

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Daily / Afisha



@mos_daily

Moscow trends overview Ads: @your_adm Work with: telega.in/c/
mos_daily , @swaymedia, @Spiral_Yuri @TplpLe11 @nk_moscow
@Ruslan_pr24 RKN:...

SUBSCRIBERS

193 706

+64980 per month

ERR (% WHO SEE
POSTS)

6.0%

daily 1.9%

REACH/POST

10.2K

ad reach 3.7K/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 chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Food & Cooking» category

09 Strategy

5 priority actions

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 193 706 —	 SUBSCRIBER REACH 5.25% avg % subs see post	 VIEWS/POST 10.2K median 6.3K · 29 days	 POSTS/WEEK 29.8 for period
 7D TREND -11.0% vs previous week	 REACTIONS/POST 34.5 only 4,380 reactions, 10,010 reposts, 0 comments	 POST LENGTH 236 chars. median 226 · 29 days	 POSTS ANALYZED 127 29 days
 AD REACH 3.7K avg 24h	 CHURN / MONTH +64980 last month	 CITATION RATE 259 citation index · 607 channels mentioned all time	 CHANNEL AGE 1 year 10 months created 29.08.2024

AI EDITOR SUMMARY

Channel «Moscow Daily / Afisha» – 193 706 subs. Each post averages 10.2K people (5% from subs), reach is low – should expand audience. Publishes 30 posts per week (~4/day) – active publishing. For week 22–28 Jun reach dropped -11.0% to week 15–21 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top engagement posts & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 127 posts over 29 days.
- 02 Dominant format – Photo (94/127 posts).
- 03 Avg post length – 236 chars (median 226).
- 04 Audience peak – Saturday, 15:00 MSK.
- 05 Top posts get 16x more views than the weakest (78.5K avg for top vs 4.9K for worst) – among 127 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 17:26 PHOTO 🎭 'Wonder Factory' at VDNKh until June 22 Peek into animation world, learn how character voices are made, puppets come to life...	VIEWS 102 636 REP. 44	REACTIONS 155 ER 53.0%
Nº2 13.06 · 12:14 PHOTO 🌴 A real tropical corner appeared on Manezhnaya Square Palms, fountain and cozy seating turned central Moscow into a resort Moscow...	VIEWS 71 456 REP. 45	REACTIONS 52 ER 36.9%
Nº3 28.06 · 09:21 VIDEO 🍓 Strawberries from 150₽ and cherries from 200₽ at Preobrazhensky Market Season in full swing, also peonies for 150₽, peaches...	VIEWS 61 421 REP. 1 326	REACTIONS 60 ER 31.7%

Nº4 14.06 · 05:04 PHOTO  Sharing the most scenic water route for 390₽ Moscow has an unusual river route that goes around...	VIEWS 58 003 REP. 60	REACTIONS 86 ER 29.9%
Nº5 11.06 · 14:00 VIDEO "A must-try new item! Steak & Burger Miratorg launches a new Japanese burger with an unusual flavor combo. Juicy...	VIEWS 43 044 REP. 7	REACTIONS 23 ER 22.2%

|

WORST 3

↓ 03.07 · 14:11 PHOTO  Massive Shiba meetup in Moscow – extreme gathering of Shiba Inu lovers Local market with...	VIEWS 5 015 REP. 47	REACTIONS 23 ER 2.6%
↓ 05.07 · 05:01 PHOTO  Incredible Pauline Cake desserts at pop-up pastry shop on Tverskoy Boulevard Until Aug 2, try famous...	VIEWS 4 923 REP. 43	REACTIONS 25 ER 2.5%
↓ 05.07 · 13:55 PHOTO  New 'Silence Trail' route in Pokrovskoye-Streshnevo Park 7 art objects with QR codes along the route. If...	VIEWS 4 867 REP. 105	REACTIONS 38 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

