

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow on Max



@mosjournal

We show unusual places, interesting events and secrets of the capital. Send interesting stuff: @mosmediabot Integrations & collabs: @todaycast Channel collaborates with @Tgpodbor_official RKN:...

SUBSCRIBERS

416 355

-10403 per month

ERR (% SEE POSTS)

6.0%

per day 4.5%

REACH/POST

24.5K

ad reach 18.7K/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 416 355 —	 SUBS REACH 5.88% avg % subs see post	 VIEWS/POST 24.5K median 22.2K · 29 days	 POSTS/DAY 16.1 ~113 per week
 7D TREND -9.1% vs previous week	 REACTIONS/POST 220.7 only 106,176 reactions, 91,646 reposts, 0 comments	 POST LENGTH 214 chars median 168 · 29 days	 POSTS ANALYZED 481 29 days
 AD REACH 18.7K 24h avg	 CHURN / MONTH -10403 last month	 QUOTABILITY 1 269 citation index · 8,188 channels mentioned ever	 CHANNEL AGE 3 years 9 months created 08/14/2022

AI EDITOR SUMMARY

Channel «Moscow on Max» — 416 355 subs. Each post averages 24.5K people (6% of subs), reach is low — should expand audience. Publishes 113 posts per week (~16/day) — very active posting. For week May 25–31 reach dropped -9.1% by week May 18–24 — worth analyzing reasons.

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 **481** posts in 29 days.
- 02 Dominant format – **Photo** (220/481 posts).
- 03 Avg post length – **214** chars (median 168).
- 04 Peak audience activity – **Saturday**, 12:00 MSK.
- 05 Strongest posts get **8x** more views than the weakest (135.6K avg top vs 16.5K worst) – among 481 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.05 · 06:46 TEXT 🇮🇹 Italy became the most popular European destination for Russians during May holidays – ATOR. Top 3 also includes France and...	VIEWS 164 952 REP. 551	REACTIONS 256 ER 39.6%
Nº2 18.05 · 07:59 TEXT ☹ Every second Russian thinks they're dumber than AI – MWS AI poll. @mosjournal	VIEWS 125 208 REP. 348	REACTIONS 211 ER 30.1%
Nº3 30.05 · 09:42 PHOTO 👮 Scammers tricked a Moscow pensioner out of over 37 million rubles, posing as key replacement service employees...	VIEWS 116 689 REP. 397	REACTIONS 144 ER 28.0%

Nº4 19.05 · 11:03 **PHOTO**

☒ Moscow temperature hit +35°C. @mosjournal

 VIEWS
111 061
 REP.
1 065

 REACTIONS
227
 ER
26.7%
Nº5 14.05 · 15:49 **TEXT**

☒ Moscow fare evader gets 1.5 years in prison for attacking a ticket inspector. Passenger refused to pay and show documents...

 VIEWS
108 925
 REP.
411

 REACTIONS
275
 ER
26.2%
WORST 3

 ↓ 05.06 · 07:03 **VIDEO**

☒ GigaChat helps you stay on top of SPIEF news and explains how key forum events may affect everyday...

 VIEWS
16 637
 REP.
3

 REACTIONS
32
 ER
4.0%

 ↓ 05.06 · 14:36 **PHOTO**

☒ Overheating issue for future HSR trains solved at design stage. Exterior design work is also wrapping up...

