

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Gossip • Wind from Arbat



@mos_wind

Hi! I'm Vika, based in Moscow, writing about the hottest events! 🔥
 Secret spots in Moscow & region ❤️ Free tickets 🇺🇸 ADS (DM):
 @vkmamaru (I REPLY PERSONALLY) Channel on exchange:...

SUBSCRIBERS

34 307

+12678 per month

ERR (% WHO SEE POSTS)

6.0%

per day 2.0%

REACH/POST

1.7K

ad reach 874/24h

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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 34 307 —	 SUBS REACH 5.08% avg % subs see post	 VIEWS/POST 1.7K median 1.6K · 29 days	 POSTS/WEEK 42.8 over period
 7D TREND +47.4% vs previous week	 REACTIONS/POST 16.6 only 3,033 reactions, 2,369 reposts, 0 comments	 POST LENGTH 369 chars median 347 · 29 days	 POSTS ANALYZED 183 29 days
 AD REACH 874 24h avg	 CHURN / MONTH +12678 over last month	 MENTIONS 23 citation index · 311 channels mentioned over all time	 CHANNEL AGE 8 months 23 days created 21.10.2025

AI EDITOR SUMMARY

Channel «Moscow Gossip • Wind from Arbat» — 34 307 subs. Each post averages 1.7K people (5% from subs), low reach — consider expanding audience. Publishes 43 posts per week (~6/day) — active posting. Week of Jun 29 – Jul 5 reach grew by +47.4% by week of June 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **183** posts over 29 days.
- 02 Dominant format – **Photo** (130/183 posts).
- 03 Avg post length – **369** chars (median 347).
- 04 Peak audience activity – **Monday**, 20:00 MSK.
- 05 Top posts get **12x** more views than the weakest (11.8K avg for top vs 961 for worst) – among 183 posts over 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 17:09 PHOTO Contest ended, results at link - https://t.me/mos_wind/1041	VIEWS 26 851 REPOSTS 541	REACTIONS 418 ER 78.3%
Nº2 29.06 · 15:21 VIDEO Shaman showed underwear at a press conference in Moscow.  The rest of the world can probably go to sleep – no more important news today...	VIEWS 4 366 REPOSTS 21	REACTIONS 46 ER 12.7%
Nº3 29.06 · 17:33 PHOTO !! HELLISH HEAT from Europe heading to Russia. Moscow braces for +31°C. That's 4–5°C above July norm. Peak Jul 1–2. Sunny...	VIEWS 4 085 REPOSTS 25	REACTIONS 23 ER 11.9%

Nº4 28.06 • 17:18 PHOTO The network discussed how girls go out in summer without an accountant. 🍷 Answer options are already here: – If debit and credit match, then...	VIEWS 3 396 REPOSTS 7 REACTIONS 25 ER 9.9%
Nº5 29.06 • 18:11 PHOTO  Russians increasingly turn to books for anxiety relief. In Q1, demand for psychology books on anxiety surged...	VIEWS 3 007 REPOSTS 9 REACTIONS 34 ER 8.8%

WORST 3

↓ 10.07 • 12:04 TEXT  Unexpected twist: soda literally saved a life! An American woman suffered severe upper abdominal pain – turns out, a gastric...	VIEWS 1 019 REPOSTS 3 REACTIONS 1 ER 3.0%
↓ 10.07 • 09:12 PHOTO A new hundred appeared in Russia – dedicated to the Central Federal District. Protection and design like the 2022 banknote, but fresher. 🌊...	VIEWS 1 005 REPOSTS 1 REACTIONS 1 ER 2.9%
↓ 11.07 • 08:31 PHOTO Moscow could have looked completely different – in 1935 Stalin approved the General Plan for the reconstruction of the capital, which was supposed to turn...	VIEWS 859 REPOSTS 2 REACTIONS 6 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

