

PUBLIC PROMTPRESS REPORT

Channel audit

Moscow Fashion Week



@mosfweek

Official site: <https://moscowfashion.ru/> RKN [#ILDKJ](https://gosuslugi.ru/snet/67b5b8b562d24f3a23ee1afb)

SUBSCRIBERS

21 316

-122 per month

ERR (% SEE POSTS)

9.0%

daily **3.2%**

REACH/POST

1.9K

ad reach **672**/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 21 316 —	 SUBSCRIBER REACH 8.91% avg % of subs see post	 VIEWS/POST 1.9K median 1.6K · 28 days	 POSTS/WEEK 7.0 for period
 7D TREND -48.4% vs previous week	 REACTIONS/POST 17.6 493 reactions, 391 reposts, 0 comments	 POST LENGTH 665 chars median 640 · 28 days	 POSTS ANALYZED 28 28 days
 AD REACH 672 24h avg	 CHURN / MONTH -122 last month	 CITATION RATE 573 citation index · 1,288 channels mentioned it ever	 CHANNEL AGE 4 years 2 months created 21.04.2022

AI EDITOR SUMMARY

Channel 'Moscow Fashion Week' — 21 316 subs. Each post averages 1.9K people (9% of subs), reach is low — worth expanding audience. Publishes 7 posts per week (~1/day) — regular schedule. For week 22–28 Jun, reach dropped -48.4% to week 15–21 Jun — worth analyzing causes.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **28** posts in 28 days.
- 02 Dominant format – **Photo** (20/28 posts).
- 03 Avg post length – **665** chars (median 640).
- 04 Peak audience activity – **Tuesday**, 17:00 MSK.
- 05 Top posts get **4x** more views than the weakest (4.8K avg top vs 1.2K worst) – among 28 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 14:12 PHOTO Designers from all over Russia are invited to participate in Moscow Fashion Week From September 26 to October 1, the seventh...	VIEWS 9 800 REPOSTS 89	REACTIONS 29 ER 46.0%
Nº2 16.06 · 17:41 PHOTO Today's 'item of the day' is an apron from Charlotte's Kit. Not long ago, aprons were only associated with home...	VIEWS 2 340 REPOSTS 7	REACTIONS 16 ER 11.0%
Nº3 18.06 · 14:58 PHOTO As kids, every girl had a box of paper dolls with many outfits. Today they're trending again – brands...	VIEWS 2 122 REPOSTS 25	REACTIONS 40 ER 10.0%

Nº4 15.06 · 14:26 PHOTO Fashion Route: What to Do in Moscow This Week 📍 Visit museums for free. From June 15 to 21, Moscow Museum Week will take place – ...	VIEWS 2 039 REPOSTS 17	REACTIONS 13 ER 9.6%
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Nº5 20.06 · 11:43 PHOTO Fall (Sep 26 – Oct 1) will host the 7th season of Moscow Fashion Week. The program includes shows by Russian and foreign brands...	VIEWS 2 011 REPOSTS 15	REACTIONS 42 ER 9.4%
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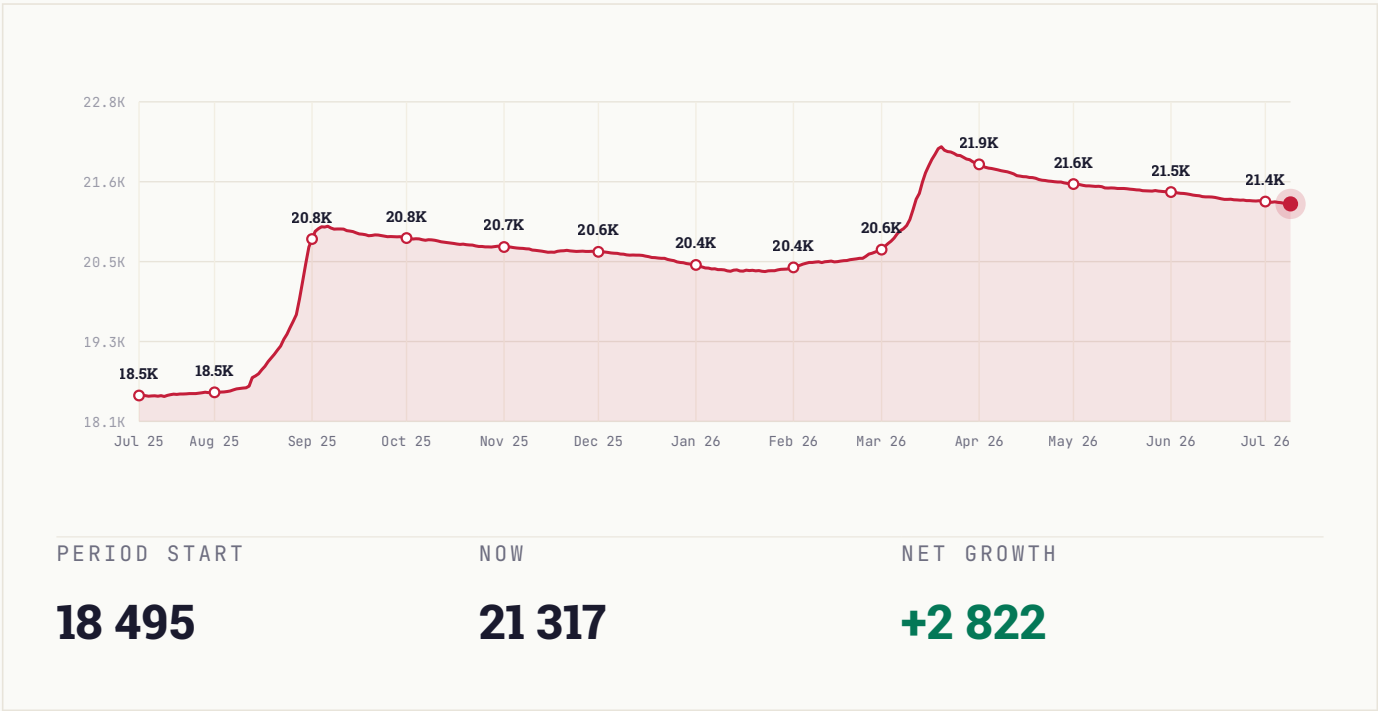
WORST 3