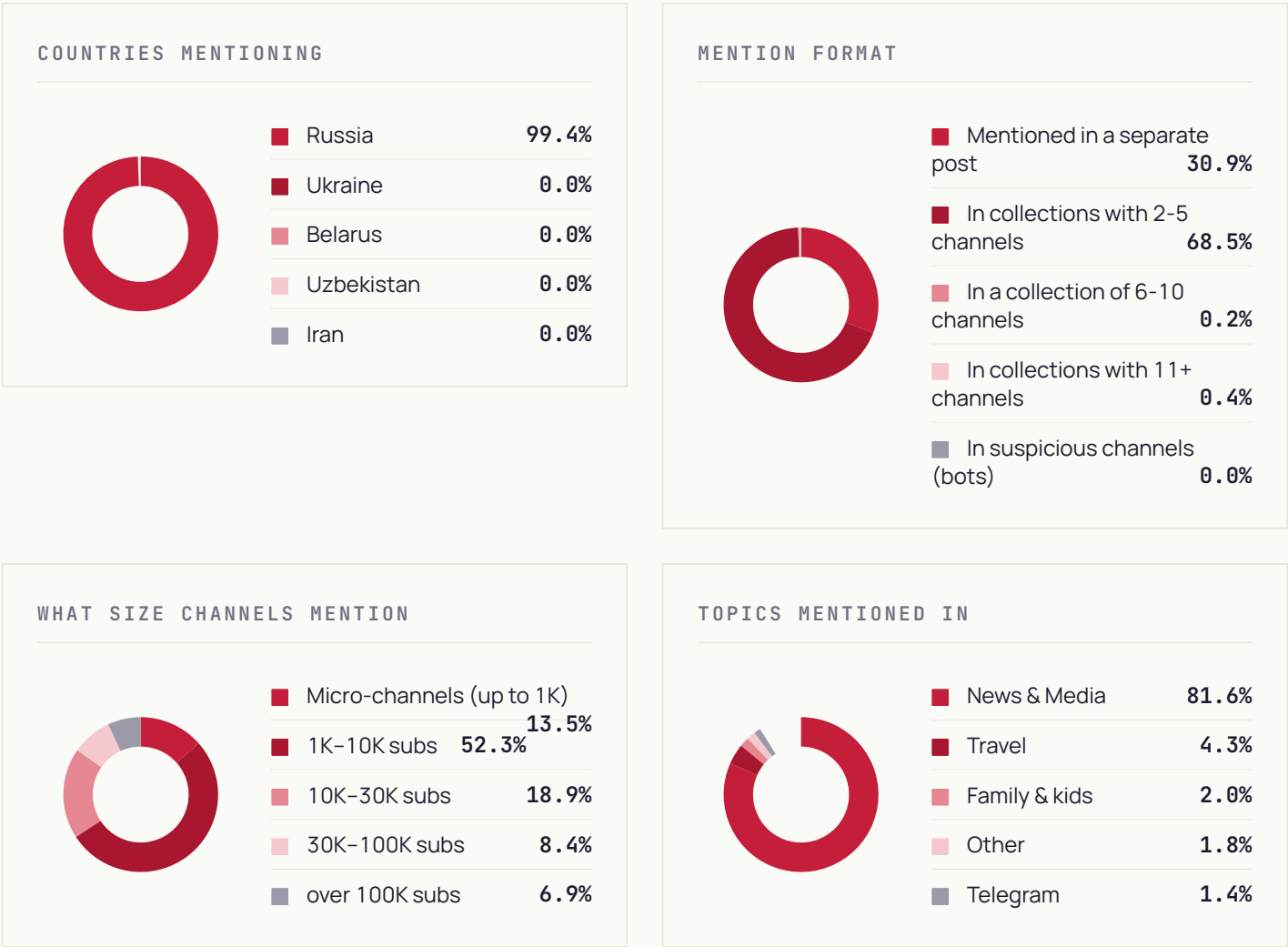
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