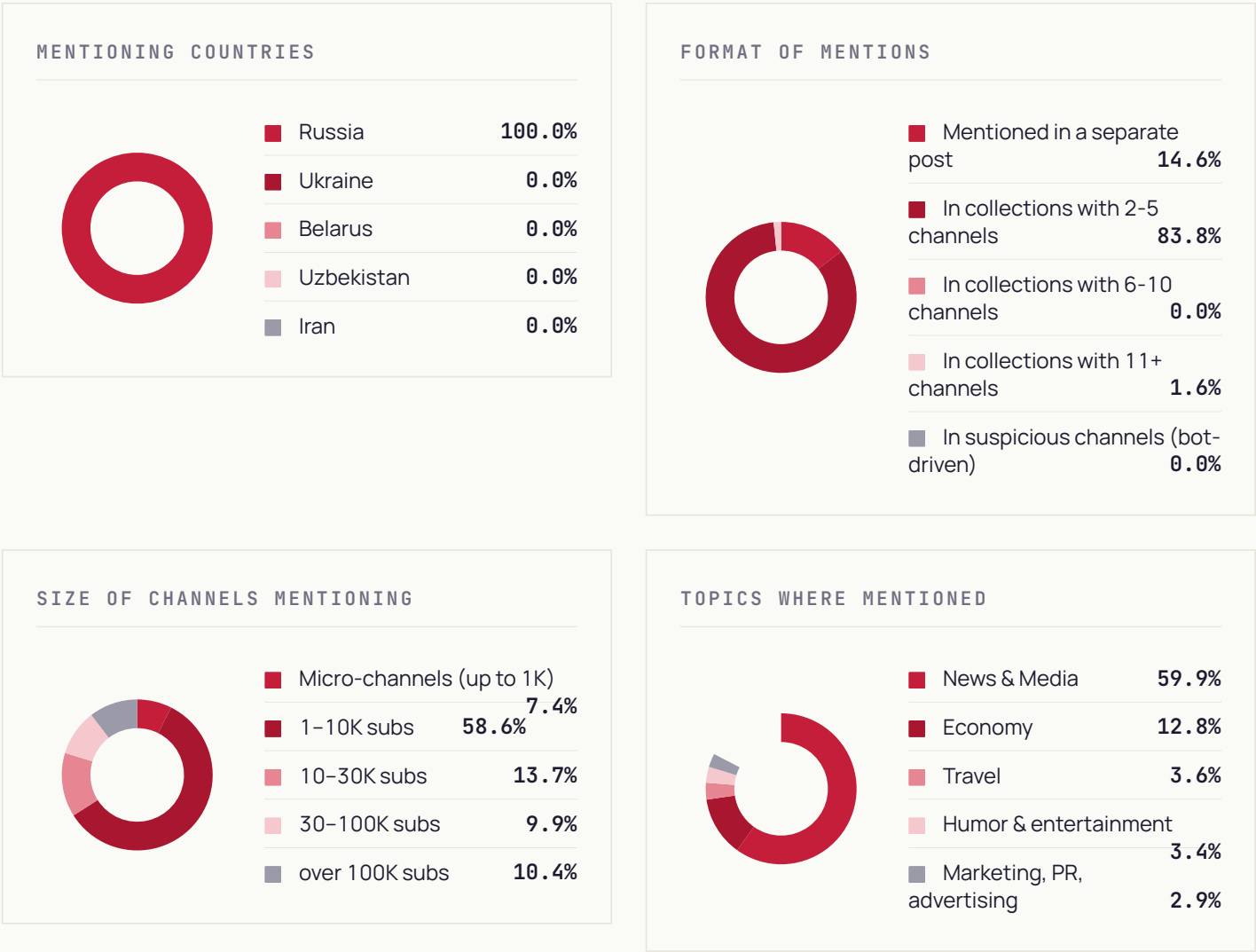
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