↓ 30.06 · 13:28 VIDEO Fashion Route: What to Do in Moscow This Week 📍 Visit the exhibition 'SVAYASI. Traditions of the Future' at the Historical Museum. The exposition...	VIEWS 1 296 REPOSTS 16	REACTIONS 10 ER 6.1%
↓ 30.06 · 15:12 PHOTO Since we're talking about colors – let's move to specific finds from Russian brand collections. Our selection includes models with...	VIEWS 1 270 REPOSTS 4	REACTIONS 9 ER 6.0%
↓ 02.07 · 12:52 PHOTO DJ and singer Peggy Gou appears on the cover of Vogue Taiwan's July issue. Photographer: Hyeawon Kang Moscow Fashion Week channel now...	VIEWS 1 105 REPOSTS 7	REACTIONS 12 ER 5.2%

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 gained and lost subs.

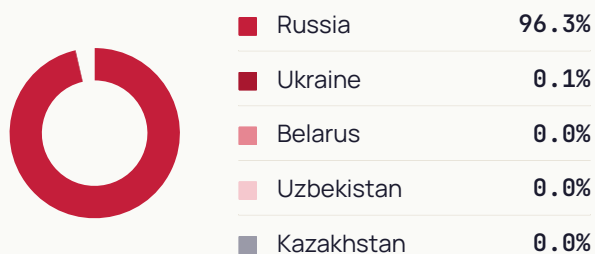


SECTION 04 • MENTIONS

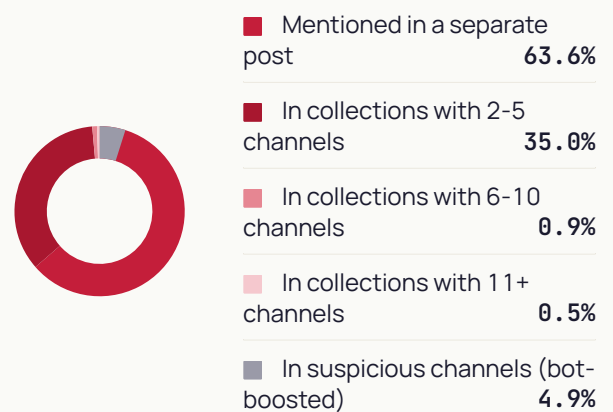
Who mentions the channel and how

Citation index **573** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time the channel was mentioned **1 288** different channels.