 VIEWS
16 631
 REP.
12

 REACTIONS
135
 ER
4.0%

 ↓ 05.06 · 16:20 **PHOTO**

☹ Moscow women are never satisfied. @mosjournal

 VIEWS
16 192
 REP.
79

 REACTIONS
390
 ER
3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

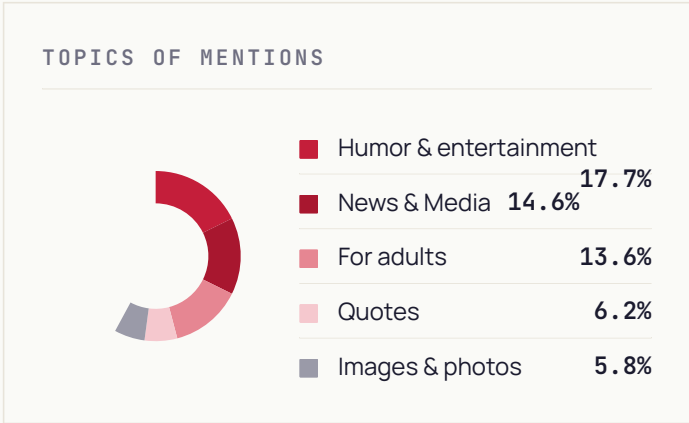
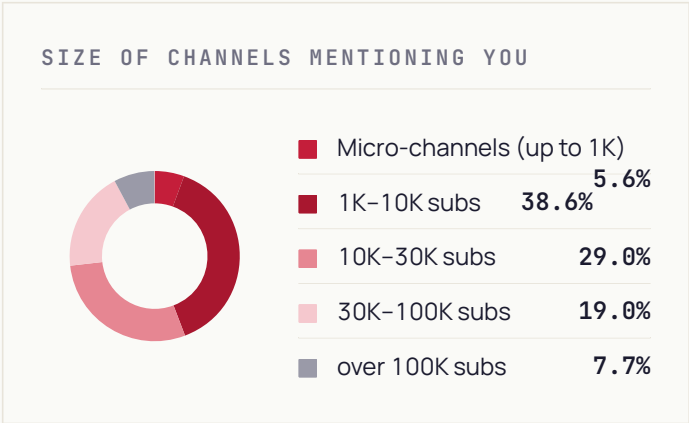
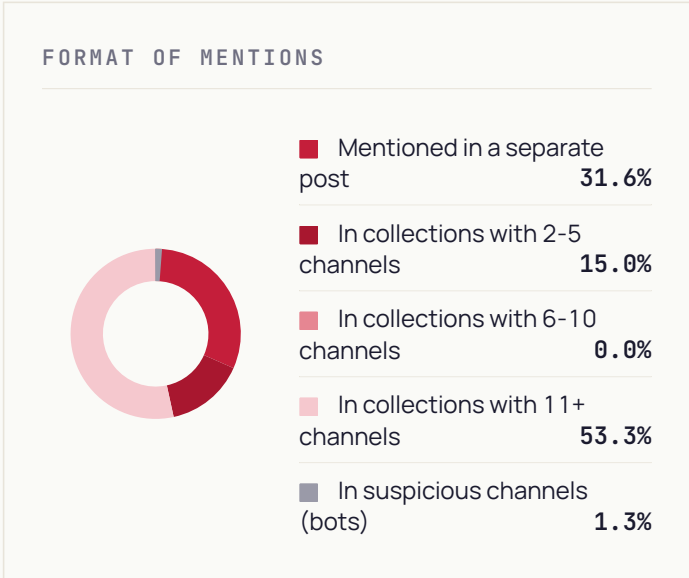
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