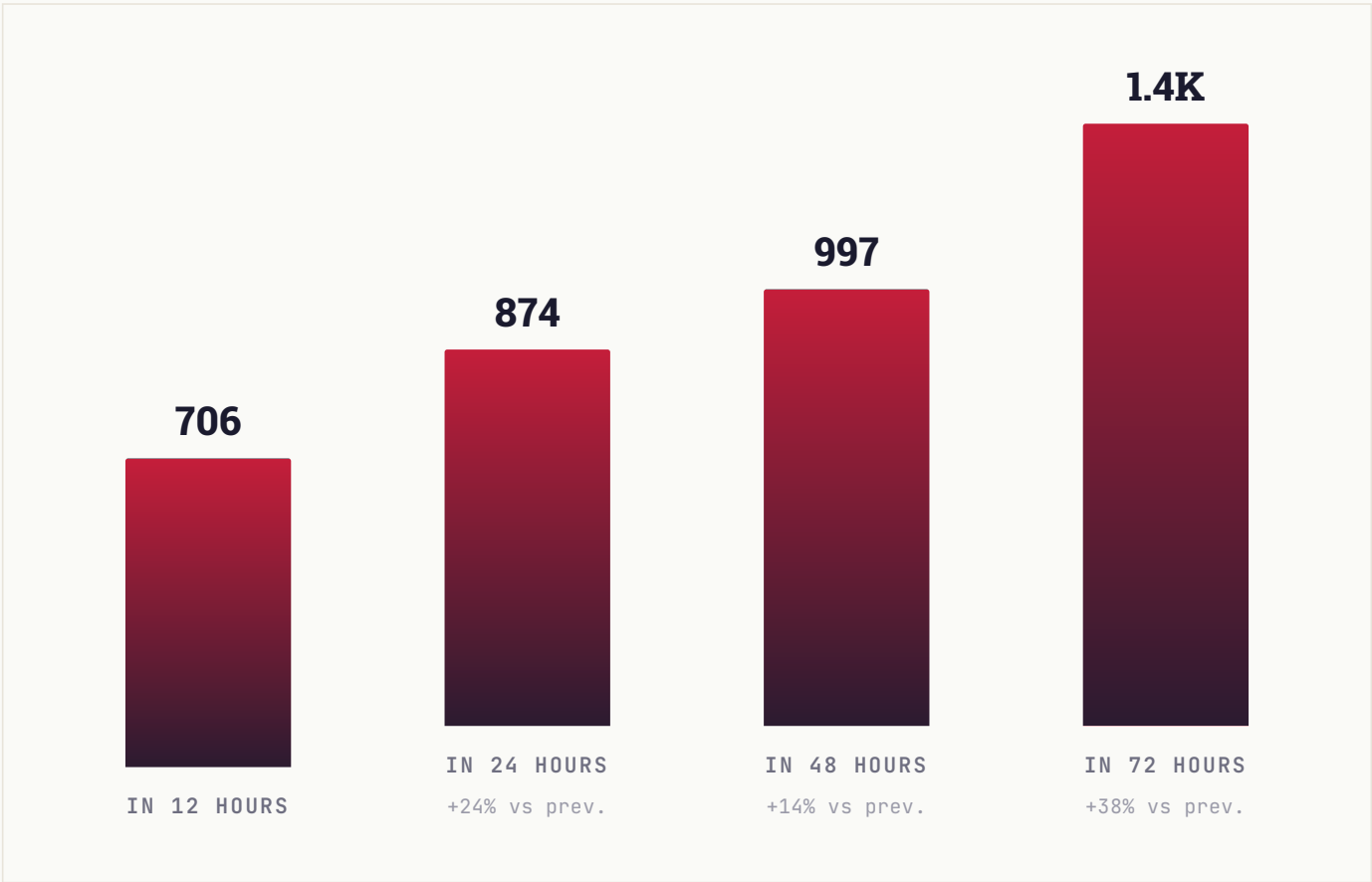
Citation index **23** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **311** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Moscow woman	500.8K
ЯП Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
CPM Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — that's us	401.7K
M- Moscow Gossip · Wind from Arbat YOU	34.3K

