

PUBLIC REPORT BY PROMTPRESS

Channel audit

My Moscow



@moscowmi

One of the largest Moscow channels. Send news:
@mymooscow_bot Partnerships: @zubar89 Channel works with
@Tgpodbor_official Included in RKN list: <https://rkn.link/AIM>

SUBSCRIBERS

403 822

-10853 per month

ERR (% SEE POSTS)

9.0%

daily 7.2%

REACH/POST

34.5K

ad reach 29.1K/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 403 822 —	 SUBS REACH 8.55% avg % subs see post	 VIEWS/POST 34.5K median 34.6K · 29 days	 POSTS/DAY 16.5 ~116 per week
 7D TREND -9.0% vs previous week	 REACTIONS/POST 313.2 155K reactions, 237K reposts, 0 comments	 POST LENGTH 185 chars median 148 · 29 days	 POSTS ANALYZED 496 29 days
 AD REACH 29.1K 24h avg	 CHURN / MONTH -10853 last month	 CITATIONS 1 059 citation index · 4,183 channels mentioned all time	 CHANNEL AGE 10 years 9 months created 24.09.2015

AI EDITOR SUMMARY

Channel «My Moscow» — 403 822 subs. Avg views per post: 34.5K people (9% from subs), low reach — expand audience. Publishes 116 posts/week (~17/day) — very active. Week Jun 22–28 reach dropped -9.0% to week Jun 15–21 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **496** posts over 29 days.
- 02 Dominant format – **Photo** (237/496 posts).
- 03 Avg post length – **185** chars (median 148).
- 04 Peak audience activity – **Thursday**, 08:00 MSK.
- 05 Strongest posts get **3x** more views than the weakest (57K avg for top vs 21.6K for worst) – among 496 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 06:04 PHOTO 🔥 Massive fires are breaking out near Sadovod market right now. The sky is covered with smoke.	VIEWS 61 156 REPOSTS 4 563	REACTIONS 435 ER 15.1%
Nº2 30.06 · 07:56 TEXT 😞 Planning horizon is now shrinking to zero, we will live in complete uncertainty – Sber CEO German Gref. He called...	VIEWS 56 814 REPOSTS 2 209	REACTIONS 652 ER 14.1%
Nº3 18.06 · 07:42 PHOTO ! Fire area at MEGA Belaya Dacha mall has already reached 2,000 sq m – Baza. Also at Sadovod market, fire engulfs more warehouses and...	VIEWS 53 150 REPOSTS 2 027	REACTIONS 576 ER 13.2%

Nº4 20.06 · 16:24 TEXT ! Tomorrow will be the most powerful day of the year – astrologers. All due to the summer solstice: June 21 is the strongest energy day...	VIEWS 52 932 REPOSTS 1 708 REACTIONS 719 ER 13.1%
Nº5 18.06 · 13:50 TEXT ⚡ Residents of southeast Moscow should keep windows closed after refinery fire, and at-risk groups urgently leave the area – ecologists. In...	VIEWS 51 756 REPOSTS 2 081 REACTIONS 438 ER 12.8%
WORST 3	
↓ 10.06 · 12:41 PHOTO 😞 Ice cream overdose is possible – you can get it from 4 or more servings larger than 100 grams per week – doctors. The overdose will be caused by sugar...	VIEWS 21 970 REPOSTS 249 REACTIONS 134 ER 5.4%
↓ 10.06 · 12:11 PHOTO 😊 What do Muscovites love to eat okroshka with – kvass or kefir – they find out at the Zaryad store from Magnit. Until June 15, kvass or kefir for okroshka...	VIEWS 21 523 REPOSTS 47 REACTIONS 92 ER 5.3%
↓ 10.06 · 11:49 TEXT 😓 Extreme heat up to +32°C in Moscow on Saturday – EMERCOM warning.	VIEWS 21 399 REPOSTS 191 REACTIONS 134 ER 5.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