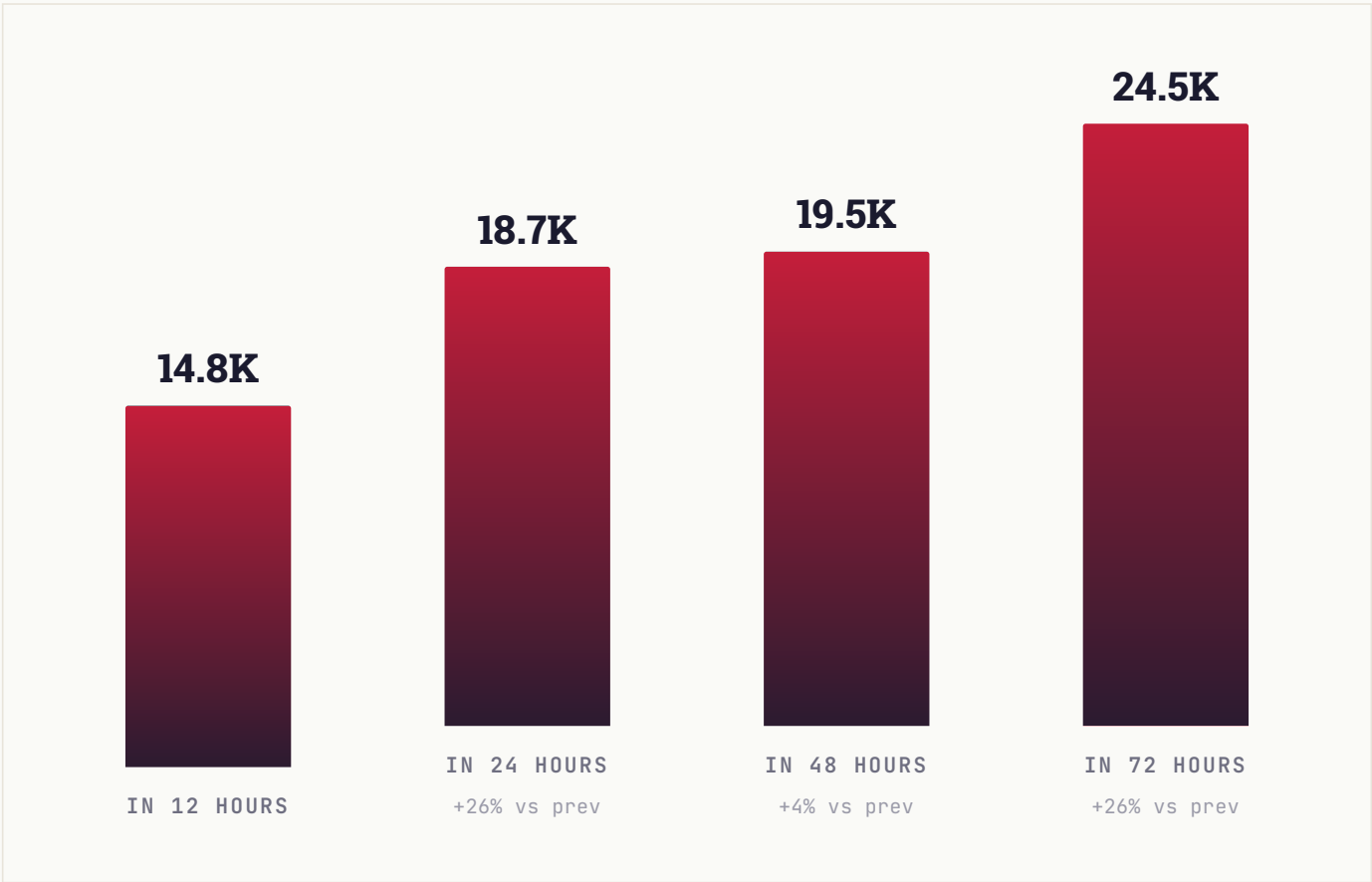
Citation index **1 269** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **8 188** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an 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 and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
MN Moscow on Max YOU	416.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#100 of 99). Niche median — 843.7K subs. First growth KPI — reach the median. Leader: Live Broadcast • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **866**, they brought **232 987** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	28	26	2 295
November 2025	2	2	87
October 2025	16	14	89 712
September 2025	0	0	0
August 2025	14	11	35 234
Jul 2025	806	805	105 659
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
866	6	232 987	