COUNTRIES MENTIONING YOU



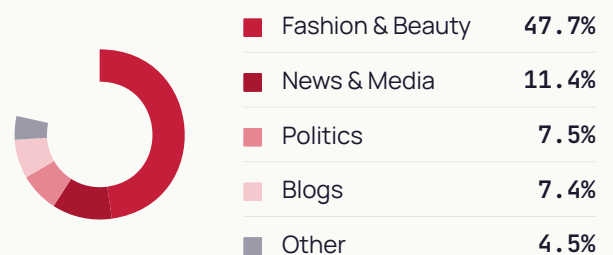
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION YOU



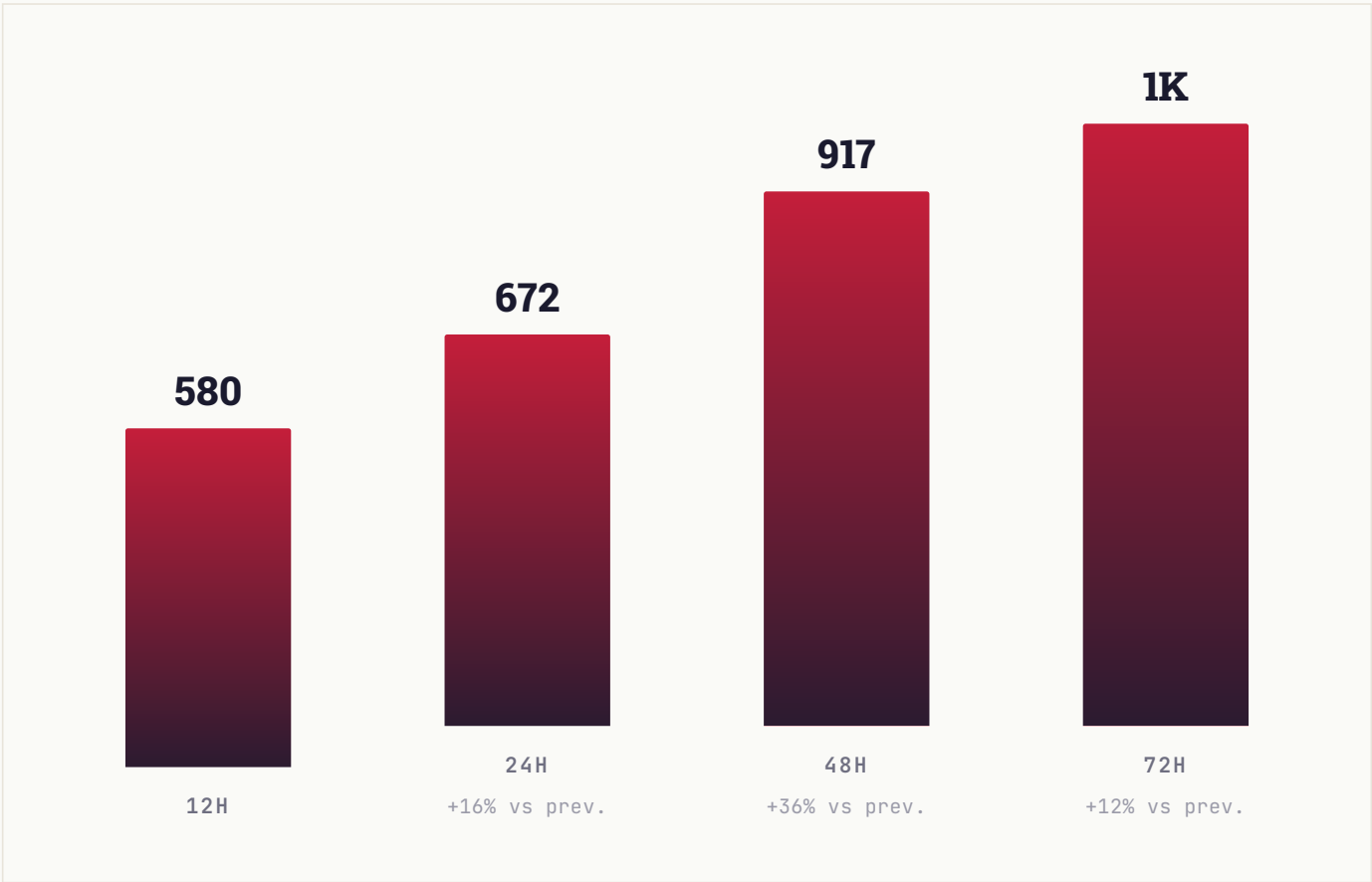
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

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

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Facial exercises	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW Finds WB OZON	393.5K
MN Moscow Fashion Week YOU	21.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal — enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **405**, they brought **2 634** new subs.