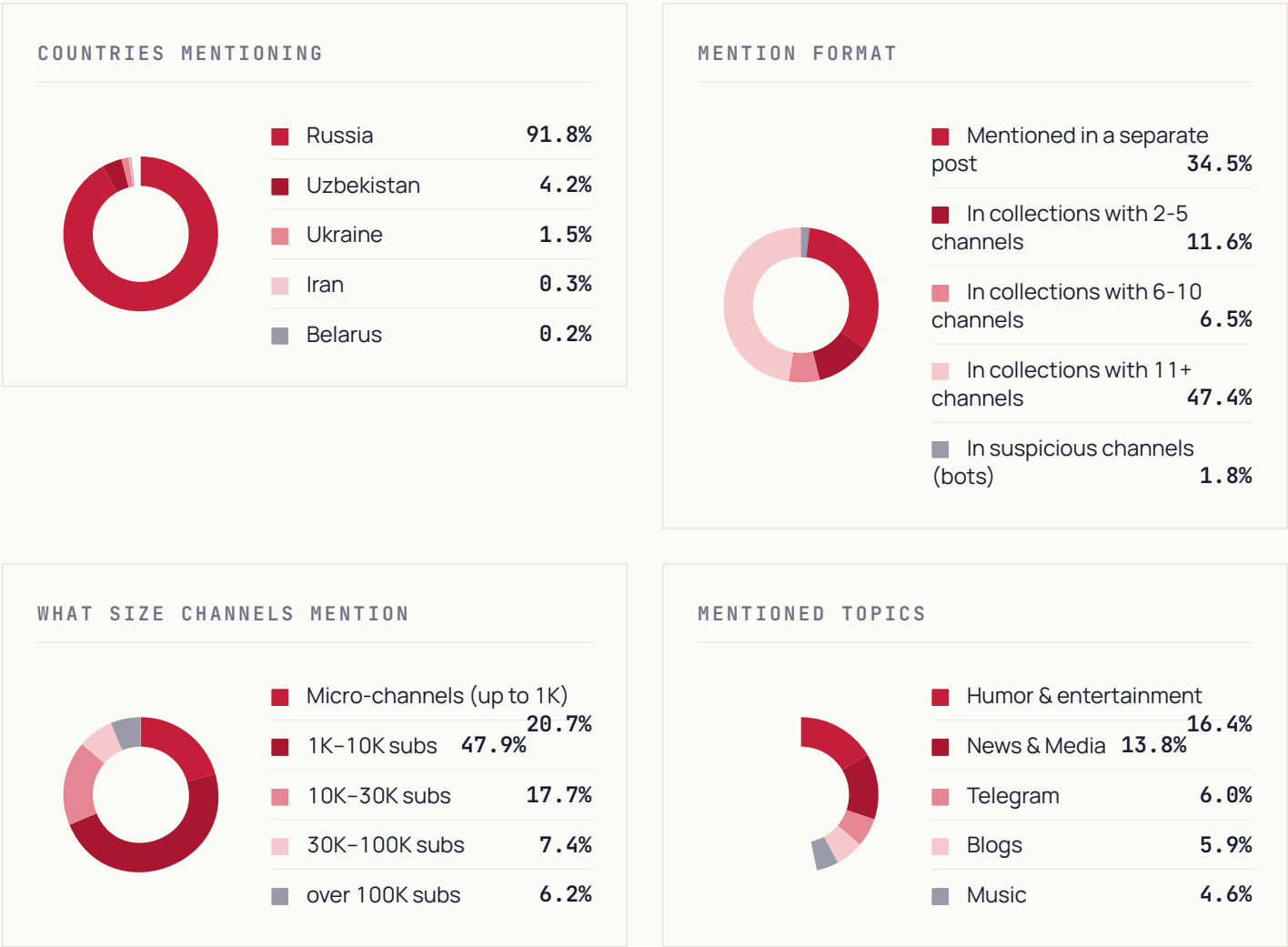
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 · CITATIONS

