

PUBLIC REPORT BY PROMTPRESS

Channel audit

Афиша Москва

• Скидки



@moscow_kuda

Best Moscow events. Up to 90% off tickets & many free events.
 Questions - @topticket_manager or <https://iimax.ru/>
 topticket_manager SPB - @peterburg_afisha MAX -...

SUBSCRIBERS

112 982

-2495 per month

ERR (% SEE POSTS)

6.0%

per day 3.6%

REACH/POST

6.5K

ad reach 4K/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.

SUBSCRIBERS 112 982 —	SUBSCRIBER REACH 5.76% avg % of subs see a post	VIEWS/POST 6.5K median 6.8K · 29 days	POSTS/WEEK 22.4 for the period
7D TREND +1.2% vs previous week	REACTIONS/POST 16.4 total 1,538 reactions, 3,241 reposts, 22 comments	POST LENGTH 642 chars median 640 · 29 days	POSTS ANALYZED 94 29 days
AD REACH 4K 24h avg	CHURN / MONTH -2495 last month	CITATION RATE 115 citation index · 1,985 channels mentioned ever	CHANNEL AGE 3 years 7 months created 23.11.2022

AI EDITOR SUMMARY

Channel «Афиша Москва • Скидки» — 112 982 subs. Each post averages 6.5K people (6% from subs), reach is low — consider expanding audience. Publishes 22 posts per week (~3/day) — active posting. For week Jun 15–21 reach stable (+1.2% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **94** posts over 29 days.
- 02 Dominant format – **Photo** (80/94 posts).
- 03 Avg post length – **642** chars (median 640).
- 04 Peak audience activity – **Sunday**, 16:00 MSK.
- 05 Top posts get **1x** more views than the weakest (8.2K avg top vs 5.6K worst) – among 94 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 13:39 PHOTO -40% on play «The Seagull» with Russian stage stars! 5 & 6 Jul (Sun & Mon) 19:00 from 1680p instead of 2800p 40% with promo...	VIEWS 8 329 REP. 31	REACTIONS 18 ER 7.4%
Nº2 05.06 · 07:39 PHOTO -40% on play «Warsaw Melody» 19 Jun (Fri) 19:00 from 1200 instead of 2000 RUB 40% with promo VM40 Theater on Serpukhovskaya...	VIEWS 8 239 REP. 37	REACTIONS 11 ER 7.3%
Nº3 18.06 · 17:39 PHOTO -30% on play «Two in an Elevator, Not Counting Tequila» 2 Jul (Thu) 19:00 from 700 instead of 1000 RUB 30% with promo AFISHAMSK CDKZh...	VIEWS 7 933 REP. 10	REACTIONS 13 ER 7.0%

Nº4

14.06 · 13:40

PHOTO

Concert «ZHARA Light» ☑June 28 (Sun) at 6:00 PM ☑CDM, Teatralny Ave., 5c1 ☑Free entry, registration required (limited seats) ☑...

VIEWS

7 915

REACTIONS

11

REP.

98

ER

7.0%

Nº5

02.06 · 07:39

PHOTO

-20% on Moscow Comedy Theater play «Number 13» 16+ ☑DK im. Zueva, Lesnaya St., 18 ☑06.06 (Sat) 19:00 ☑10.06 (Wed)...

VIEWS

7 874

REACTIONS

17

REP.

17

ER

7.0%

WORST 3

↓ 24.06 · 09:40 PHOTO Diana Arbenina, Timati and other artists will perform at the Zaryad Fest festival ☑Festival July 4-5 (Sat-Sun), artists perform on the 5th...	VIEWS 5 671 REACTIONS 34 REP. 101 ER 5.0%
↓ 24.06 · 17:40 PHOTO Park Symphony in Pokrovsky Bereg Park ☑June 27 (Sat), 7:30 PM – 8:30 PM ☑Pokrovsky Bereg Park ☑Free entry Musicians will...	VIEWS 5 606 REACTIONS 22 REP. 31 ER 5.0%
↓ 24.06 · 13:39 PHOTO -20% on Moscow Comedy Theater play «Bad Guys» (Premiere! 18+) ☑Theatrium on Serpukhovka, Pavlovskaya St., 6 ☑04.07 (Sat)...	VIEWS 5 565 REACTIONS 9 REP. 7 ER 4.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