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

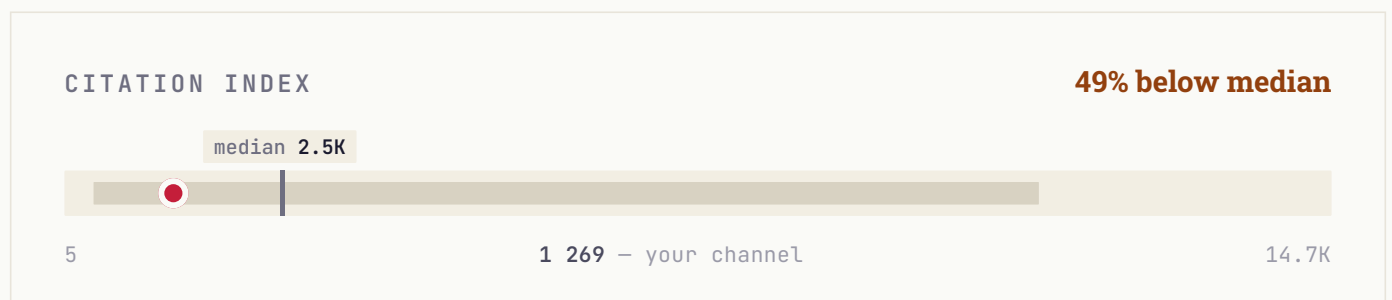
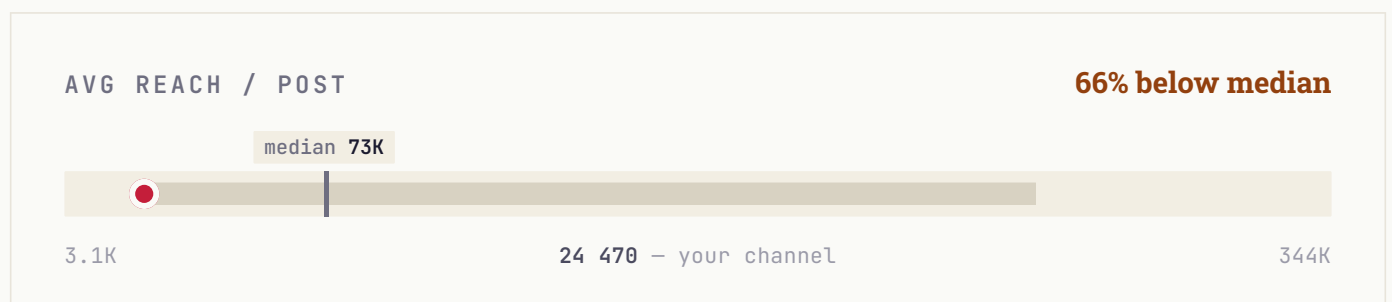
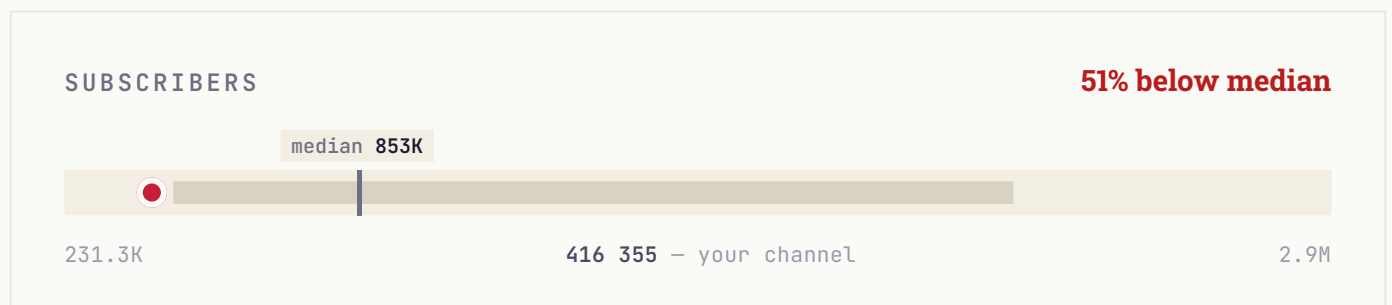
Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band shows the range for 80% of niche channels (p10 to p90). Black vertical line is the median. Red dot is your channel.

#86

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience is most active on this day at 12:00 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 poll per week on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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