

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow in Trend



@moscowvtrend

Follow Moscow life in modern trends and rediscover the city!

#7CYSY Contact: @MiraMtg Channel link - t.me/

+2D4k2nv54MQ1Nzhi RKN: 6290417721

SUBSCRIBERS

240 855

+14293 per month

ERR (% SEE POSTS)

16.0%

daily 12.4%

REACH/POST

38.1K

ad reach 29.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year 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

4 months · monthly

08 Niche comparison

Rank in «Travel» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 240 855 —	 SUBSCRIBER REACH 15.81% avg % subs see post	 VIEWS/POST 38.1K median 38.8K · 29 days	 POSTS/WEEK 18.0 for period
 7D TREND +5.3% vs previous week	 REACTIONS/POST 122.9 9,219 reactions, 12,249 reposts, 0 comments	 POST LENGTH 407 chars median 346 · 29 days	 POSTS ANALYZED 75 29 days
 AD REACH 29.9K 24h avg	 CHURN / MONTH +14293 last month	 CITATION RATE 4 citation index · 102 channels mentioned ever	 CHANNEL AGE 9 months 5 days created Sep 23, 2025

AI EDITOR SUMMARY

Channel «Moscow in Trend» — 240 855 subs. Each post averages 38.1K people (16% of subs), average reach — room to grow. Publishes 18 posts/week (~3/day) — regular. Week Jun 15–21 reach up +5.3% week Jun 8–14 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 75 posts over 29 days.
- 02 Dominant format – Photo (57/75 posts).
- 03 Avg post length – 407 chars (median 346).
- 04 Peak audience activity – Thursday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (44.4K avg for top vs 28.6K for worst) – among 75 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 18:56 PHOTO Concert by Tosya Chaikina, Therr Maitz, tarot reading and dozens of activities free on June 27 ♥️📺 You'll get: 📺Performances by Tosya Chaikina...	VIEWS 44 665 REP. 88	REACTIONS 129 ER 18.5%
Nº2 19.06 · 09:05 PHOTO Peony Garden in Gorky Park 😊 Peony Garden – a cozy peony garden on the central alley of the park, between Figurny...	VIEWS 44 495 REP. 73	REACTIONS 92 ER 18.5%
Nº3 19.06 · 12:02 PHOTO 📺♂️ Don't miss: FONFEST at Strelka Bar! June 20, legendary Strelka Bar becomes a meeting point for football fans and enthusiasts...	VIEWS 44 032 REP. 65	REACTIONS 145 ER 18.3%

Nº4 20.06 · 09:40 PHOTO Large free festival with Cossack festivities at Lyublino estate June 20-21 ☒ Expect: ☒Shows of 13+ national breeds...	VIEWS 43 933 REP. 230	REACTIONS 146 ER 18.2%
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Nº5 20.06 · 17:09 PHOTO ☒ Moscow tightens speed control for e-bike couriers In Moscow, the max speed for e-bike couriers will be...	VIEWS 43 476 REP. 71	REACTIONS 107 ER 18.1%
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WORST 3

↓ 16.06 · 19:02 PHOTO ☒ Found a quiet green courtyard in central Moscow – cozy veranda, cool design, and a countryside vibe ☒Sretenka, 25 Moscow in...	VIEWS 30 443 REP. 139	REACTIONS 148 ER 12.6%
↓ 17.06 · 18:32 PHOTO SUP festival on first July weekend ☒ Moscow's biggest paddleboard race. Also: beach...	VIEWS 28 164 REP. 152	REACTIONS 170 ER 11.7%
↓ 17.06 · 09:10 PHOTO Lake Tsernskoye ☒ Lake Tsernskoye still retains its pristine virginity, right under Moscow's nose. It all...	VIEWS 27 045 REP. 96	REACTIONS 142 ER 11.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