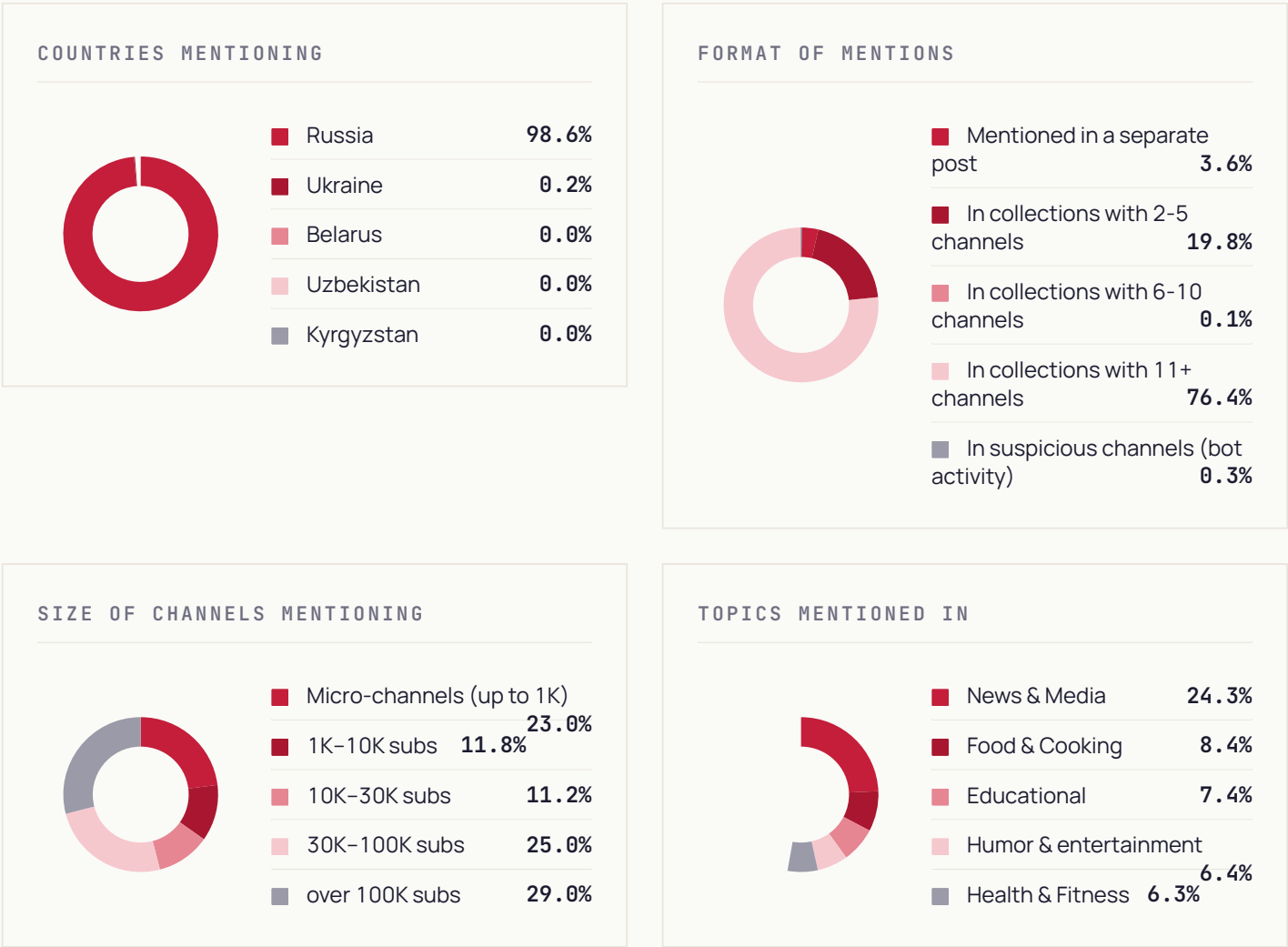
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