Who mentions the channel and how

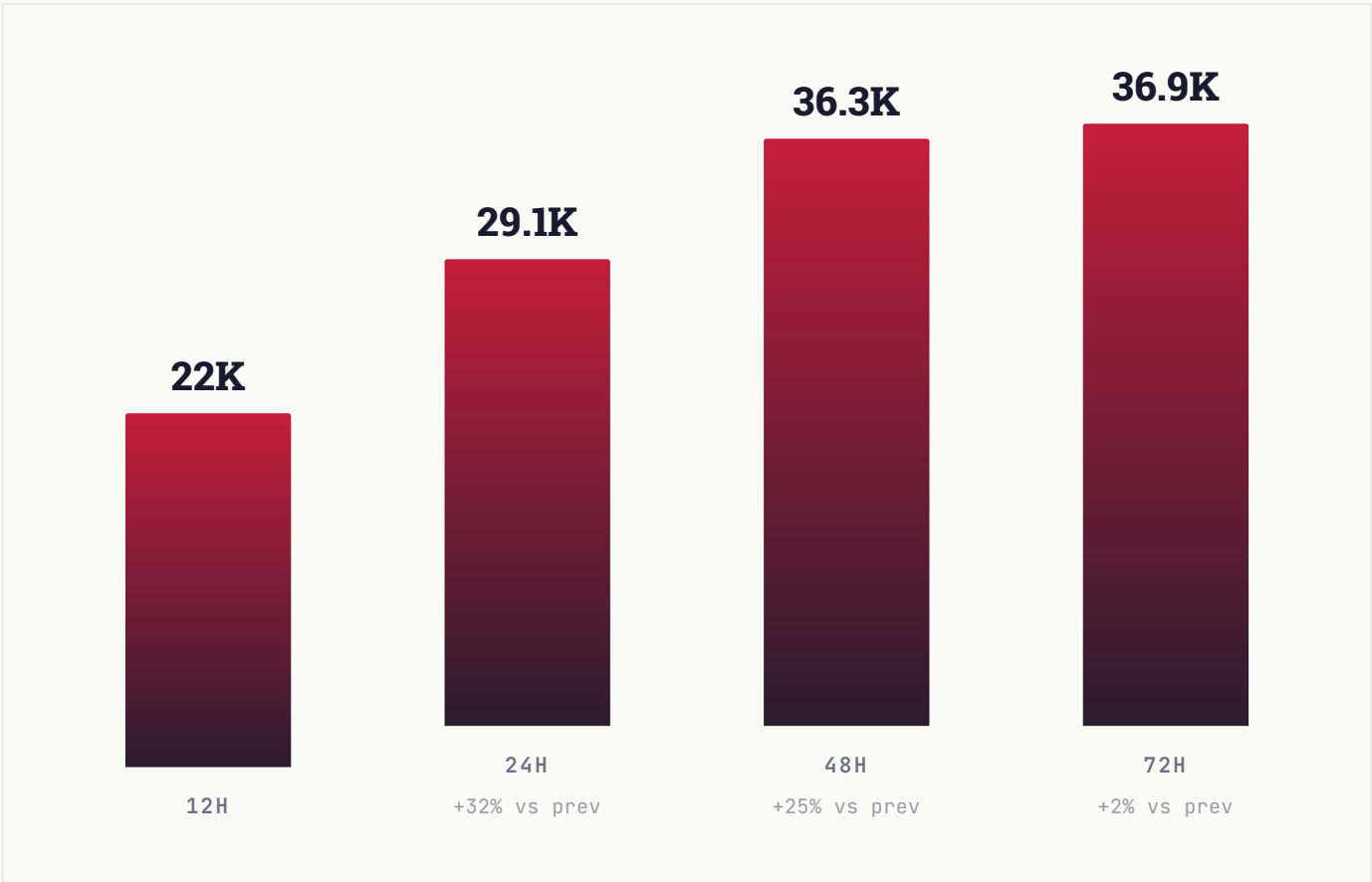
Citation index **1 059** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **4 183** different channels.



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 should 'live'.



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
PE Direct • 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
MA Mash	3.1M
RN RIA Novosti	3M
SR Media Russia not Moscow	2.8M
NM Moscow News	2.7M
MS Moscow today	2.7M
MM My Moscow YOU	403.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#100 of 98). Niche median — 780.2K subs. First growth KPI — reach median. Leader: Direct • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions: **226**, they brought **134 749** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	41	34	26 114
December 2025	19	19	11 864
Nov 2025	60	52	39 791
Oct 2025	44	36	29 054
September 2025	26	20	2 838
August 2025	36	30	25 088
TOTAL MENTIONS			226
MONTHS OF DATA			6
ATTRACTED SUBS			134 749

