K for worst) — among 4 posts in 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 4 POSTS

Nº1 26.06 · 03:15 PHOTO Concert show «Women's Forum» in Khabarovsk July 2 and 3 «Women's Forum» will gather viewers who love to laugh, discuss life stories...	VIEWS 59 760 REPOSTS 240	REACTIONS 208 ER 485.6%
Nº2 06.07 · 07:09 PHOTO July 10 concert of band EXHIBITION OF SOUL - «ON THE 8TH FLOOR». • first full acoustic set this year! • new open-air venue with...	VIEWS 7 596 REPOSTS 67	REACTIONS 58 ER 61.7%
Nº3 17.06 · 09:44 PHOTO Khabarovsk, get ready! The main family event of this summer - MAMAFEST 2026 family festival! On June 20 we invite you to a big family...	VIEWS 7 051 REPOSTS 10	REACTIONS 102 ER 57.3%

Nº4 14.07 · 21:35 PHOTO Best way to spend a summer evening? Not in a cafe. Not at home. But on a SUP in the middle of the Amur, when the sun paints the sky gold and pink...	VIEWS	REACTIONS
	5 146	60
	REPOSTS	ER
	33	41.8%

WORST 3

↓ 06.07 · 07:09 PHOTO July 10 concert of band EXHIBITION OF SOUL - «ON THE 8TH FLOOR». • first full acoustic set this year! • new open-air venue with...	VIEWS	REACTIONS
	7 596	58
	REPOSTS	ER
	67	61.7%
↓ 17.06 · 09:44 PHOTO Khabarovsk, get ready! The main family event of this summer - MAMAFEST 2026 family festival! On June 20 we invite you to a big family...	VIEWS	REACTIONS
	7 051	102
	REPOSTS	ER
	10	57.3%
↓ 14.07 · 21:35 PHOTO Best way to spend a summer evening? Not in a cafe. Not at home. But on a SUP in the middle of the Amur, when the sun paints the sky gold and pink...	VIEWS	REACTIONS
	5 146	60
	REPOSTS	ER
	33	41.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of gain and loss.

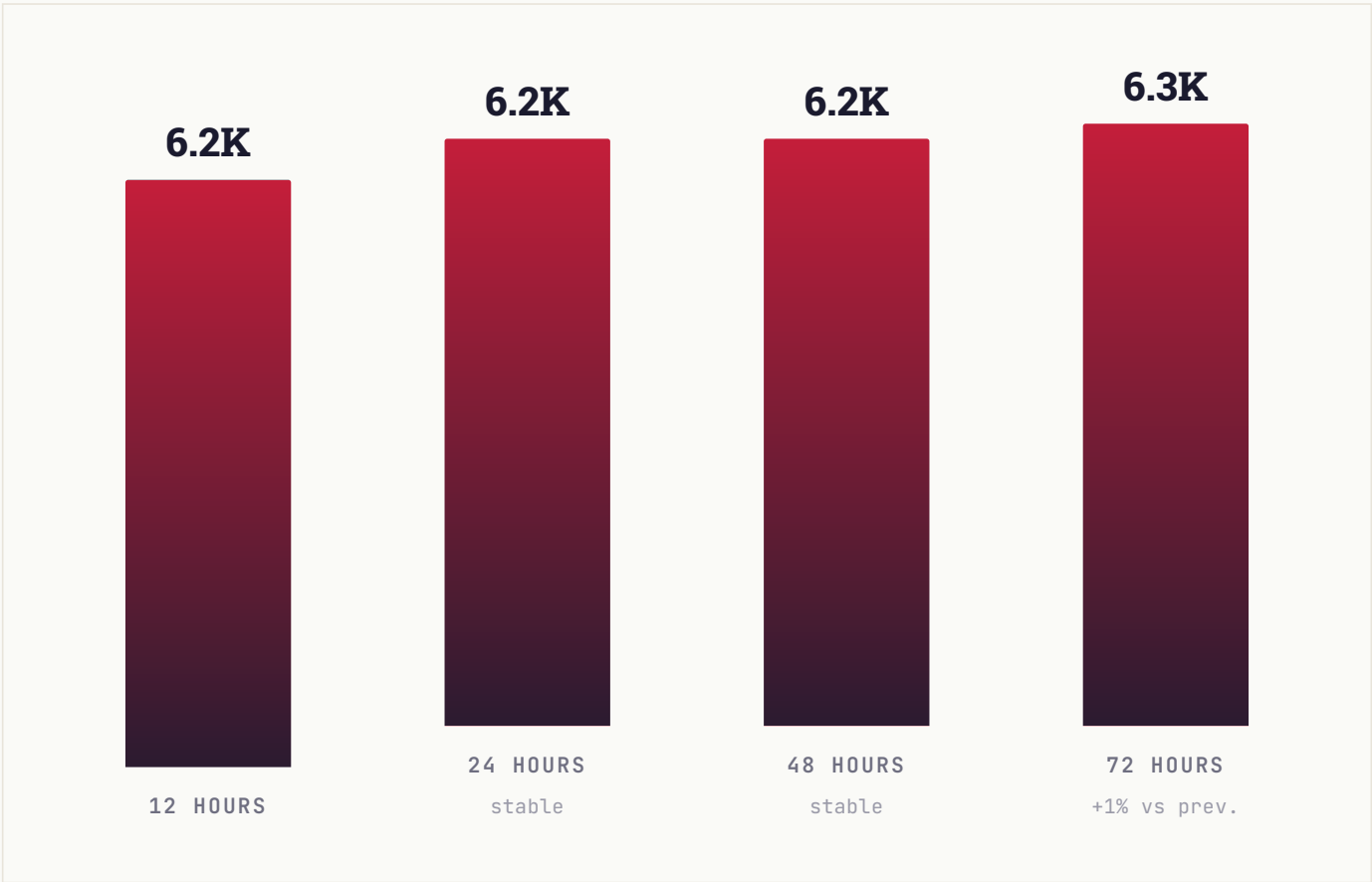


START OF PERIOD	NOW	NET GROWTH
14 072	12 307	-1 765

SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Afisha	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Moskvichka	500.8K
JP Yandex Travel	496.6K
ER Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
CPM Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K
АН Афиша Хабаровск Туризм Куда пойти? YOU	12.3K

