

PUBLIC REPORT BY PROMTPRESS

Channel audit

Typical Moscow



@moskva_only

Channel about Moscow lifestyle. @moskva_onlybot — send news
Collaboration: @namebogdan Assistant: @mossovet Working with
@Spiral_Yuri RKN: <https://clck.ru/3Mfom6>

SUBSCRIBERS

1 003 920

-3341 per month

ERR (% SEE POSTS)

3.0%

per day 1.3%

REACH/POST

27.8K

ad reach 13.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 1 003 920 —	 SUBS REACH 2.77% avg % subs see post	 VIEWS/POST 27.8K median 25.6K · 29 days	 POSTS/DAY 8.7 ~61 per week
 7D TREND -13.5% vs previous week	 REACTIONS/POST 399.2 total 102,603 reactions, 36,656 reposts, 0 comments	 POST LENGTH 224 chars median 191 · 29 days	 POSTS ANALYZED 257 29 days
 AD REACH 13.4K 24h avg	 CHURN / MONTH -3341 last month	 CITATION RATE 3 626 citation index · 4,866 channels mentioned it ever	 CHANNEL AGE 2 years 11 months created 16.06.2023

AI EDITOR SUMMARY

Channel «Typical Moscow» — 1 003 920 subs. Each post averages 27.8K people (3% from subs), reach is low — should expand audience. Publishes 61 posts per week (~9/day) — active posting. For week 25–31 May, reach dropped -13.5% to week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 257 posts in 29 days.
- 02 Dominant format — Photo (151/257 posts).
- 03 Avg post length — 224 characters (median 191).
- 04 Peak audience activity — Sat, 22:00 MSK.
- 05 Top posts get 4x more views than the weakest (50.6K avg for top vs 12.5K for bottom) — among 257 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.05 · 19:28 PHOTO Summer is already creeping up on VDNKh ❤️🌳❤️🌳	VIEWS 53 504 REP. 109	REACTIONS 2 100 ER 5.3%
Nº2 09.05 · 19:29 PHOTO What gorgeous muscari have bloomed in Zaryadye! Against the backdrop of the Kremlin and Moscow River, the shots are simply incredible 🌳🌳 Park...	VIEWS 49 875 REP. 236	REACTIONS 1 963 ER 5.0%
Nº3 12.05 · 19:03 PHOTO An exhibition dedicated to DOGGIES will be held in Moscow from May 15 to 31! The exposition features works by over 20 artists. Each in their own way...	VIEWS 48 341 REP. 150	REACTIONS 459 ER 4.8%

Nº4 09.05 · 10:47 PHOTO Silver Forest is perfect for picnics, walks along alleys with bridges, or relaxing on the waterfront A real piece of nature...	VIEWS 47 893 REP. 237	REACTIONS 1 243 ER 4.8%
Nº5 10.05 · 17:27 VIDEO Oh, diet fast food appeared in Moscow! They offer burgers with minimum calories and max protein, air-fried fries, not...	VIEWS 47 526 REP. 284	REACTIONS 601 ER 4.7%

|

WORST 3

↓ 02.06 · 15:01 VIDEO A giant Safari Park opened yesterday 20 km from the MKAD! Full ticket costs 2,500 rubles, but: • Birthday people get free entry on the day...	VIEWS 12 892 REP. 408	REACTIONS 84 ER 1.3%
↓ 02.06 · 16:00 PHOTO ☒ We want to conquer 5G together How will life change with the new generation of connectivity? In the long run, 5G will reduce response time...	VIEWS 12 540 REP. 15	REACTIONS 67 ER 1.2%
↓ 02.06 · 15:31 VIDEO Foodies, here's a review of the trendiest shawarma in Moscow! The girl stood in line for 40 minutes to taste this treat. Here's the address...	VIEWS 12 061 REP. 149	REACTIONS 109 ER 1.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