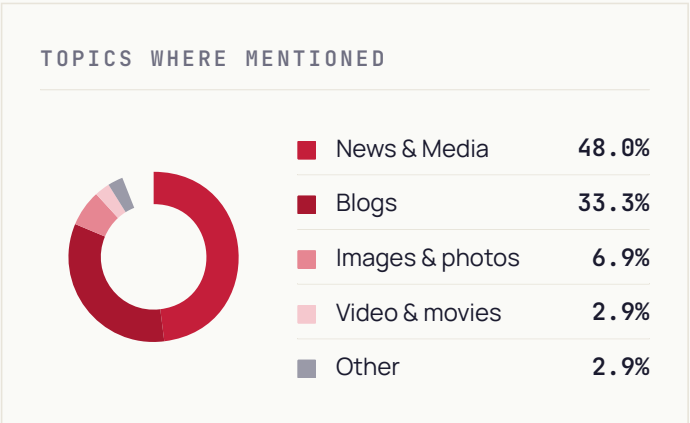
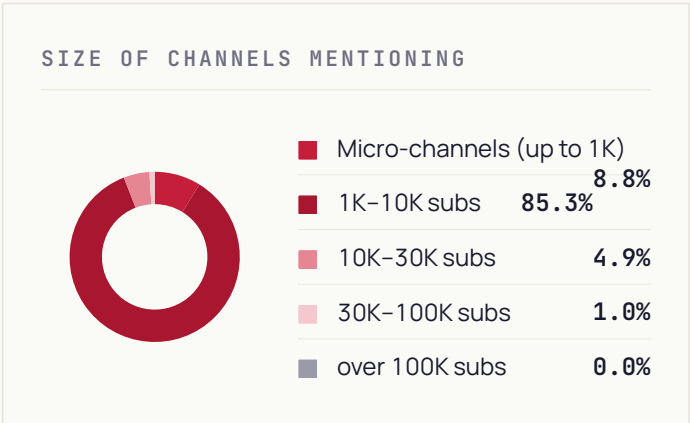
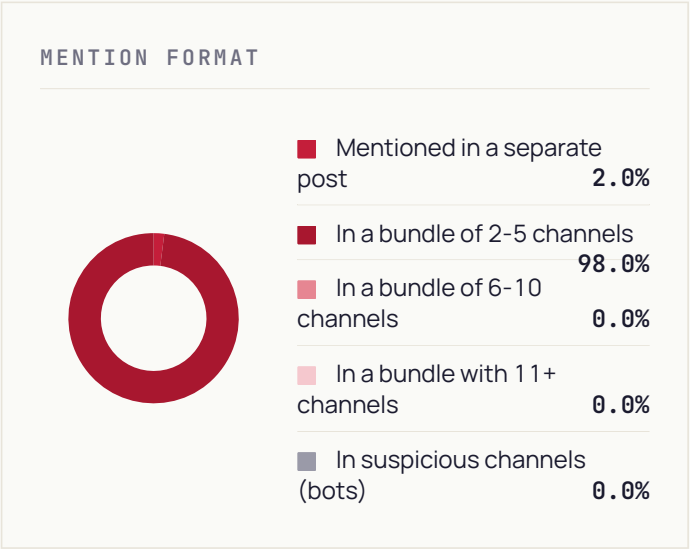
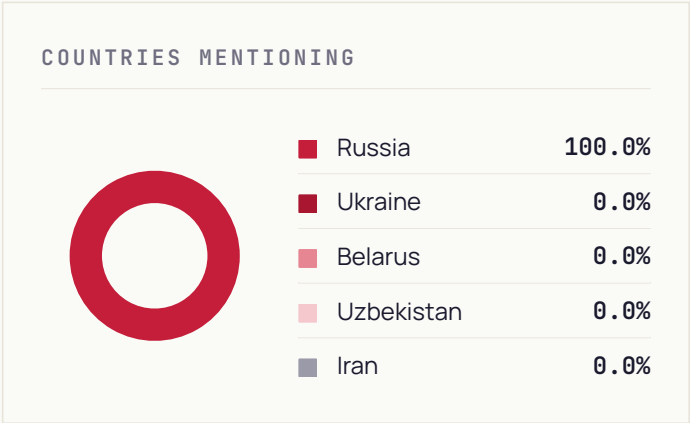
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