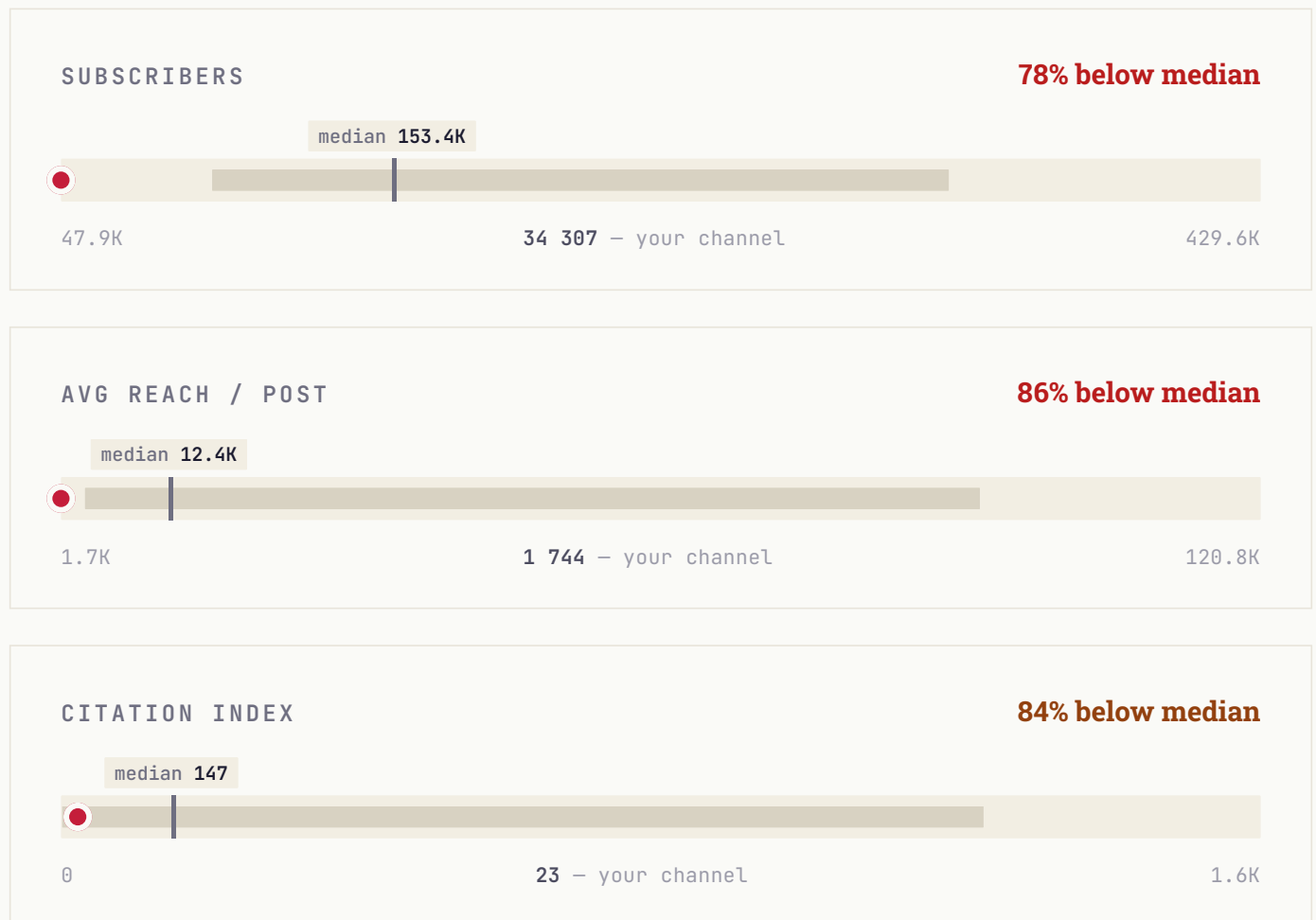
COMPARATIVE INSIGHT

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

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

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

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 5.08% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+2.4pp 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with similar channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