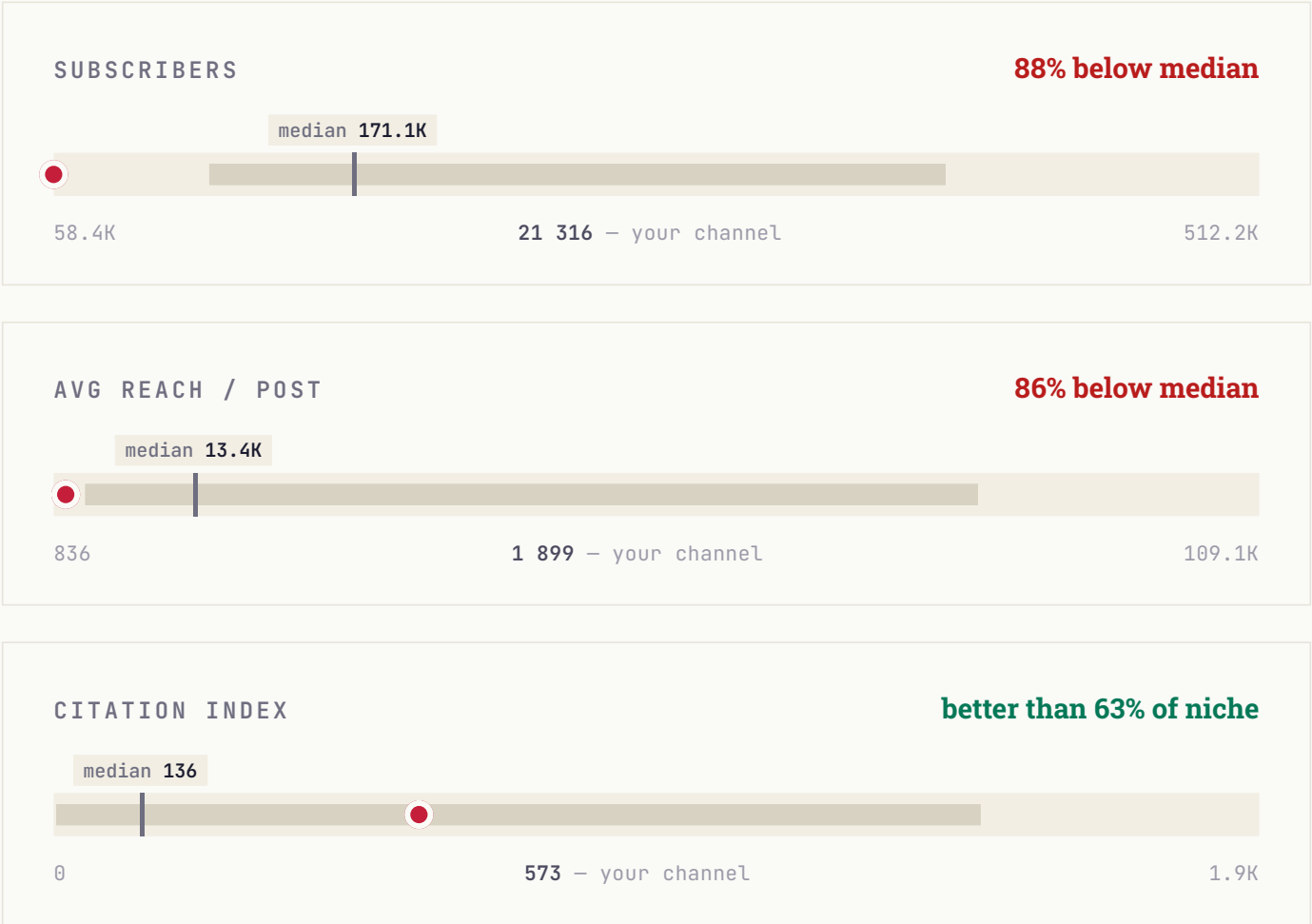
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	5	4	92
December 2025	19	18	4
November 2025	3	3	38
October 2025	20	16	28
September 2025	147	89	331
August 2025	211	111	2 141

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
405	6	2 634

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01

Top post of the week — on Tuesday

Audience is most active on this day at 17:00 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 typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Quarterly cross-post with channels in the same segment. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want 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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