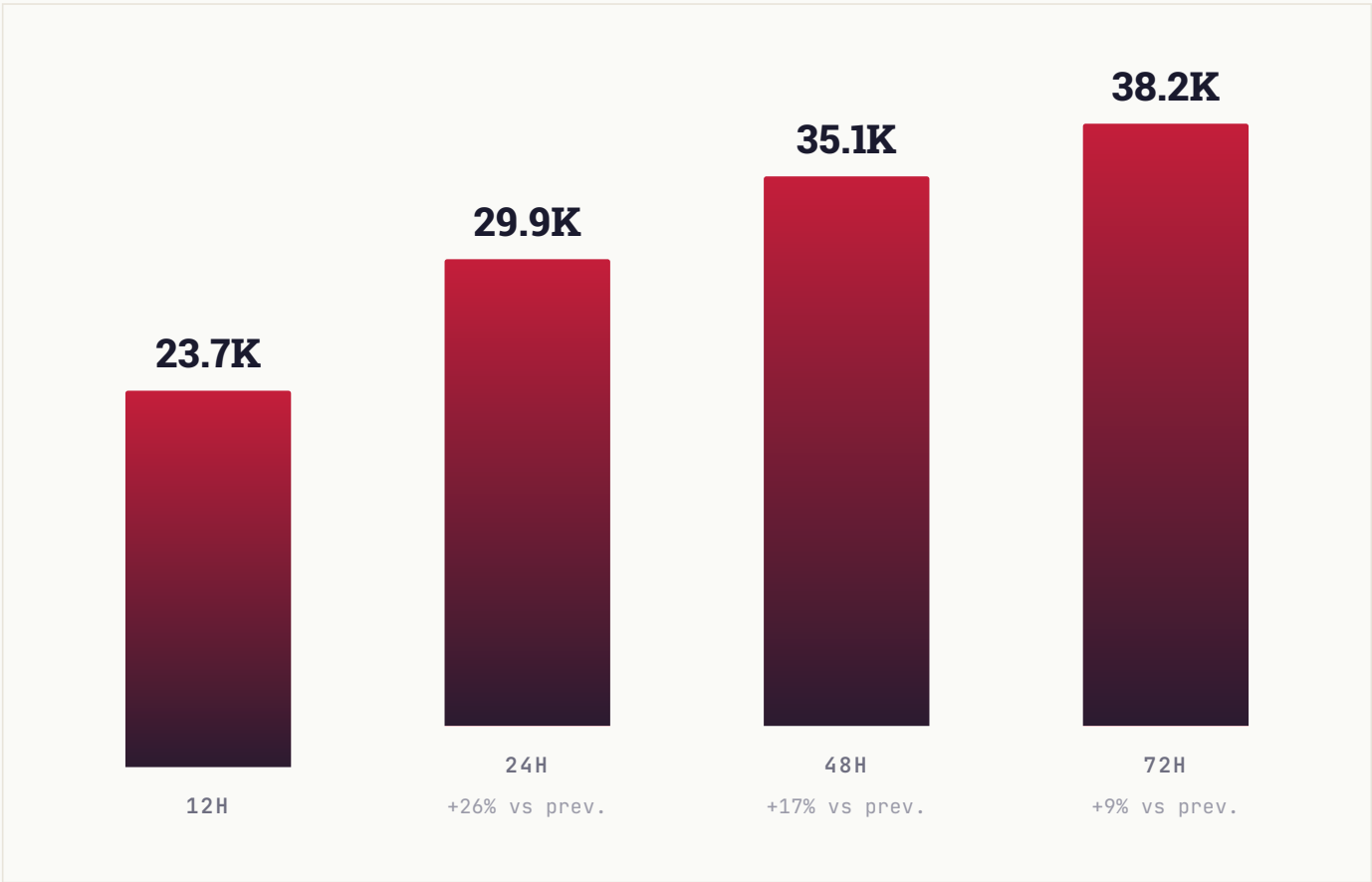
Citation index **4** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time channel mentions **102** different channels.