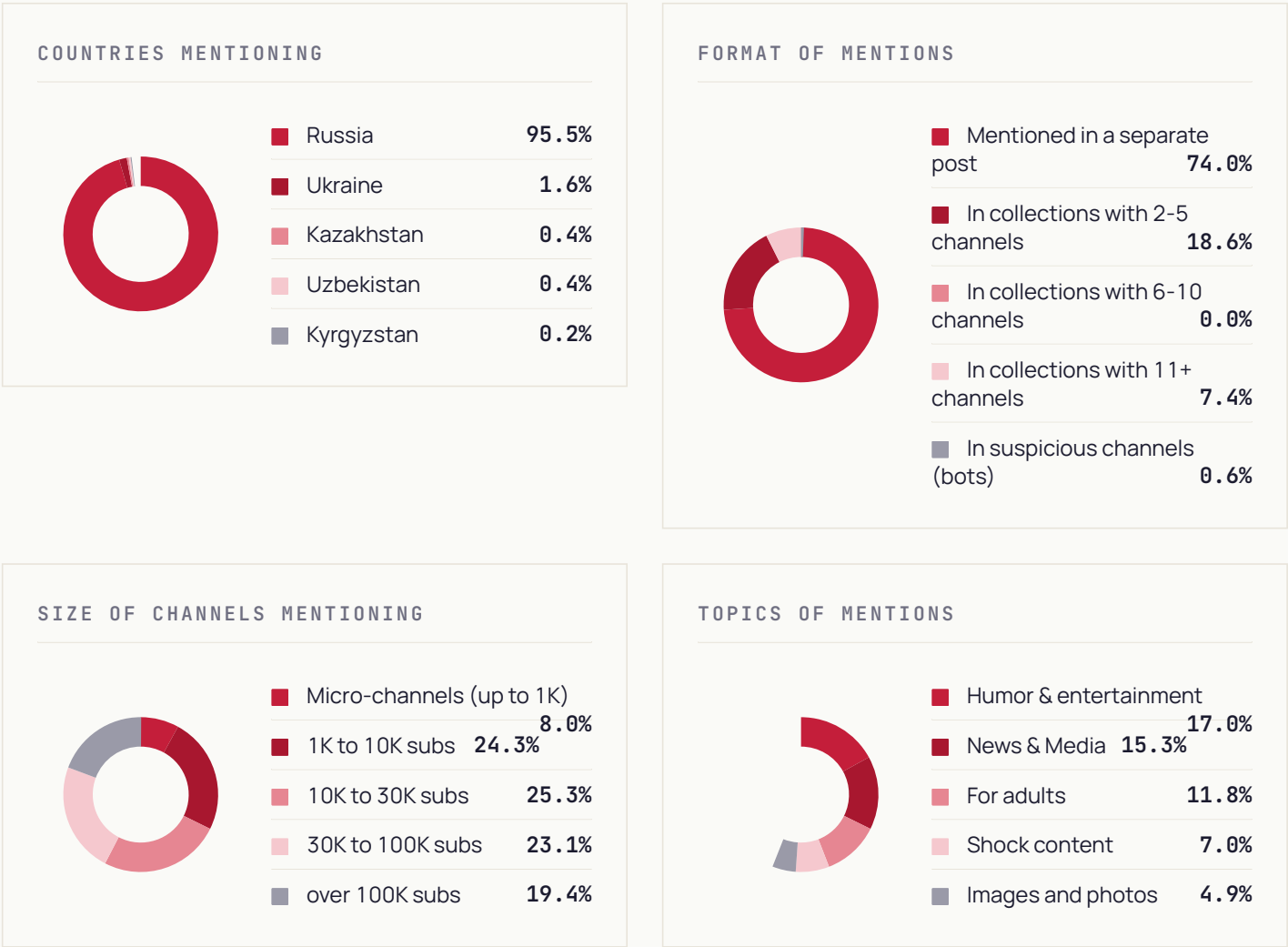
Subscriber growth graph for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

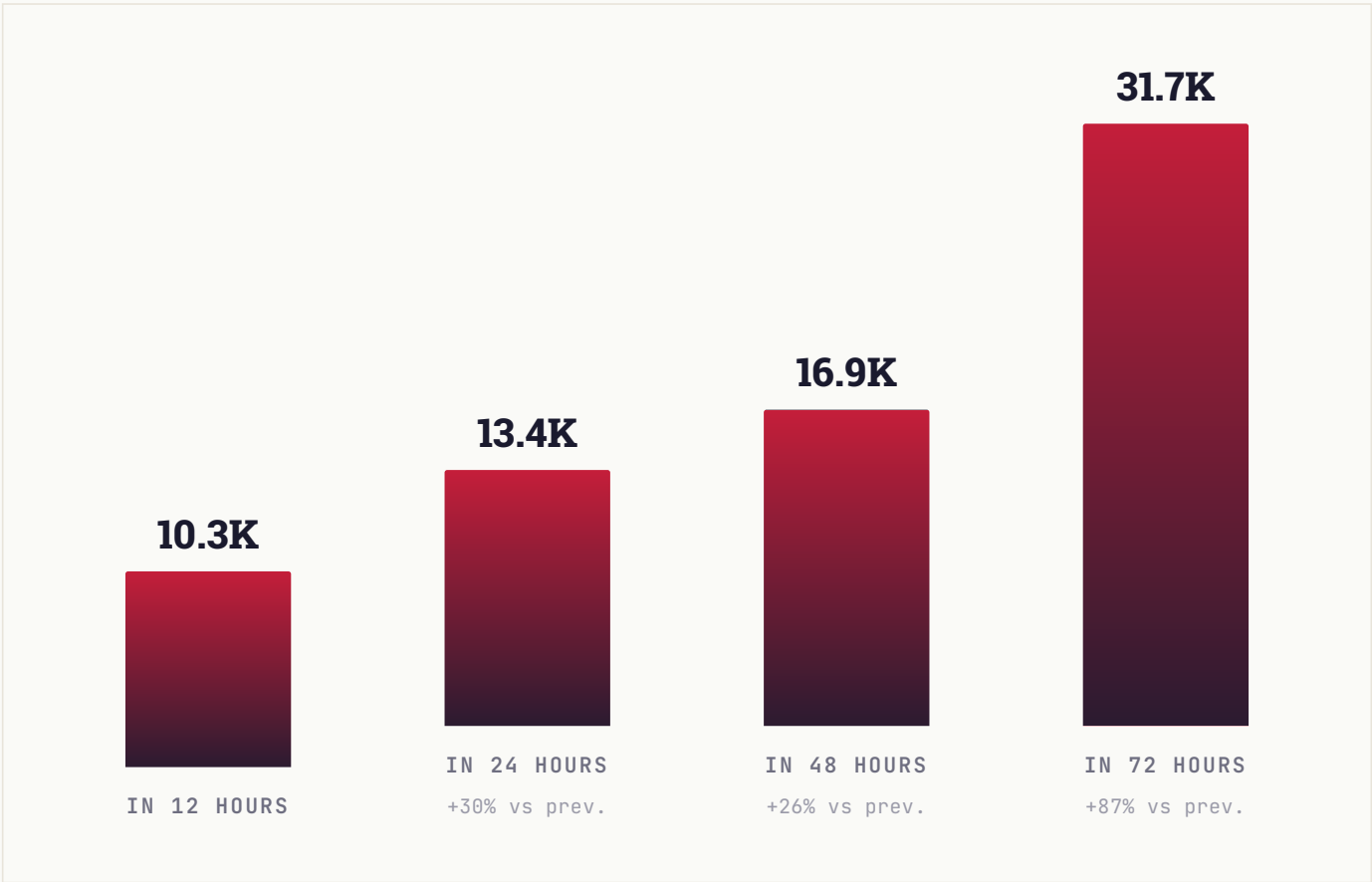
Citation index **3 626** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **4 866** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over time since publication. Helps estimate how long 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
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
Avg. Media Russia (non-Moscow)	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
TM Typical Moscow YOU	1M