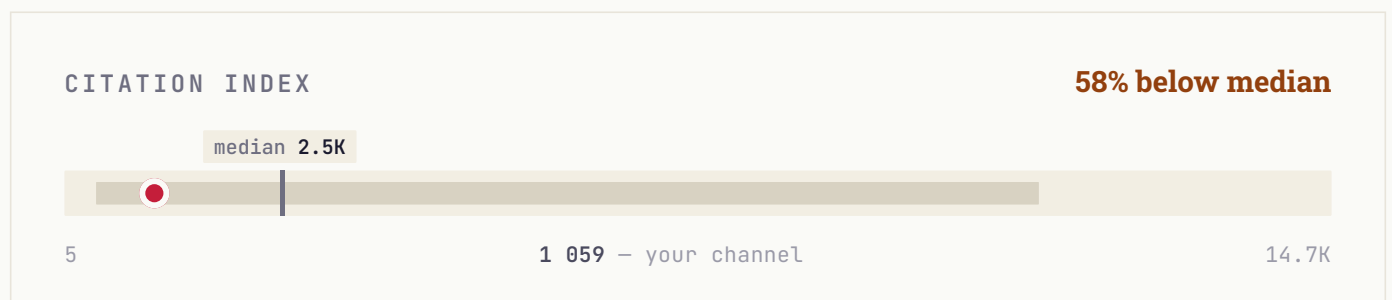
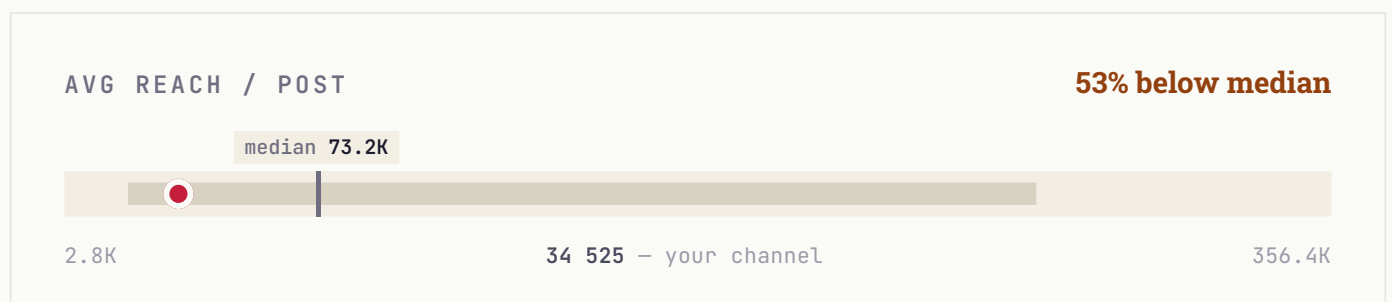
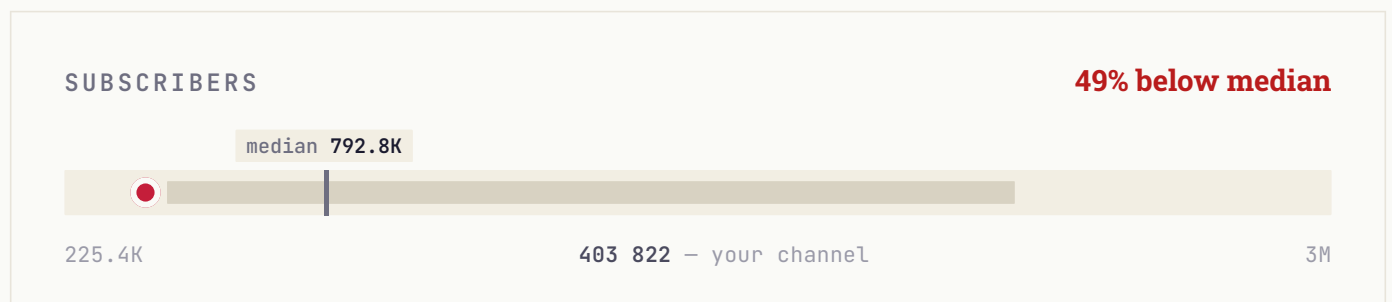
SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#100 /100

RANK IN NICHE
Channel in the bottom half of the ranking



— 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

Best post day — Thursday
 Audience is most active on this day at 08:00 MSK.

EFFECT
Best window for an important post
- 02

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

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by 5-15%.
 One weekly poll on a hot topic is an easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Cross-post with same-niche channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
 Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. 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