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
AW Amazing World and Travel	1.2M
M- Moscow - Where to Go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AE AEROFLOT	526K
MO Muscovite	508.6K
TU Tutu	504.9K
JP Yandex Travel	501.7K
Sun Discount wagon	433.4K
OT Ozon Travel	407K
MV Moscow in Trend YOU	240.9K

COMPARATIVE SUMMARY

Channel in top quartile of niche (#24 of 97). Leader — Amazing World and Travel (1.2M). Goal for coming months: enter niche top-10 via systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **4 months** such mentions **99**, they brought **58 774** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	99	99	58 774
September 2025	0	0	0

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
99	4	58 774

SECTION 08 · NICHE COMPARISON

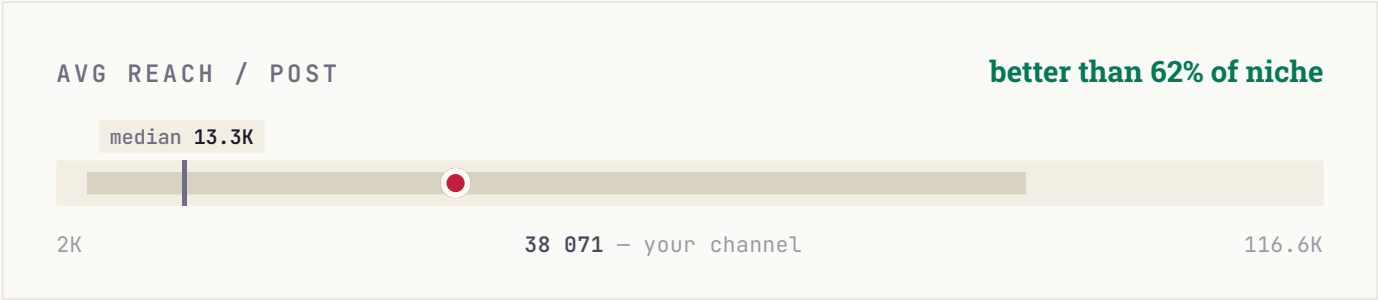
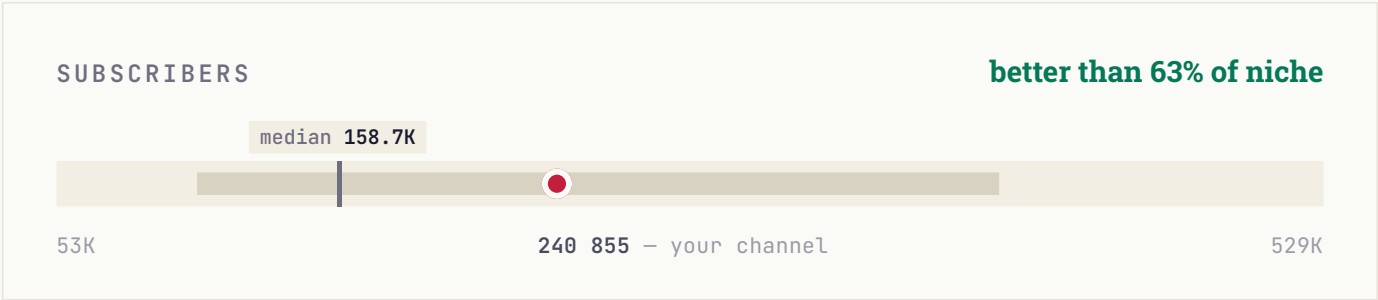
Where channel ranks in its league

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.

#24/100

RANK IN NICHE

Channel in top 24% – strong position



— 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

Main post of the week — on Thursday

On this day at 21:00 MSK audience is most active.

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 lever.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords for 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. To go further — run ads through us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