COMPARATIVE INSIGHT

Channel in top half of niche (#38 of 99). Niche leader — Live Broadcast • News (4.1M), median subs 843.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

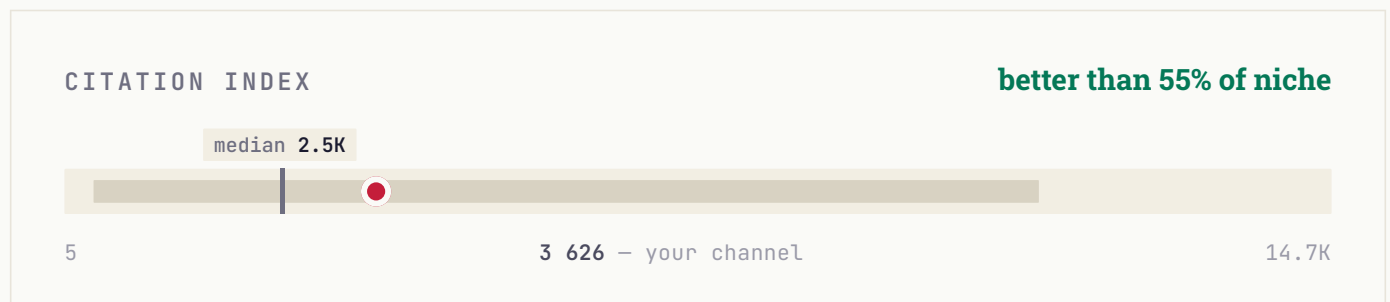
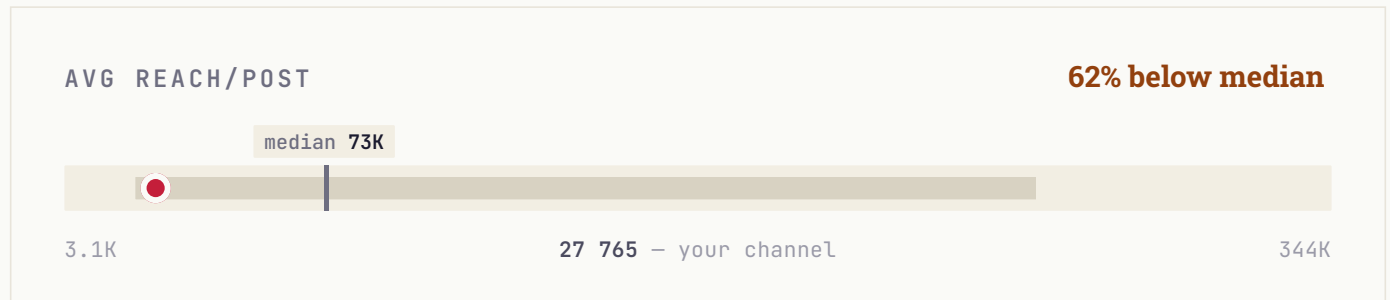
How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **701**, they brought **575 670** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	17 833
November 2025	0	0	22 361
October 2025	0	0	10 232
Sep 2025	0	0	12 562
August 2025	1	1	9 224
July 2025	700	691	503 458
TOTAL MENTIONS			701
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			575 670

Where the channel stands in its league

#86 /100 POSITION IN NICHE
Channel in the lower half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

Audience is most active on this day and at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.77% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.7pp ER

03

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**

04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