COMPARATIVE INSIGHT

Channel not yet outside top-95 of niche — early growth stage. Niche leader — Moscow - where to go | Afisha (1.2M), top-95 median: 157K. First goal — enter top-95 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2**, they brought **11 567** new subs.

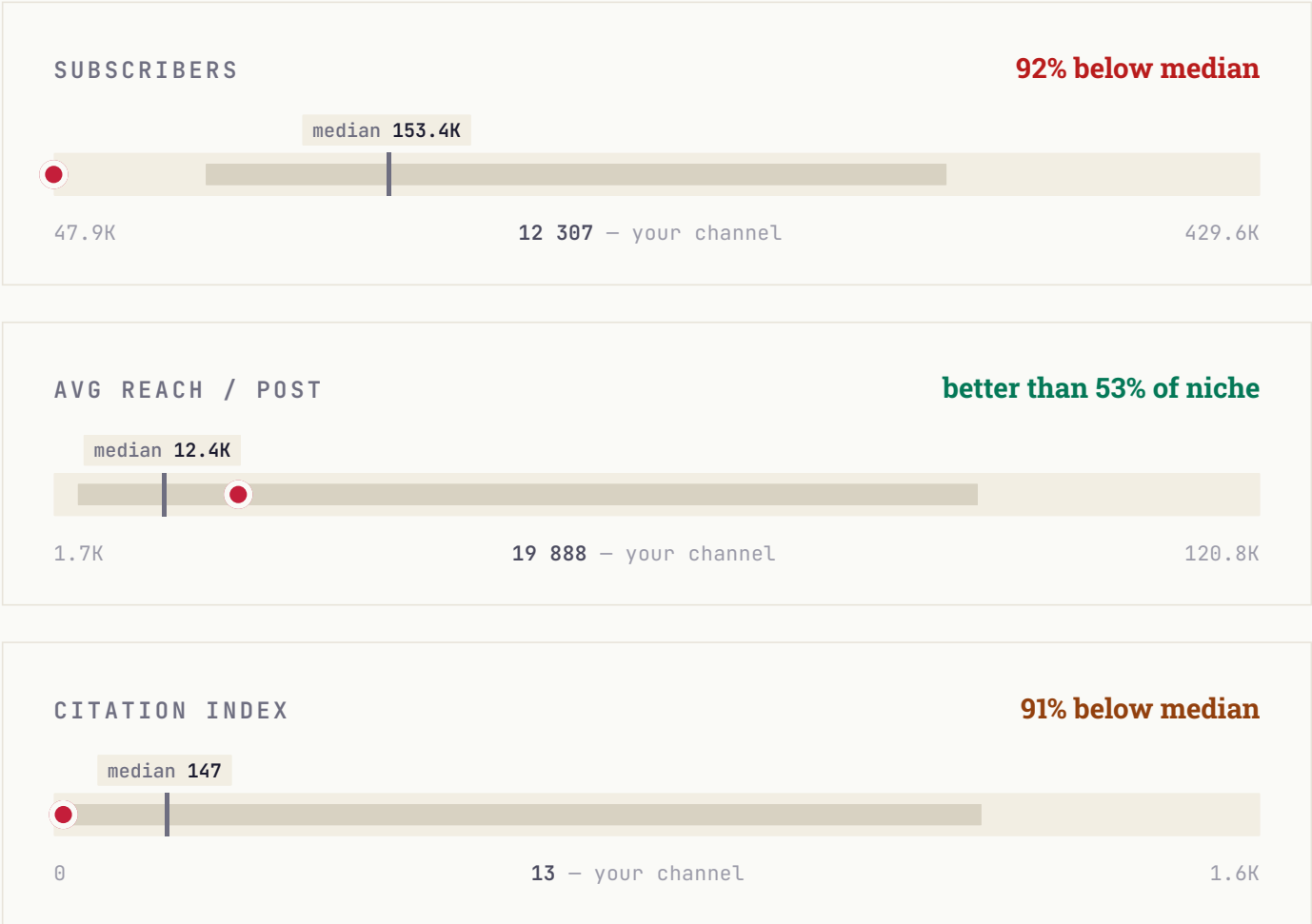
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	0	0	5 328
December 2025	0	0	6 239
November 2025	0	0	0
October 2025	0	0	0
September 2025	2	1	0
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2	6	11 567

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Travel» (Russia) and compared your channel.
Gray band = 80% of niche channels (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 next month.

01**Post more often**

Now 1.0 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Friday**

Audience most active on this day at 06:00 MSK.

EFFECT

**Best window
for an
important post****03****Increase video posts share**

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

EFFECT

**Video retains
audience
better****04****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium
channels), **Native** (native integrations), **Premium**
(target audience). PromptPress finds sources for your
niche.

EFFECT

+1K-3K subs**05****Test polls and interactive formats**

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. If you 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