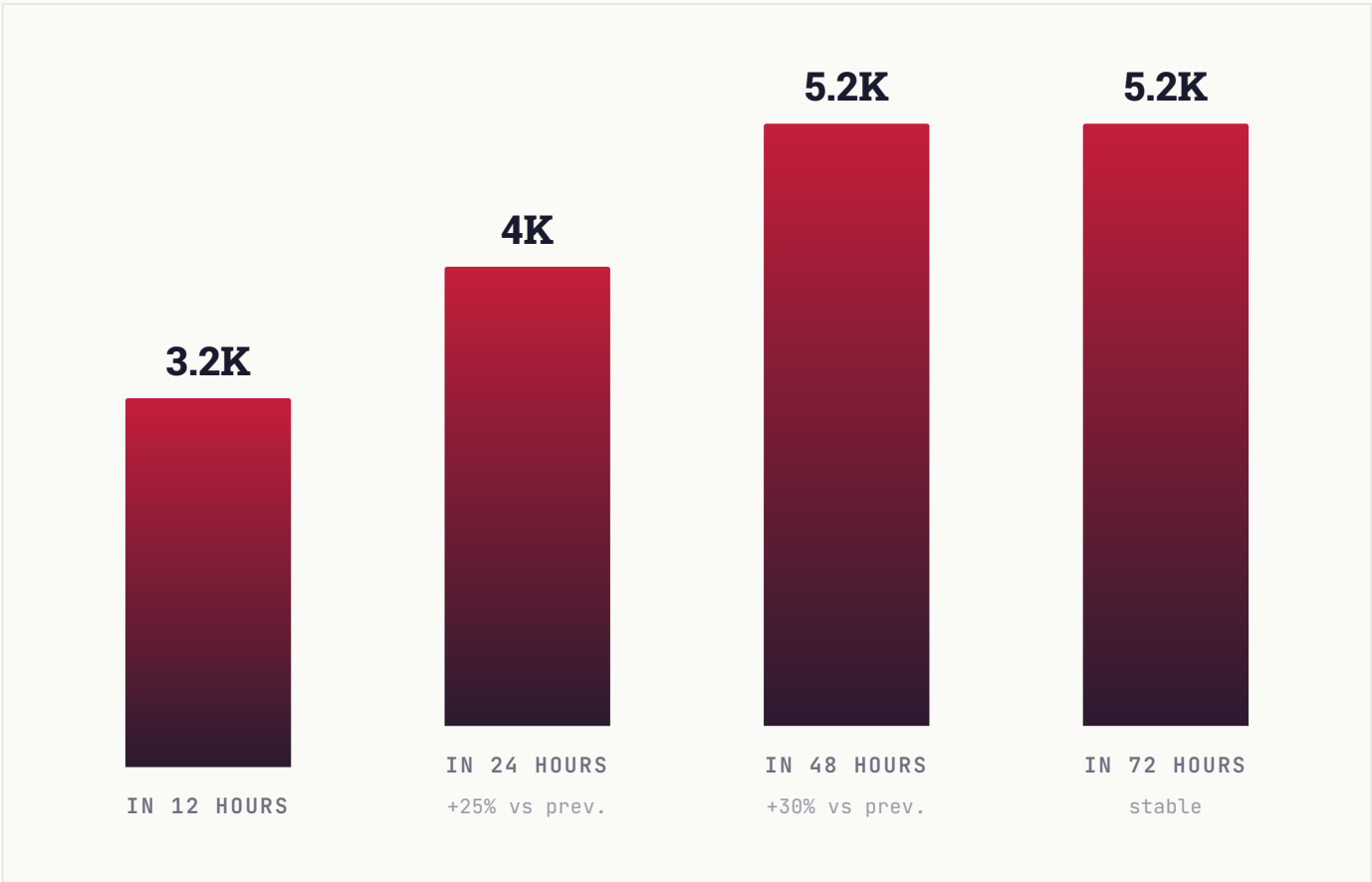
Citation index **115** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **1 985** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AЭ AEROFLOT	526K
MO Moskvichka	508.6K
TU Tutu	504.9K
JP Yandex Travels	501.7K
Sun Discount wagon	433.4K
OT Ozon Travel	407K
AM Афиша Москва • Скидки YOU	113K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#81 of 97). Niche median — 159.5K subs. First growth KPI — reach median. Leader: Amazing World and Travel (1.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **856**, they brought **39 453** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBSCRIBERS	
Dec 2025	531	525	16 286	
November 2025	2	2	2 048	
October 2025	3	2	4 278	
Sep 2025	109	109	13 222	
August 2025	210	204	2 553	
Jul 2025	1	1	1 066	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
856		6	39 453	

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category "Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

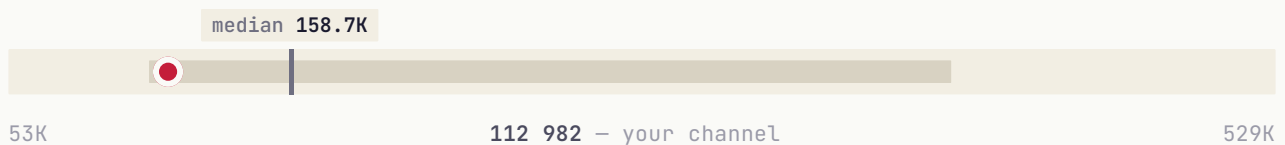
#81/100

RANK IN NICHE

Channel in the bottom half of the ranking

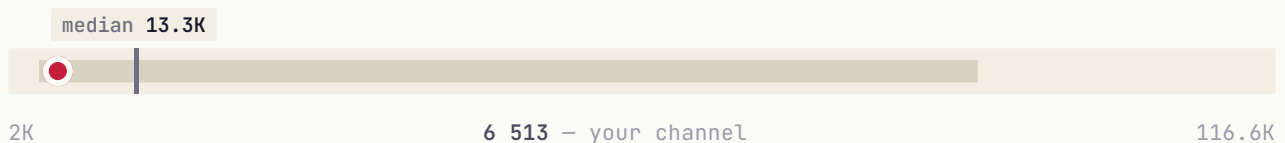
SUBSCRIBERS

worse than median by 29%



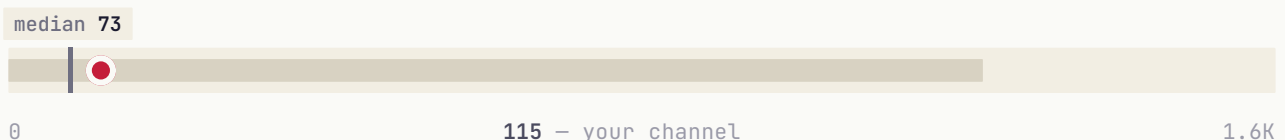
AVG REACH / POST

worse than median by 51%



CITATION INDEX

better than 51% of niche



— SECTION 09 · 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 Sunday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase video posts share

Video in Telegram retains audience longer and is better processed by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 5.76% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+1.7pp ER

04

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**

05

Test polls and interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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