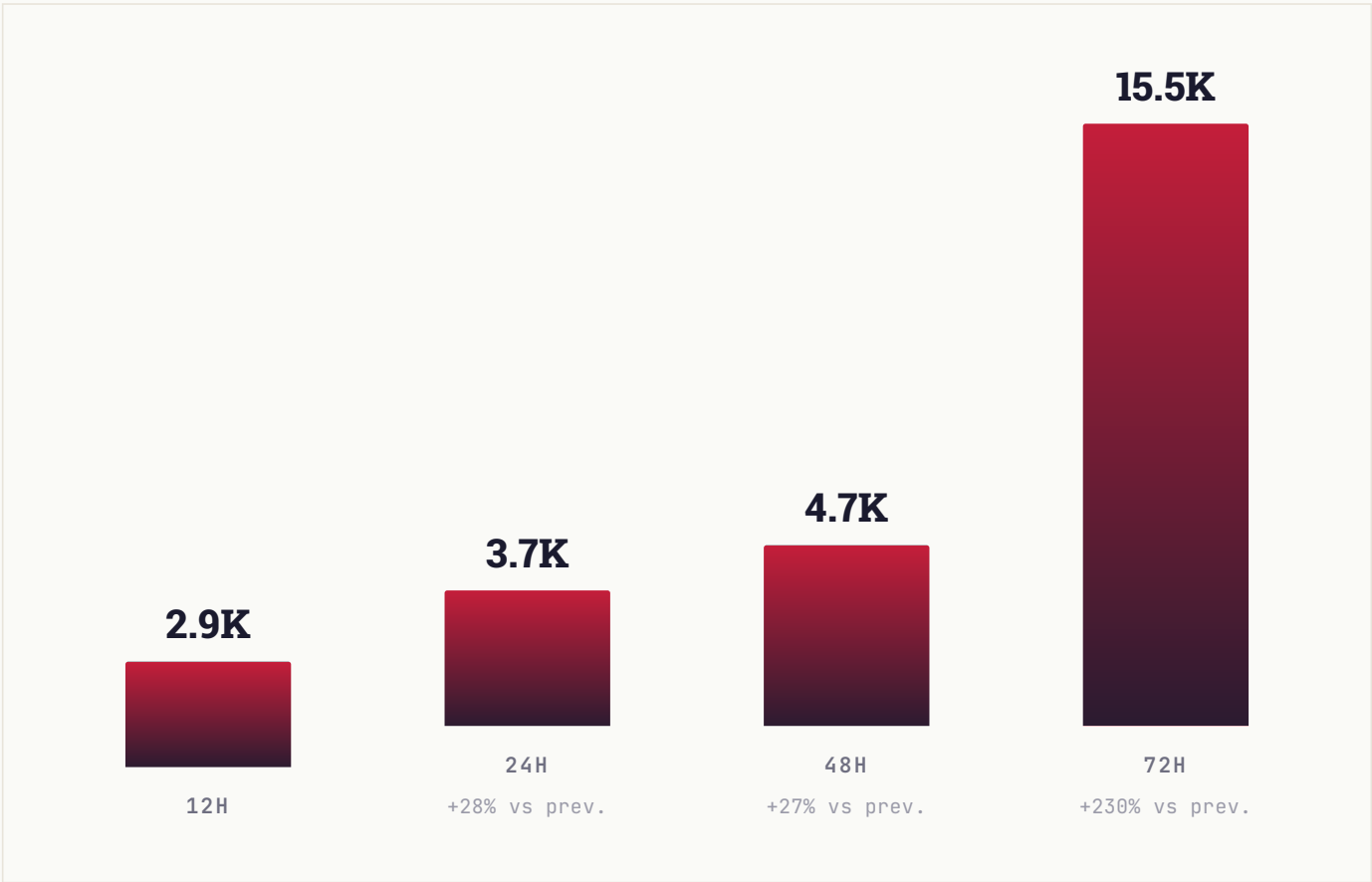
Citation index **259** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **607** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see your rank among niche peers.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🧑🍳	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
Mon Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Thu Daily recipes	461.5K
MD Moscow Daily / Afisha YOU	193.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#56 of 94). Niche median — 205K subs.
First KPI goal — reach median. Leader: Cooking Recipes Salads 🧑🍳 (995.6K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 283**, they brought **65 086** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	13	11	9 488
December 2025	390	340	2 254
November 2025	517	239	238
October 2025	309	214	27 838
Sep 2025	41	16	2 008
August 2025	13	12	23 260
TOTAL MENTIONS			
1 283			
MONTHS IN DATA			
6			
ATTRACTED SUBSCRIBERS			
65 086			

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

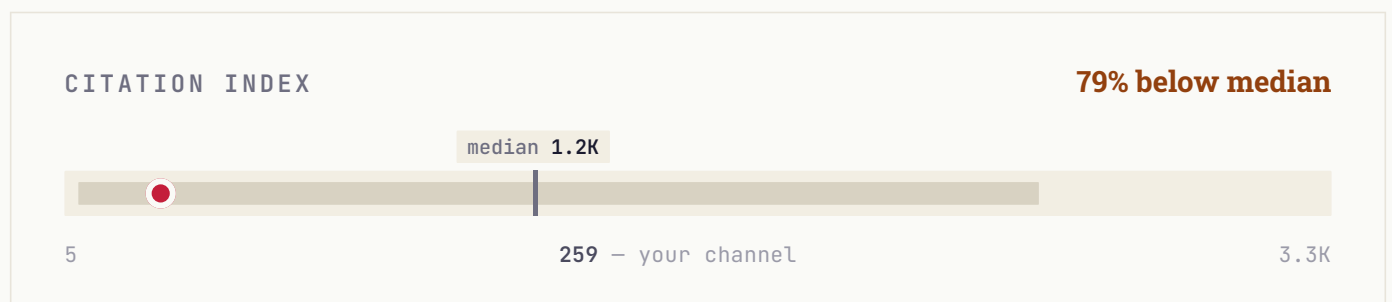
Took top-100 channels in category «Food & cooking» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#56

/100

RANK IN NICHE

Channel in the lower half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

01

Top post of the week — on Saturday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 5.25% vs norm 9.0%. Try polls & interactive formats.

EFFECT

+3.8pp ER

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

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 us to do this **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads through 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